



Kodak

Darwin VDP Software

Version 3.1

User Guide

English

Copyright

© Kodak, 2011. All rights reserved.

This document is also distributed in Portable Document Format (PDF). You may reproduce the document from the PDF file for internal use. Copies produced from the PDF file must be reproduced in whole.

Trademarks

Kodak, Creo and Darwin are trademarks of Kodak.

Adobe, Acrobat, Adobe Illustrator, Distiller, InDesign, Photoshop and PostScript are trademarks of Adobe Systems Incorporated.

Apple, AppleShare, AppleTalk, iMac, ImageWriter, LaserWriter, Mac OS, Power Macintosh, and TrueType are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc., registered in the U.S.A. and other countries.

PANTONE and PANTONE MATCHING SYSTEM are the property of Pantone, Inc.

FCC compliance

Any Kodak equipment referred to in this document complies with the requirements in part 15 of the FCC Rules for a Class A digital device. Operation of the Kodak equipment in a residential area may cause unacceptable interference to radio and TV reception, requiring the operator to take whatever steps are necessary to correct the interference.

Equipment recycling



In the European Union, this symbol indicates that when the last user wishes to discard this product, it must be sent to appropriate facilities for recovery and recycling. Contact your local Kodak representative or refer to <http://www.kodak.com/go/recycle> for additional information on the collection and recovery programs available for this product.

Limitation of liability

The product, software or services are being provided on an “as is” and “as available” basis. Except as may be stated specifically in your contract, Kodak expressly disclaims all warranties of any kind, whether express or implied, including, but not limited to, any implied warranties of merchantability, fitness for a particular purpose and non-infringement.

You understand and agree that, except as may be stated specifically in your contract, Kodak shall not be liable for any direct, indirect, incidental, special, consequential or exemplary damages, including but not limited to, damages for loss of profits, goodwill, use, data or other intangible losses (even if Kodak has been advised of the possibility of such damages), resulting from: (i) the use or the inability to use the product or software; (ii) the cost of procurement of substitute goods and services resulting from any products, goods, data, software, information or services purchased; (iii) unauthorized access to or alteration of your products, software or data; (iv) statements or conduct of any third party; (v) any other matter relating to the product, software, or services.

The text and drawings herein are for illustration and reference only. The specifications on which they are based are subject to change. Kodak may, at any time and without notice, make changes to this document. Kodak assumes no liability for technical or editorial errors or omissions made herein, and shall not be liable for incidental, consequential, indirect, or special damages, including, without limitation, loss of use, loss or alteration of data, delays, or lost profits or savings arising from the use of this document.

<http://graphics.kodak.com/>

Internal 731-01559A-EN

Revised 2011-07-18

Contents

1	Install the software.....	1
	Installing the Darwin VDP software on a Windows-based computer.....	1
	Software and hardware requirements.....	1
	Installing the Darwin VDP software version 3.1.....	2
	Installing the Darwin VDP software version 3.1 without removing a previous Darwin version.....	2
	Removing the software.....	3
	Installing the Darwin VDP software on a Mac OS computer.....	4
	Requirements.....	4
	Installing the Darwin VDP software version 3.1.....	4
	Installing the Darwin VDP software version 3.1 without removing a previous Darwin version.....	5
	Removing the software.....	6
2	Overview of the Darwin VDP software.....	7
	What is a Darwin job?.....	8
	Darwin Pilot workspace.....	8
	The Data Planner tab.....	9
	The ToolBox tab.....	10
	The Page Manager tab.....	11
3	How do I create a VDP job? Hands-on tutorial.....	13
	Overview.....	13
	Files supplied with the tutorial.....	15
	Creating a Darwin job from a data file.....	16
	Adding InDesign CS4/CS5 pages to the Darwin job.....	19
	Assigning data fields to an InDesign CS4/CS5 page.....	19
	Adding a text rule.....	22
	Applying a text rule to an InDesign CS4/CS5 page.....	26
	Adding an image rule.....	26
	Applying an image rule to an InDesign page.....	28
	Adding a new result to a rule.....	29
	Applying a color rule to an InDesign CS4/CS5 page.....	33
	Adding a complex image rule.....	34
	Composing pages for VDP production.....	36
4	Creating a Darwin Job.....	39
	Data overview.....	39
	Creating a job from a data file.....	39
	Creating a job manually.....	42
5	Working with fields and data.....	43
	Adding a field.....	43
	Types of fields supported by the Darwin VDP software.....	43
	Editing the list of fields.....	44
	Assigning data to a Darwin job.....	44
	Editing your data source.....	45
6	Working with functions.....	47
	Function overview.....	47

Adding a function.....	47
7 Working with rules.....	49
Rule overview.....	49
Adding a text rule.....	50
Adding an image rule.....	52
Adding a color rule.....	53
Adding a visibility rule.....	56
Adding a page rule.....	57
Adding a style rule.....	59
Adding multiple results to a rule.....	62
8 Working with barcodes.....	65
Barcode overview.....	65
Adding a barcode.....	65
Applying a barcode to the InDesign CS4/CS5 page layout.....	67
9 Working with charts.....	69
Chart overview.....	69
Chart types and subtypes.....	69
Creating a chart.....	71
Defining the chart display options.....	72
Defining the chart data.....	74
Previewing a chart in the InDesign CS4/CS5 page layout.....	75
Adjusting the margins size.....	76
Adding a legend to the chart.....	78
10 Working with personalized images.....	81
Personalized images overview.....	81
Creating a personalized image.....	81
Applying and previewing a personalized image.....	84
Generating a personalized image.....	84
11 Placing variable elements on InDesign CS4/CS5 pages.....	87
Darwin CoPilot Overview.....	87
Placing variable text fields and rules on an InDesign CS4/CS5 page.....	88
Previewing variable data on an InDesign CS4/CS5 page.....	88
Checking for hidden text.....	89
Resizing text so that it will fit in a text box.....	90
Checking for the longest line of text.....	91
Formatting the display of rules and fields in a text box.....	92
Placing variable graphic elements on an InDesign CS4/CS5 page.....	93
Resizing and positioning an image to fit in an image box.....	95
Saving an InDesign CS4/CS5 page as a Darwin document.....	95
12 Managing pages in Darwin Pilot.....	97
Page Manager overview.....	97
Working with pages.....	98

13	VDP output.....	101
	Producing VDP output.....	101
14	Managing Darwin jobs.....	103
	Collecting and packaging job resources.....	103
	Importing a compressed (DRWN) Darwin job.....	104
	Updating file locations.....	104

1

Install the software

Installing the Darwin VDP software on a Windows-based computer

Software and hardware requirements

Software

- Adobe InDesign software (it is recommended that you install the entire Adobe InDesign CS4/CS5 software package)
- One of the following versions of the Microsoft Windows operating system:
 - Microsoft Windows XP with Service Pack 2 (Service Pack 3 recommended)
 - Microsoft Windows Vista with Service Pack 1
 - Microsoft Windows 7 (both 32 bit and 64 bit)

Hardware

- Intel Pentium 4 or AMD Athlon 64 processor
- 1GB of RAM (2GB recommended)
- 1,024x768 display (1,280x800 recommended) with 16-bit or greater video card
- DVD-ROM drive
- 1.6GB of available hard-disk space for installation; additional free space required during installation (InDesign cannot be installed on flash-based storage devices)

Note: Make sure that your computer complies with the software and hardware requirements for the Adobe InDesign CS4 or CS5 software.

Installing the Darwin VDP software version 3.1

Requirements:

- Your hardware and software must meet the requirements for the Kodak Darwin VDP software. These requirements include the Adobe InDesign CS4/CS5 software, which must be installed on your computer.
 - If the Darwin VI Authoring Tool for InDesign version 2.0 is installed on your computer, and you want to install Darwin VDP software version 3.1 on the same computer, you must follow a different installation procedure.
 - If a previous version of Darwin VDP software version 3.1 is installed on your computer, you must remove that version.
1. Copy the Darwin VDP software installer file from the DVD to your computer.
 2. Double-click the Darwin VDP software installer file. The Darwin VDP software Installer Wizard appears.
 3. Follow the instructions in the wizard. The software is installed, and a shortcut to the Darwin VDP software version 3.1 appears on your desktop.

Installing the Darwin VDP software version 3.1 without removing a previous Darwin version

Keep the Darwin VI Authoring Tool for InDesign version 2.0 on your computer when you install Darwin VDP software version 3.1 so that you can work with both versions.

Requirements:

Note: Darwin version 3.0 and 3.1 cannot reside on the same computer. When you install Darwin version 3.1, the previous version 3.0 is upgraded to 3.1.

- Your hardware and software must meet the requirements for the Darwin VDP software. These requirements include the Adobe InDesign CS4/CS5 software, which must be installed on your computer.
- If a previous version of the Darwin VDP software version 3.1 is installed on your computer, you must remove that version.

Note: Although this procedure describes how to install Darwin VDP software version 3.1 while keeping the Darwin VI Authoring Tool for InDesign version 2.0 on

the same computer, it is recommended that you install only one version of the Darwin software on a computer.

1. Copy the Darwin VDP software version 3.1 `Installer` file from the DVD to your computer.
2. Double-click the Darwin VDP software `Installer` file.
3. If the Darwin VDP software `Installer` detects previous versions of the Darwin VDP software, a message prompts you to back up your previous version.
4. In the Question window, click **Yes**.

Note: If you click **No**, the installation process stops.

The Darwin VDP software version 3.1 `Installer Wizard` appears.

5. Follow the instructions in the wizard.
 - The Darwin VDP software version 3.1 is installed.
 - A shortcut to the Darwin VDP software version 3.1 appears on your desktop.
 - Your Darwin VI Authoring Tool for InDesign version 2.0 plug-ins are backed up.

Removing the software

1. From the **Start** menu, select **Settings > Control Panel > Add or Remove Programs**.
The Add or Remove Programs window appears.
2. In the **Currently installed programs** list, select Darwin VDP software version 3.1, and click **Remove**.
A Darwin VDP software message prompts you to confirm that you want to completely remove the application and its features.
3. Click **Yes**.
The Darwin VDP software is uninstalled.
4. To complete the process, in the Darwin VDP software `Wizard`, click **Finish**.

The Darwin VDP software version 3.1 has been removed from your computer.

Installing the Darwin VDP software on a Mac OS computer

Requirements

Software

- Adobe InDesign CS4/CS5 software
- Mac OS X v10.5.7–10.6.x

Hardware

- 1GB of RAM (2GB recommended)
- 2.6GB of available hard-disk space for installation; additional hard-disk space required during installation (InDesign cannot be installed on a volume that uses a case-sensitive file system or on flash-based storage devices.)
- 1,024x768 display (1,280x800 recommended) with 16-bit or greater video card
- DVD-ROM drive

Note: Make sure that your computer complies with the software and hardware requirements for the Adobe InDesign CS4/CS5 software.

Installing the Darwin VDP software version 3.1

Requirements:

- Your hardware and software must meet the requirements for the Darwin VDP software. These requirements include the Adobe InDesign CS4/CS5 software, which must be installed on your computer.
- If the Darwin VI Authoring Tool for InDesign version 2.0 is installed on your computer, and you want to install Darwin VDP software version 3.1 on the same computer, you must follow a different installation procedure.
- If a previous version of Darwin VDP software version 3.1 is installed on your computer, you must remove that version.

1. Copy the Darwin VDP software installer file from the DVD to your computer.
2. Double-click the Darwin VDP software installer file.
The Darwin VDP software Installer Wizard appears.
3. Follow the instructions in the wizard.
The software is installed, and a shortcut to the Darwin VDP software version 3.1 appears on your desktop.

Installing the Darwin VDP software version 3.1 without removing a previous Darwin version

Keep the Darwin VI Authoring Tool for InDesign version 2.0 on your computer when you install Darwin VDP software version 3.1 so that you can work with both versions.

Requirements:

Note: Darwin version 3.0 and 3.1 cannot reside on the same computer. When you install Darwin version 3.1, the previous version 3.0 is upgraded to 3.1.

- Your hardware and software must meet the requirements for the Darwin VDP software. These requirements include the Adobe InDesign CS4/CS5 software, which must be installed on your computer.
- If a previous version of the Darwin VDP software version 3.1 is installed on your computer, you must remove that version.

Note: Although this procedure describes how to install Darwin VDP software version 3.1 while keeping the Darwin VI Authoring Tool for InDesign version 2.0 on the same computer, it is recommended that you install only one version of the Darwin software on a computer.

1. Copy the Darwin VDP software version 3.1 `Installer` file from the DVD to your computer.
2. Double-click the Darwin VDP software `Installer` file.
3. If the Darwin VDP software `Installer` detects previous versions of the Darwin VDP software, a message prompts you to back up your previous version.
4. In the Question window, click **Yes**.

Note: If you click **No**, the installation process stops.

The Darwin VDP software version 3.1 `Installer Wizard` appears.

5. Follow the instructions in the wizard.
 - The Darwin VDP software version 3.1 is installed.
 - A shortcut to the Darwin VDP software version 3.1 appears on your desktop.
 - Your Darwin VI Authoring Tool for InDesign version 2.0 plug-ins are backed up.

Removing the software

Requirements:

The Darwin VDP software version 3.1 and the Adobe InDesign CS4/CS5 software must be closed.

1. In the InDesign CS4/CS5 `Installation` folder, delete the following folders:
 - Darwin Pilot
 - DarwinLibs
 - Darwin Documentation
 - Darwin Backup
2. In the InDesign CS4/CS5 `Installation\Plug-Ins` folder, delete the Darwin folder.
3. In the InDesign CS4/CS5 `Installation\Fonts` folder, delete the Darwin folder.

2

Overview of the Darwin VDP software

What is Darwin?

The Darwin VDP software is authoring software that facilitates the process of merging variable data with a design to produce high-quality variable printing jobs. The Darwin VDP software enables you to create full-color postcards, coupons, newsletters, proposals, and more, completely customized for each recipient. Any amount of text and graphics can differ on each page for each recipient. The variable content is based directly on your data or on rules you define. You can also specify rules to select which layout(s) is used for each reader.

The Darwin VDP software can output standard PDF or Adobe PostScript files for proofing. However, for rapid and efficient printing, the Darwin VDP software can generate output variable data printing (VDP) files for use on digital printers. Darwin supports all leading VDP file formats: Creo VPS, Xerox VIPP, PPML, and PPML/VDX.

The Darwin VDP software consists of two major components:

- **Darwin Pilot**, stand-alone software that enables you to manage your job data, job logic, and production sequence
- **Darwin CoPilot**, Darwin plug-in module for the InDesign CS4/CS5 software that enables you to use the Adobe InDesign CS4/CS5 page layout software to design, preview, proof, and print VDP files

Darwin software packages

The Darwin VDP software is available in two software packages, Darwin Desktop VDP software and Darwin Pro VDP software. Each package is activated with a dongle.

Darwin Desktop enables you to create VDP jobs using rules that contain variable text, colors, images, and pages. In addition, the Darwin Desktop package also supports a limited number of barcodes. No scripting or programming is required.

Darwin Pro provides enhancements to the Darwin Desktop package: In addition to Darwin Desktop's variable text, colors, images, and pages, the Darwin Pro package enables you to create personalized images, many types of barcodes, data-rich charts and graphs. You can also create personalized e-mail campaigns by combining a job definition in Darwin Pilot with the HTML authoring abilities of DreamWeaver. The Darwin Pro package also enables you to implement sophisticated logic

via Sun JavaScript, as well as perform complex data operations via functions.

What is a Darwin job?

A Darwin job is a collection of all the files and entities that make up a VDP template:

Note: It is recommended that you keep all the files and entities that relate to the same Darwin job in one folder.

- Data source
- One or more InDesign CS4/CS5 files
- Relevant resource files, such as images and fonts
- Rules, charts, barcodes, functions, and personalized images that you create in the Darwin VDP software
- A **.dvj** file

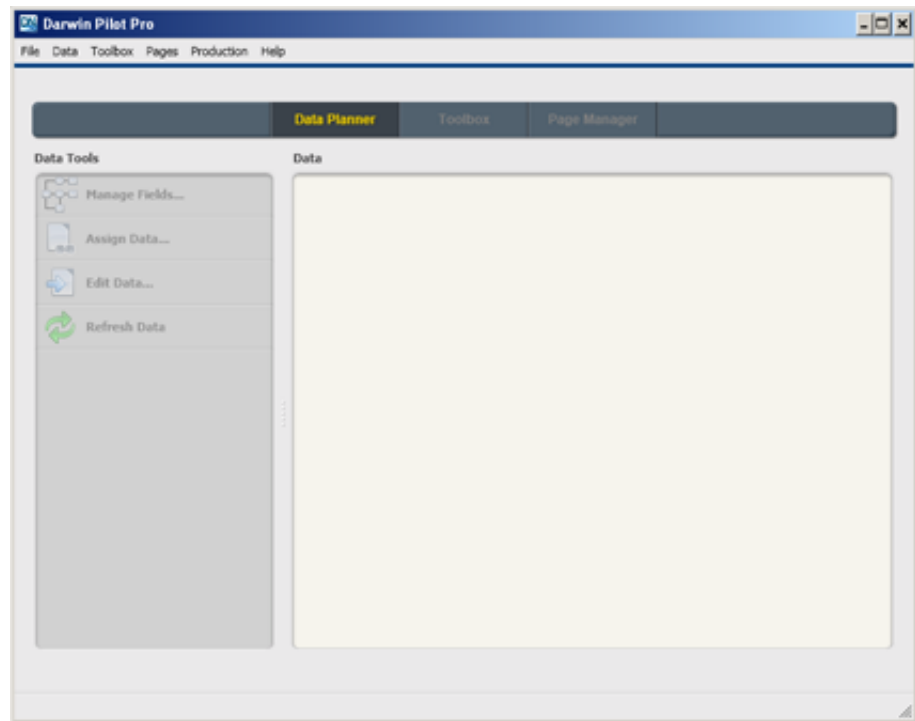
Darwin Pilot workspace

Use the Darwin Pilot workspace to access tools, manage and update your data source, define job elements, and define the layout of a VDP job.

The Darwin Pilot workspace appears when you double-click the Darwin Pilot icon on your desktop. By default, Darwin Pilot displays the **Data Planner** tab.

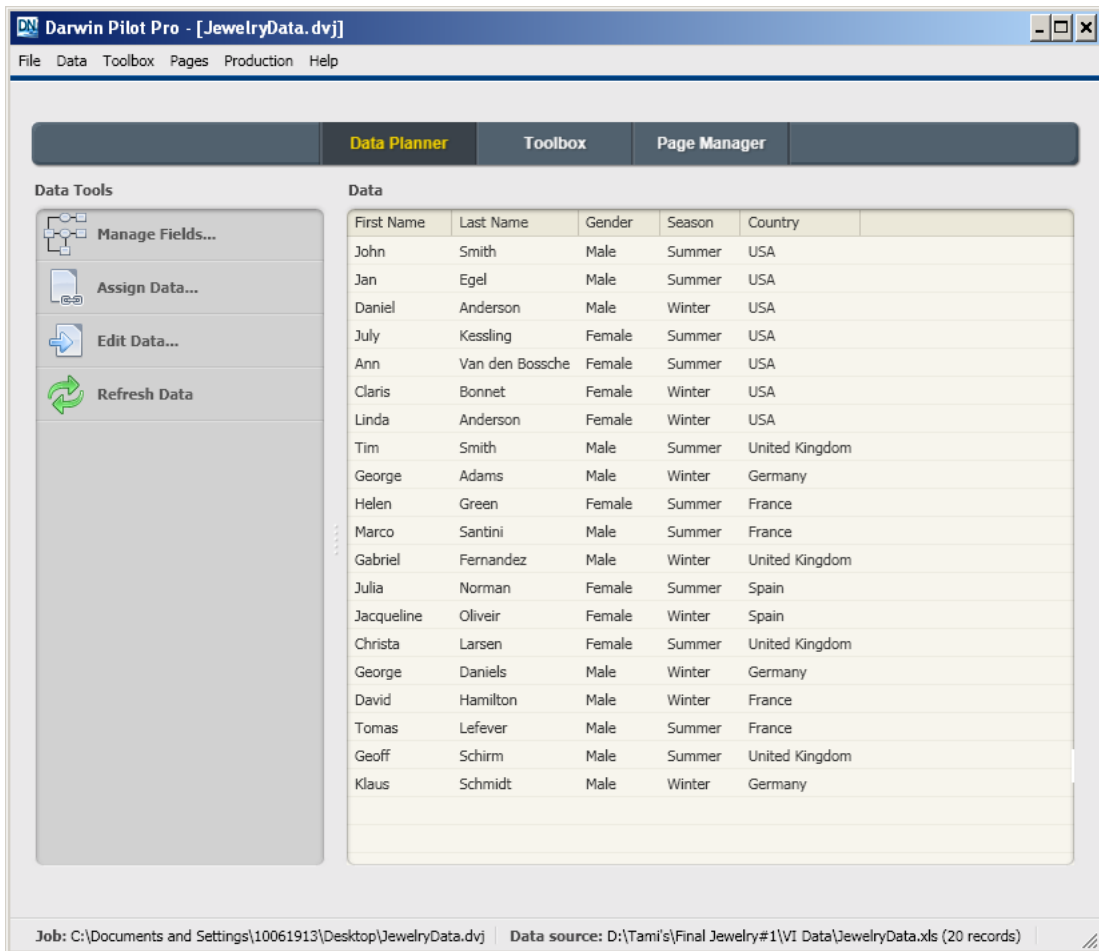
The Darwin Pilot workspace contains three tabs:

- **Data Planner**, where you manage and update your data source
- **ToolBox**, where you define job elements such as rules, barcodes, charts, and personalized images
- **Page Manager**, where you define the final layout of your VDP file



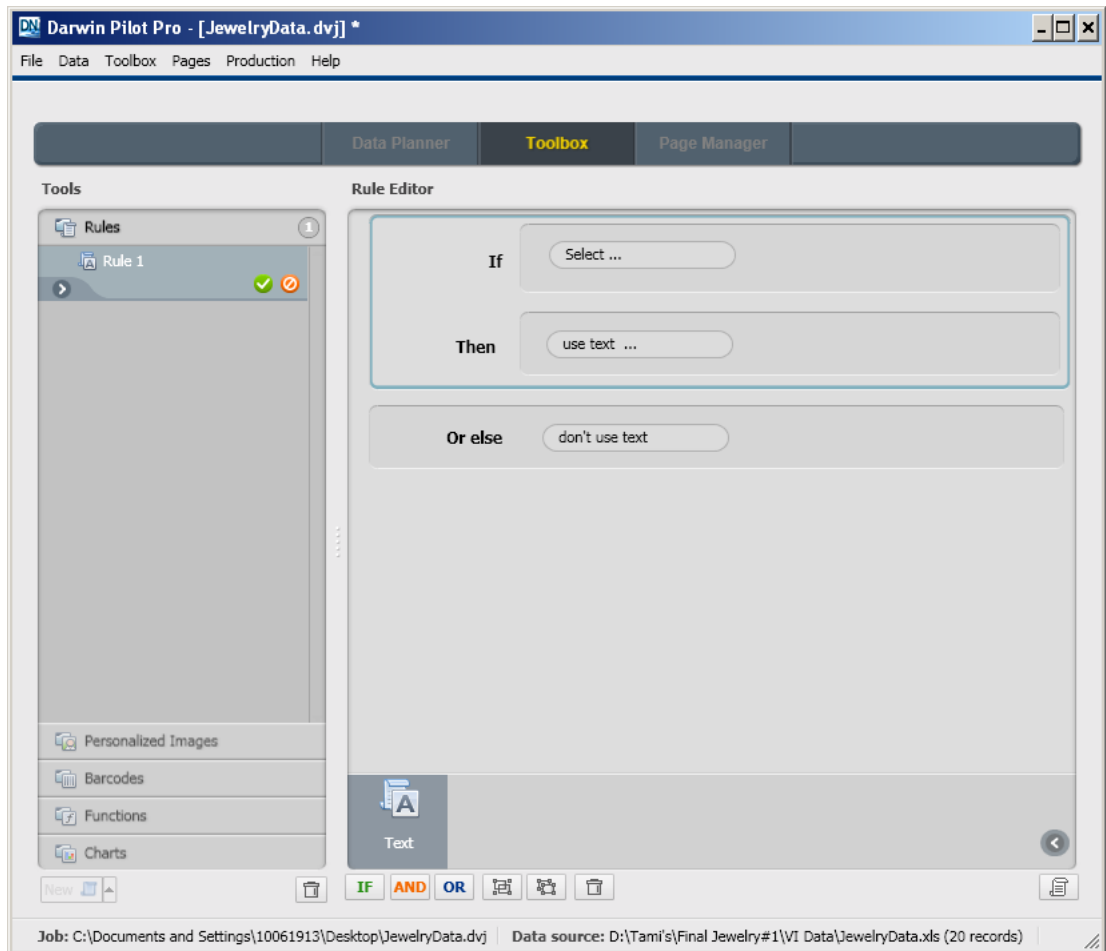
The Data Planner tab

Workspace component	Description
Data Tools panel	Contains options for managing and updating your data source. These options enable you to add, rename, and rearrange fields. You can also edit your data source and immediately view the changes when you refresh the data.
Data area	Displays the records of the data source
Information bar	Provides information about the location of the job and the data source



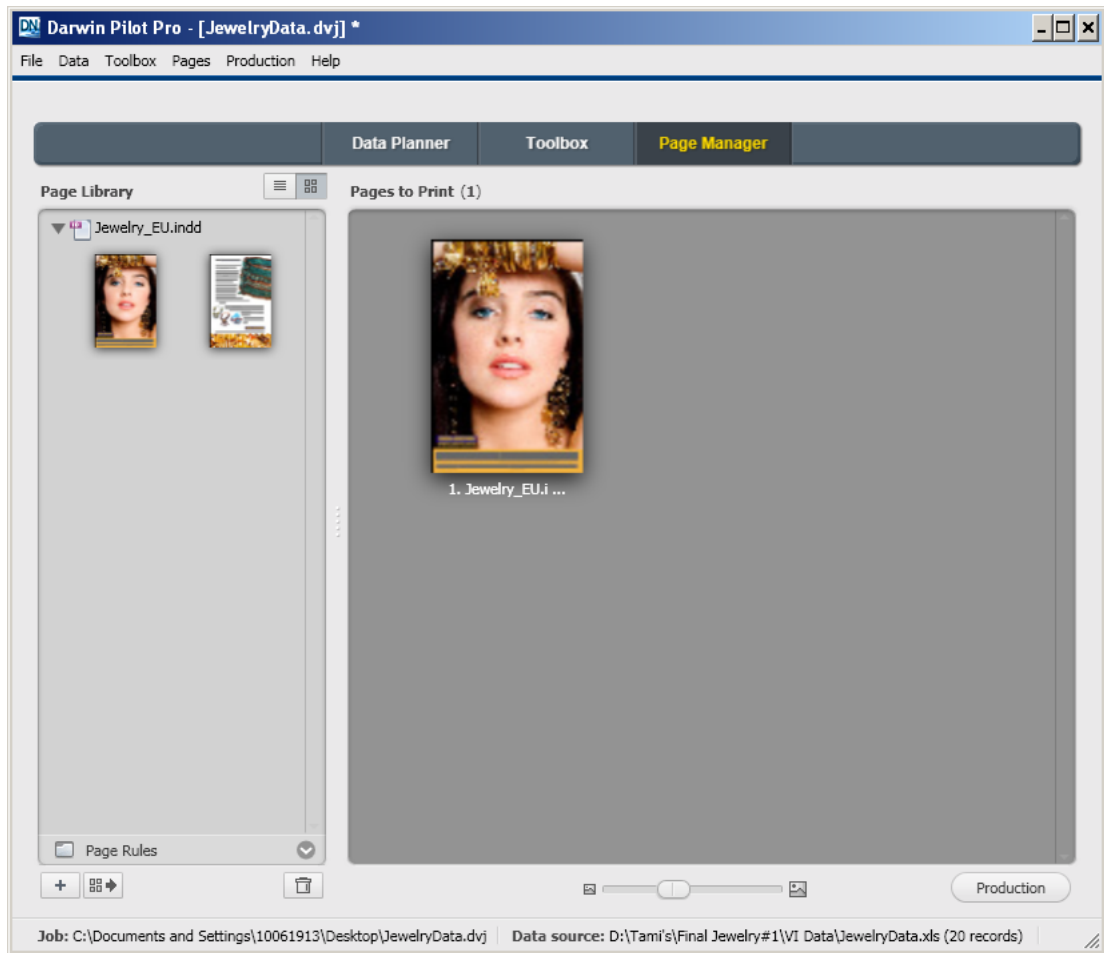
The ToolBox tab

Workspace component	Description
Tools panel	Contains a list of tools that enable you to create different job elements, such as rules, charts, functions, and barcodes
Variable Element Editor area	Enables you to define the conditions and results for rules, as well as the display and options of charts, barcodes, and functions



The Page Manager tab

Workspace component	Description
Page Library panel	<ul style="list-style-type: none"> • Displays icons of all the pages of the InDesign CS4/ CS5 file • Under Page Rules, displays all the page rules that you created on the ToolBox tab, and enables you to apply to certain pages of your job
Pages to Print area	<ul style="list-style-type: none"> • Displays thumbnails of job pages that you want to include in your VDP job • Includes the Production button, which enables you to create a VDP job



3

How do I create a VDP job? Hands-on tutorial

Overview

The aim of this tutorial is to give you hands-on experience with the Darwin VDP software. By the time you complete this tutorial, you should be able to use the Darwin VDP software features that enable you to print a variable data printing (VDP) job.

To practice creating a Darwin job, you can use the files that come with this guide. Using these files, you will create a promotional mailer for male and female customers of a jewelry store. The jewelry store is interested in displaying different offerings for male and female customers based on a season (winter or summer) and on the customer's gender. A graphic artist has already created a promotional mailer in InDesign CS4/CS5 based on the variable data that the jewelry store has defined. Your job is to work on the InDesign CS4/CS5 pages and to define and insert all the variable data according to the following criteria:

- Each mailer is personally addressed to the customer.
- The salutation varies according to the gender of the customer.
- Each mailer displays images and colors based on a specific season and the gender of the customer.



Figure 1: Tutorial page layout and variable data—first page of the InDesign CS4/CS5 file

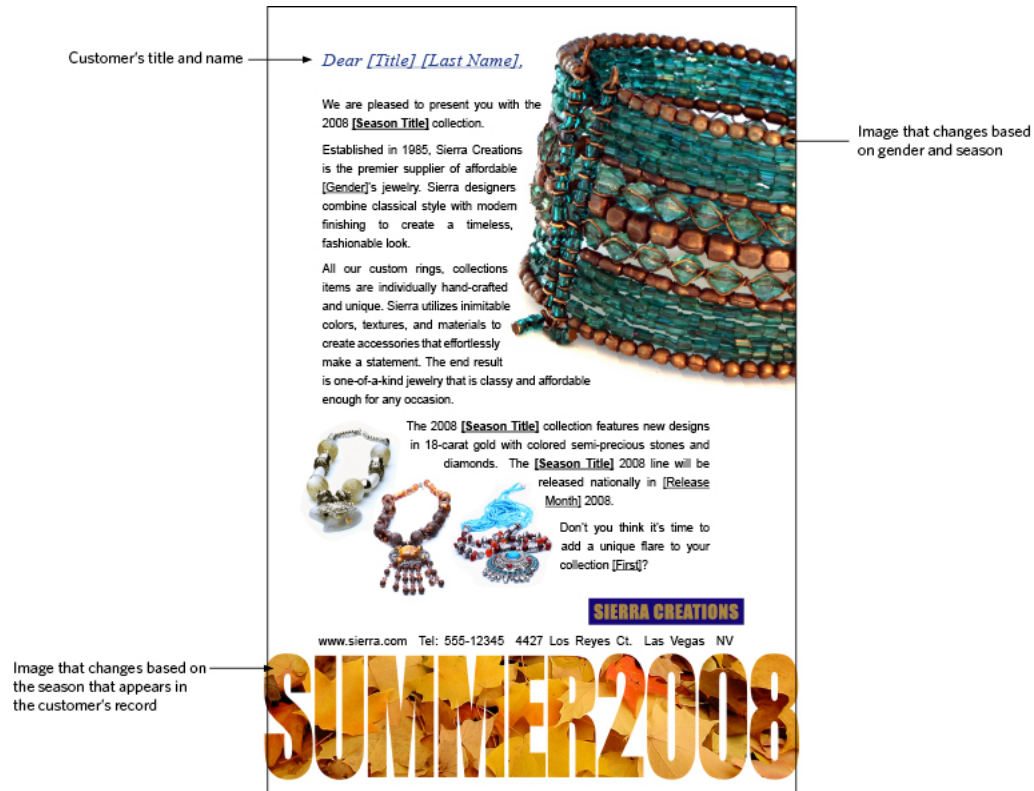










Figure 2: Tutorial page layout and variable data—second page of the InDesign CS4/CS5 file

Note: The complete Darwin job, `Jewelry_USA.dvj`, contains more variable elements than those you will create in this example. You can later explore the complete job to discover additional rules.

Files supplied with the tutorial

The files that you need for the Jewelry tutorial are in the `Sample Files` folder on the Darwin VDP software version 3.1 DVD. In this folder you will find two subfolders that contain all the necessary files for performing the activities in this tutorial.

Folder	File Name	Icon	Description
Sample Files			Contains all the required folders for the tutorial
Sample Files \Jewelry			Contains a folder with files for practice and a folder with the final Darwin job

Folder	File Name	Icon	Description
Sample Files \Jewelry\Files for Practice			Contains all the files for practice
Sample Files \Jewelry\Final Jewelry Job			Contains all the final Darwin job with all the required elements, and the final PDF
Files for Practice \Jewelry_EU Folder	Jewelry_EU.indd		InDesign CS4/CS5 file in A4 format
Files for Practice \Jewelry_USA Folder	Jewelry_USA.indd		InDesign CS4/CS5 file in letter format
Files for Practice\VI Data	JewelryData.xls		Microsoft Excel file containing the data required for the tutorial
Files for Practice\VI Resources			Contains the variable images required for the tutorial

Creating a Darwin job from a data file

Create a new Darwin job by practicing with a real file.

Requirements:

- Copy the folder called `Sample Job` from Darwin VDP software version 3.1 DVD to your desktop.
- `JewelryData.xls`—the data source
- `Jewelry_USA.indd`—the InDesign CS4/CS5 job

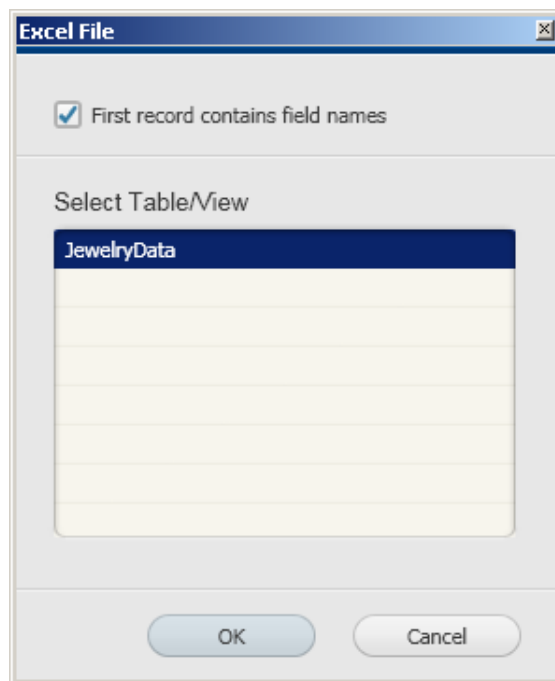
A Darwin job is based on data. You can obtain the data and create a Darwin job in one of the following ways:

- By assigning data from an existing data source
- By manually adding fields and data records

In this tutorial, you will learn how to create a Darwin job from an existing data source.

1. Start Darwin Pilot.
2. In the Darwin Pilot workspace, from the **File** menu, select **New**.
3. In the New Job dialog box, select **Create New Job From Data File**.
4. In the Open Data File dialog box, navigate to a data source. In this example, locate the file `JewelryData.xls` at `Sample Jobs/Jewelry/Files for Practice/VI Data`.
5. Select the file, and click **Open**.

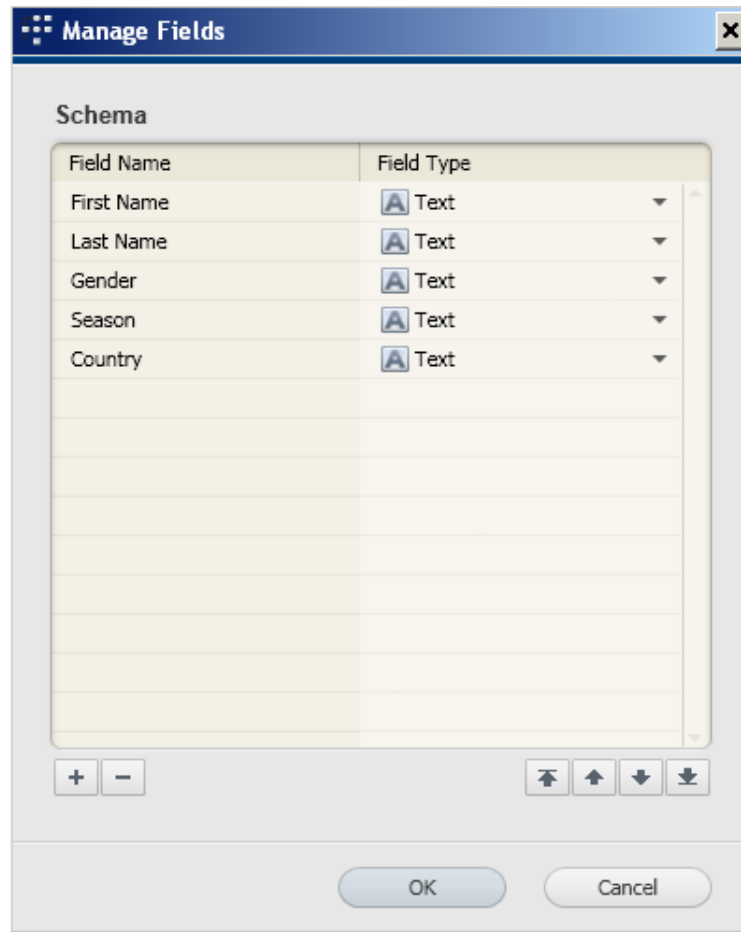
Note: If the first record in your data source contains field names, as in this example, make sure that in the Excel File dialog box, the **First record contains field names** check box is selected.



6. Click **OK**.

The Manage Fields window appears. It displays a table showing the list of fields from your data source and the field types.

Note: You can add or remove fields using the **Add Field** and **Remove Field** buttons, and you can change the order of the fields by clicking the **Move Up** and **Move Down** arrow buttons.



7. Make sure that the field types are logical. The field type tells the Darwin VDP software what kind of data belongs in that field. For example, a country name consists of text, so the field type that is assigned to **Country** is **Text**.

Note: When you work with an Excel file, the Darwin VDP software automatically recognizes the field type.

8. Click **OK**.
The records appear under the **Data Planner** tab, in the **Data** area, and a Darwin job is created.
9. From the **File** menu, select **Save**.
10. In the Save dialog box, type the desired name (`Jewelry`), select the desired location, and click **Save**.
The Darwin job called `Jewelry.dvj` is saved.

Adding InDesign CS4/CS5 pages to the Darwin job

Add InDesign CS4/CS5 pages to your Darwin job so that you will be able to apply the variable fields to the InDesign CS4/CS5 pages.

Requirements:

- The InDesign CS4/CS5 software is running.
- An InDesign CS4/CS5 file is available. In this example, use the file `Jewelry_USA.indd`, located in the `Sample Files\Jewelry\Files for Practice\Jewelry_USA` folder.
- Use the Darwin job that you have created. In this example, use the job `Jewelry.dvj`.

1. In the Darwin Pilot workspace, click the **Page Manager** tab.

2. Click the **Add InDesign File**  button.

3. In the Select InDesign file dialog box, locate your InDesign CS4/CS5 file, and click **Open**. In this example, locate the file called `Jewelry_USA.indd`.

The pages of your InDesign CS4/CS5 file are added to your Darwin job. Thumbnails of the pages of your InDesign CS4/CS5 file appear on the **Page Library** panel.

Assigning data fields to an InDesign CS4/CS5 page

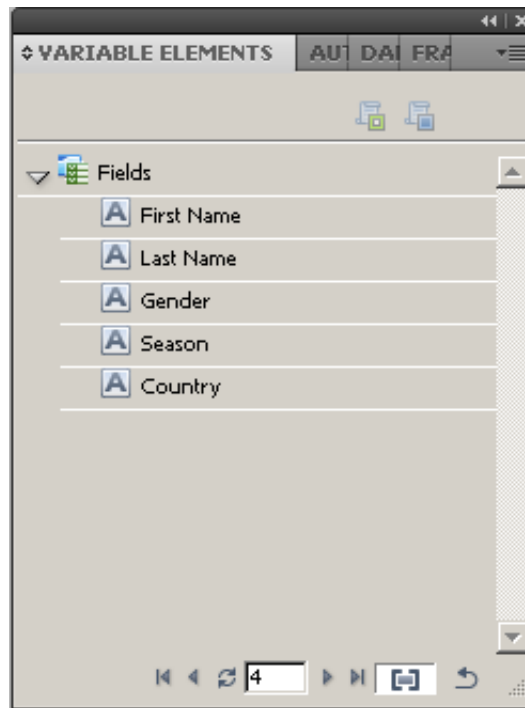
Place variable data fields in containers in an InDesign CS4/CS5 page.

Requirements:

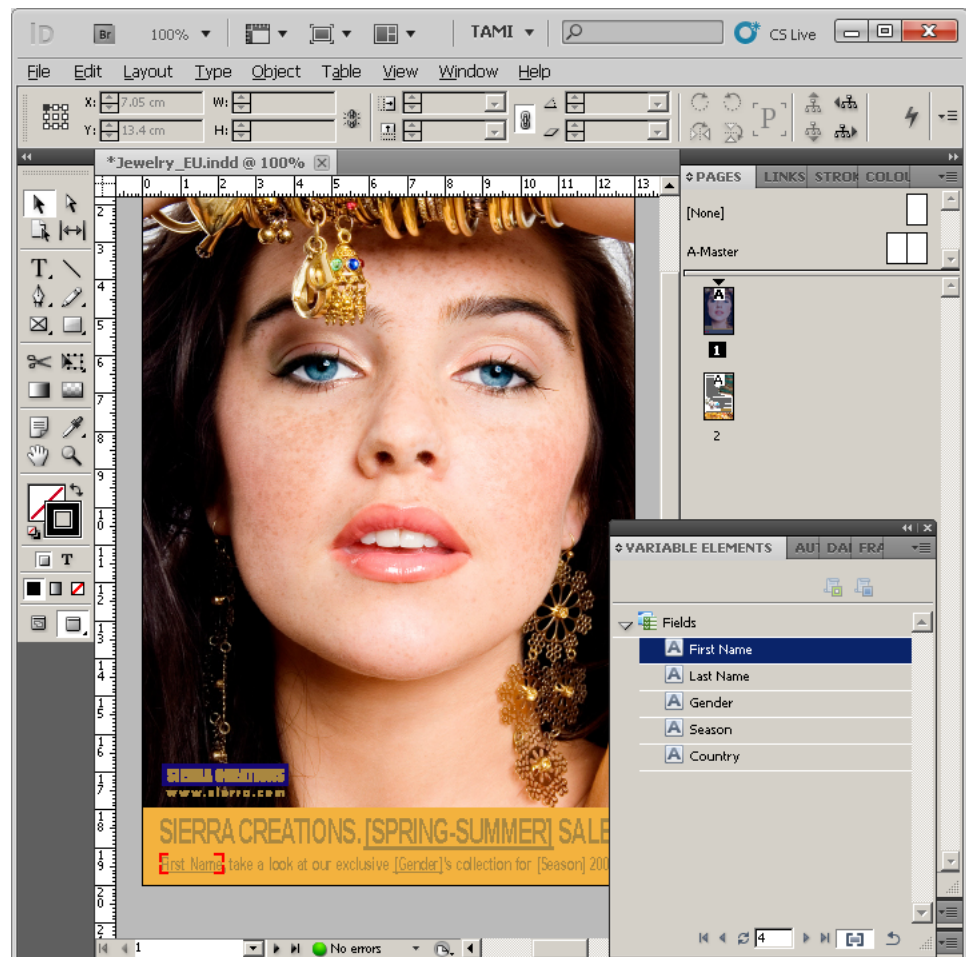
- The InDesign CS4/CS5 software is running.
- An InDesign CS4/CS5 file is available. In this example, use the file `Jewelry_USA.indd`, located in the `Files for Practice` folder.
- You have created a Darwin job. In this example, use the job `Jewelry.dvj`.
- Your InDesign CS4/CS5 pages have been added to your Darwin job.

In this example, you will place the fields containing the customer's name on the InDesign CS4/CS5 pages. These fields are called **First Name** and **Last Name** in the data source.

1. In the Darwin Pilot workspace, click the **Page Manager** tab. Thumbnails of the pages of the InDesign CS4/CS5 file that you have added earlier are displayed in the **Page Library** panel.
2. To open your InDesign CS4/CS5 file, double-click a thumbnail of one of the job pages.
Your file is displayed in InDesign CS4/CS5.
3. In the InDesign CS4/CS5 workspace, from the **Window** menu, select **Darwin CoPilot** and then open all the Darwin CoPilot panels.
4. Place the customer's name on the InDesign CS4/CS5 page:
 - a. On the first InDesign CS4/CS5 page, select the **First Name** text placeholder.
 - b. On the **Variable Elements** Scitex Ripro Archiver panel, under **Fields**, double-click the field **First Name**.

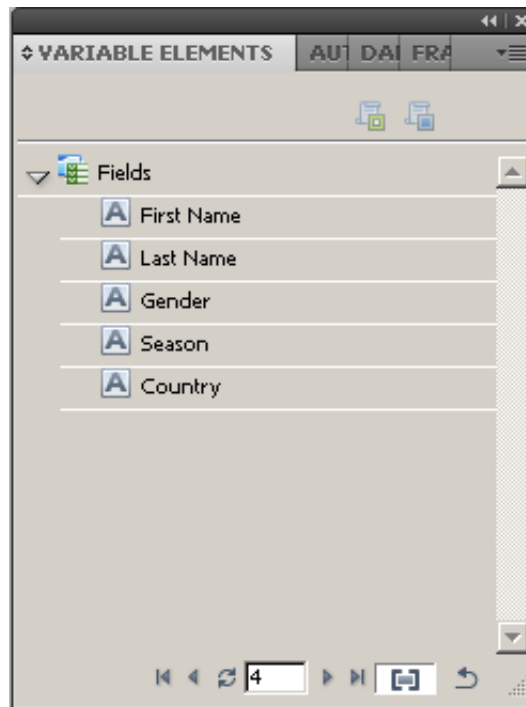


The **First Name** field is displayed on the InDesign CS4/CS5 page and appears enclosed in red brackets, like this: [First Name].



- c. On the second InDesign CS4/CS5 page, select the **Last Name** text placeholder.
 - d. On the **Variable Elements** panel, double-click the field **Last Name**.
5. From the **File** menu, select **Save**.

6. To preview your file, on the **Variable Elements** panel, click **Preview Current Record**.



The field names appear on the InDesign CS4/CS5 page with the data from the data source.


Note: To preview other records, click **Preview Next Record** or **Preview Previous Record** at the lower part of the **Variable Elements** panel.

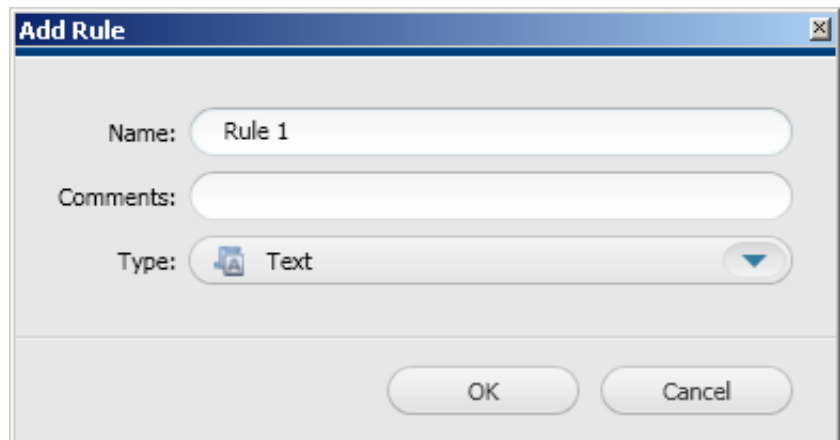
Adding a text rule

Add a rule that controls the text that will appear in each recipient's version of a personalized mailer.

Rules are based on information about the recipients in a data source. In this example, you will use the field **Gender** in the Darwin jewelry store data source to define the title (Ms. or Mr.) used in the mailer for each customer. This title will be defined as a rule, and the result will appear in the text wherever the **Title** rule appears.

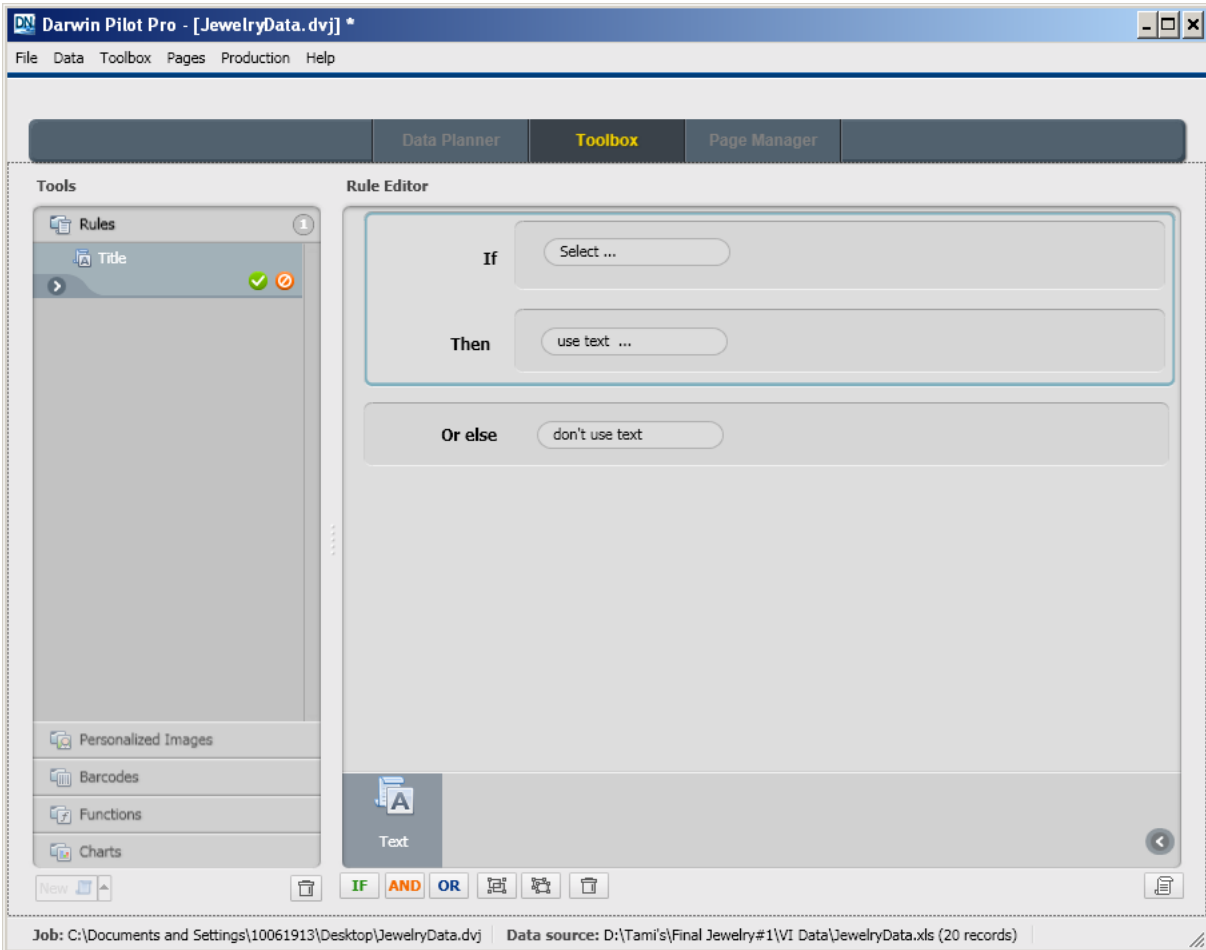
The rule that you will add is based on the following criteria:

- If the customer is a female, the title will be Ms.
 - If the customer is not a female, the title will be Mr.
1. In the Darwin Pilot workspace, click the **ToolBox** tab.
 2. On the **Tools** panel, click **Rules**.
 3. Click **Add New Rule** .

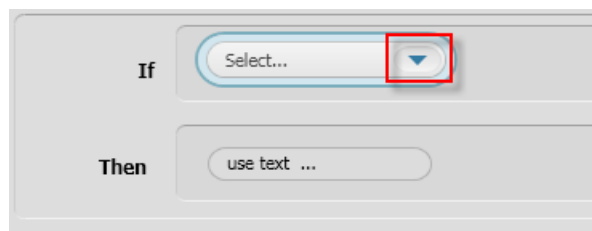


The screenshot shows a dialog box titled "Add Rule". It has a blue title bar with a close button in the top right corner. The dialog contains three input fields: "Name:" with the text "Rule 1", "Comments:" which is empty, and "Type:" with a dropdown menu showing "Text" and a blue icon. At the bottom are "OK" and "Cancel" buttons.

4. In the **Name** box, type a meaningful rule name. In this example, type `Title`, because the rule determines whether the title "Ms." or "Mr." will be used.
5. (Optional) In the **Comments** box, type a comment about the rule.
6. In the **Type** list, select **Text**.

7. Click **OK**.

8. In the **Rule Editor** area, you first need to define the If statement:
- Click the **If** box.
An **arrow** icon appears on the right side of the box and indicates that a list of fields can be displayed (this list represents the list of fields in the data source).



- Click the **arrow** icon and in the list that appears, select **Gender**.
9. In the list that appears next to the **If** box, select the condition for the rule. In this example, select **equals**.

10. In the box that appears, type a definition for the rule. In this example, type `Female`.

Note: The Darwin VDP software is case-sensitive, so make sure that the text that you type (`Female`) is identical to the value that appears for this field in the data source.

11. In the **Then** list, select **use text** as your result.

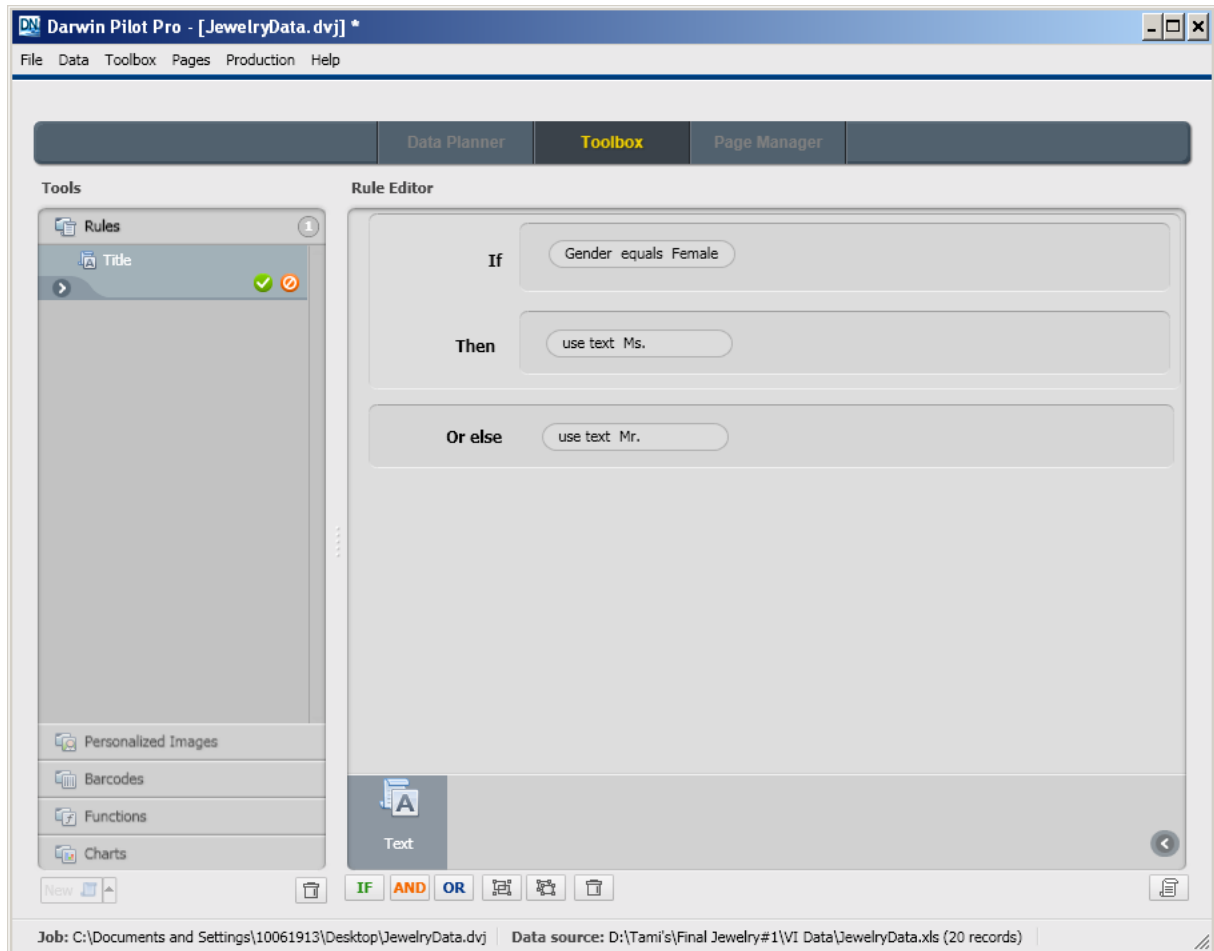
12. In the box that appears, type `Ms .`


13. Click the **Or else** box.

An **arrow** icon appears on the right side of the box and indicates that a list of options can be displayed.

14. Click the **arrow** icon and in the list that appears, select **use text**.

15. In the box that appears, type `Mr .`



16. Under **Tools**, click **Accept** .
The **Title** rule is saved under **Rules**.

17. From the **File** menu, select **Save**.

The new rule automatically appears on the **Variable Elements** panel in Darwin CoPilot. The name of the new rule consists of the rule name

and the rule type. In this example, your rule appears on the **Variable Elements** panel, under **Rules**, as **Title_Text** rule.

Applying a text rule to an InDesign CS4/CS5 page

Requirements:

A text rule. In this example, use the rule called **Title_Text**, which is a text rule that you created in Darwin Pilot.


1. In the InDesign CS4/CS5 workspace, in the page layout, select the placeholder for the **Title_Text** rule. In this example, select the word **Title** at the upper part of the second InDesign CS4/CS5 page.
2. On the **Variable Elements** panel, double-click the rule **Title_Text**, which you created earlier.
3. Preview a few records to make sure that the rule was added correctly. Check for both the male and the female customers.

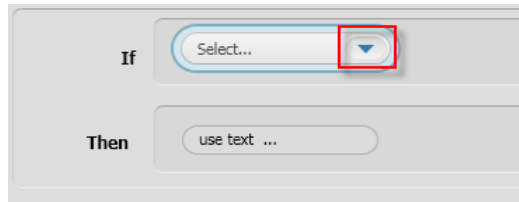
Adding an image rule




Add a rule that controls the image that appears in each recipient's version of a personalized mailer.

Requirements:

Images. In this example, use the images called `Summer.tif` and `Winter.tif`, located in the folder **VI Resource** at `Sample Files \Jewelry\Files for Practice`.

1. In the Darwin Pilot workspace, click the **ToolBox** tab.
2. On the **Tools** panel, click **Rules**.
3. Click **Add New Rule** .
4. In the Add Rule dialog box, in the **Name** box, type a meaningful rule name. In this example, type `Season`, because the rule determines whether a winter image or a summer image will be used.
5. (Optional) In the **Comments** box, type a comment about the rule.
6. In the **Type** list, select **Image**.
7. Click **OK**.
8. In the **Rule Editor** area, you first need to define the **If** statement:
 - a. Click the **If** box.
An **arrow** icon appears on the right side of the box and indicates that a list of fields can be displayed.



- b. Click the **arrow** icon and in the list that appears, select **Season**.
9. In the list that appears next to the **If** box, select the condition for the rule. In this example, select **equals**.
10. In the box that appears, type a definition for the rule. In this example, type `Winter`.
11. Define the **Then** statement for your image:
 - a. In the **Then** list, select **use image**.
 - b. In the box that appears, click the **browse**  button.
 - c. In the `Jewelry` folder, locate the image that you want this rule to display, and click **Open**. In this example, open the file called `Winter.tif`.
 - d. Click the **Or else** box.
 - e. In the **Or else** list, select **use image**.
 - f. Click the **browse**  button, and locate the image that should be displayed if the condition is not fulfilled (that is, if the season is not winter). In this example, open the file called `Summer.tif`.
12. On the **Tools** panel, click **Accept** .
13. From the **File** menu, select **Save**.

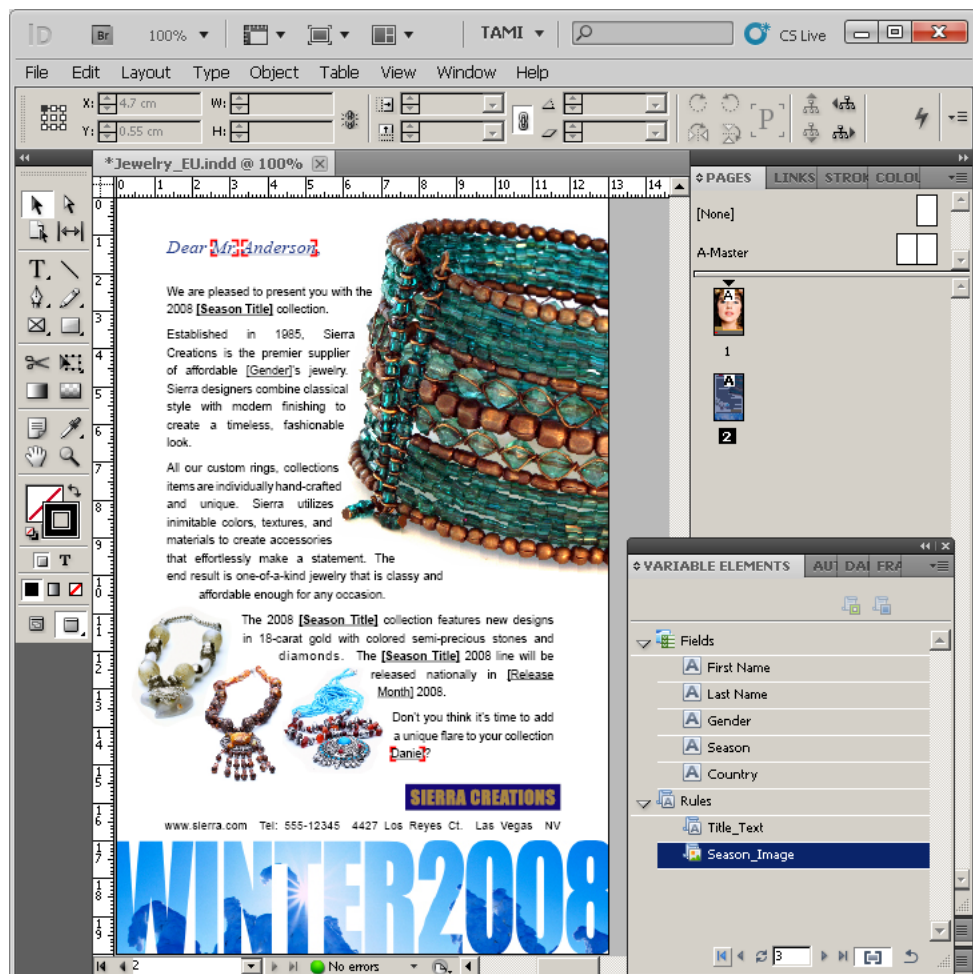
The new rule automatically appears on the **Variable Elements** panel in Darwin CoPilot as **Season_Image**.

Applying an image rule to an InDesign page

Requirements:

An image rule. In this example, use the rule called **Season_Image**, which is an image rule that you created in Darwin Pilot.

1. In the InDesign CS4/CS5 workspace, in the page layout, select the desired image box. In this example, select the image box with the **Summer2011** image on the second page.
2. On the **Variable Elements** panel, double-click the **Image** rule that you created earlier.
3. Place the image in the center of the image box:
 - a. On the **AutoFit** panel, in the **Fitting Mode** list, select **Proportional Fit**.
 - b. In the **Position** list, select **Center**.
4. Preview a few records to make sure that the rule was added correctly. Check for both the winter and the summer images.



Adding a new result to a rule

Use the existing logic of the image rule that you created earlier to add a result that controls the color that will appear in each recipient's version of a personalized mailer.

Requirements:

A rule. In this example, use the **Season** image rule that you created earlier.

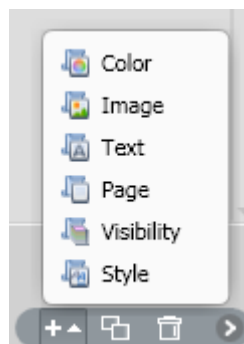
When you use the logic of an existing rule, such as the **Season** rule, to add a different result that specifies a color, the Darwin VDP software applies a color to each recipient's mailer according to the logic of the previously created rule.

Note: You can add several results to one **If** statement. You can also add a result of the same type. For example, you can add additional text result to a text rule.

1. In the Darwin Pilot workspace, click the **ToolBox** tab.
2. In the **ToolBox** area, on the **Tools** panel, click **Rules**.
3. Select the **Season** rule.
4. Add a new **Then** statement (result) based on the **Season** rule's **If**

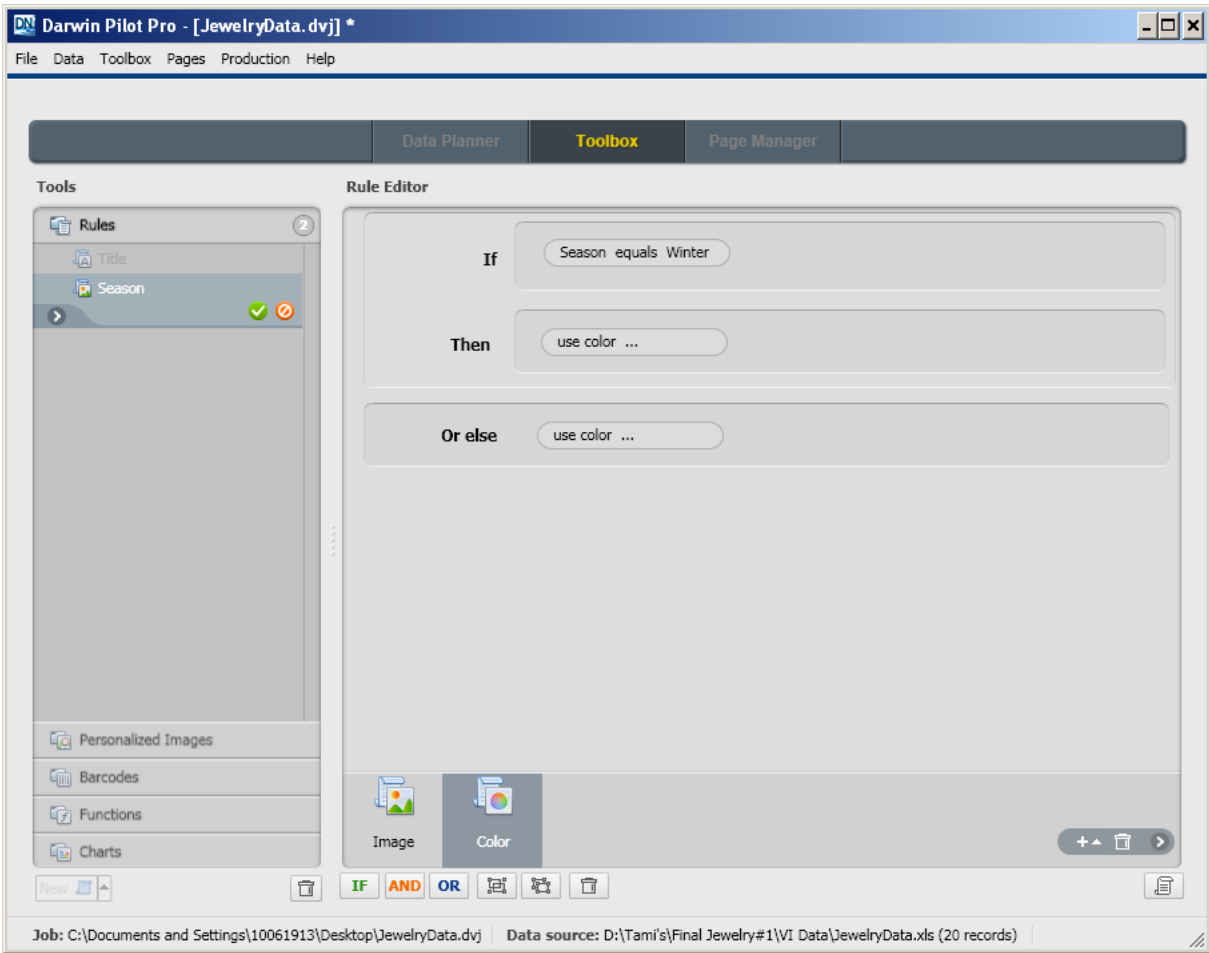
statement by clicking the **arrow**  button on the lower right of the workspace.

5. From the menu that appears, select **Add**.

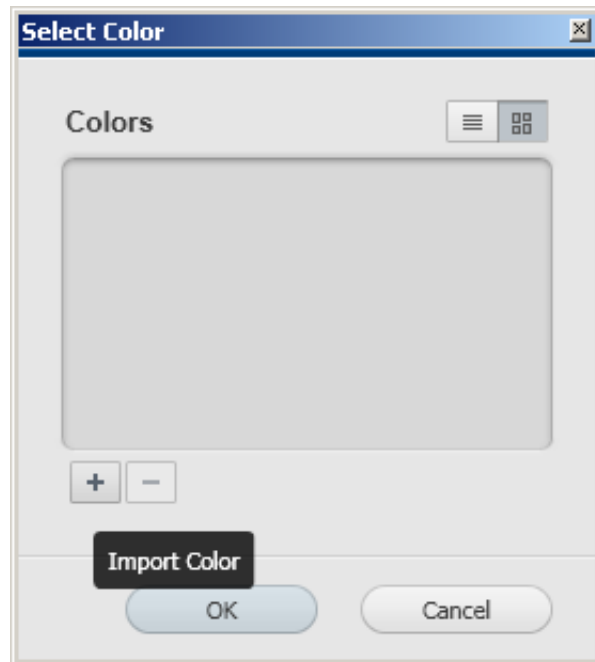


6. Select **Color**.

A **Color** icon appears on the **rule results** bar, located in the lower portion of the workspace.

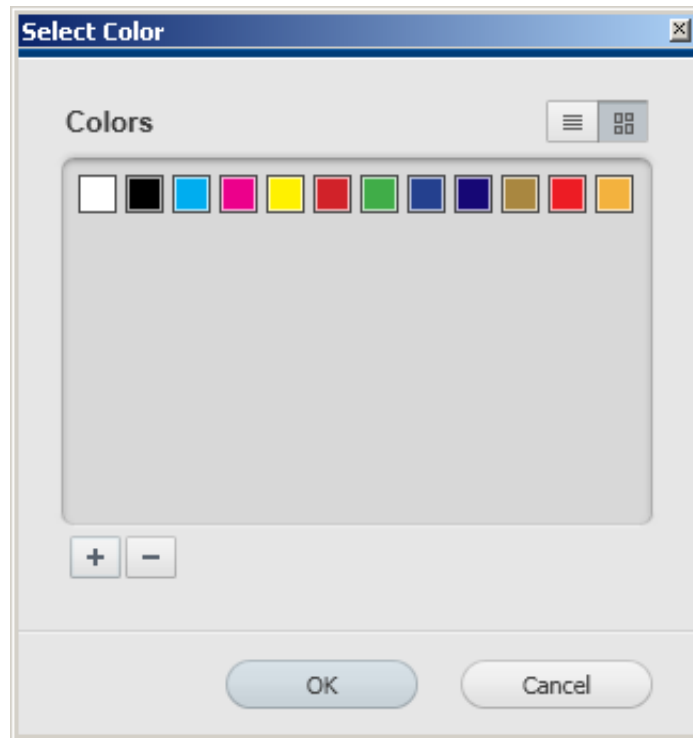


7. Add a **Then** statement specifying a color based on the logic of the image rule. That is, define a color to represent summer and a color to represent winter.
 - a. Click the **Then** box.
 - b. In the box that appears, click the **browse** button.



- c. In the Select Color window, click **Import Color**.
- d. In the Select InDesign file window, locate the InDesign CS4/CS5 file from which you want to import the colors, and click **Open**. In this example, open the file called `Jewelry_USA.indd`.

The colors are imported into the current Darwin job and are displayed in the Select Color window.



- e. Select the required color. In this example, select the color labeled **Winter color**.

Note: The name of the color appears in a tool tip.

- f. Click **OK**.
- g. Click the **Or else** box.
- h. Click the **browse** button.
- i. In the Select Color window, select the color that should be used if the condition in the **If** statement is not met. In this example, select the color labeled **Summer color**.
- j. Click **OK**.

8. On the **Tools** panel, click **Accept** .

The icon of your **Season** image rule changes.

The new icon indicates that your image rule has more than one type of **Then** (result) statement.



9. From the **File** menu, select **Save**.

Your color result is automatically added to the **Variable Elements** panel in Darwin CoPilot as a color rule called **Season_Color**.

See also:


[Rule overview](#) on page [49](#)

Applying a color rule to an InDesign CS4/CS5 page


Requirements:

A color rule or a color result added to another rule. In this example, use the color result added to your **Season** image rule.

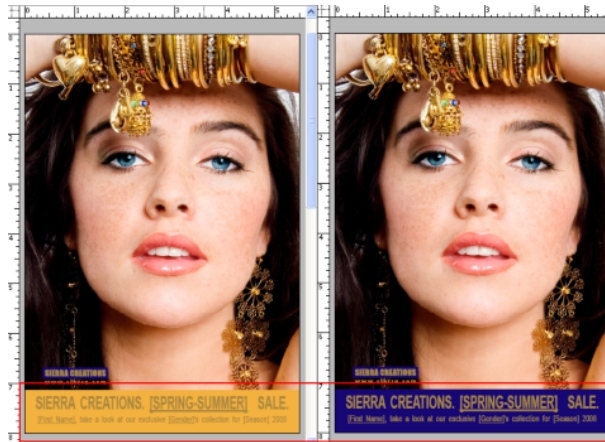
Note: The color result for the **Season** image rule appears on the **Variable Elements** panel in Darwin CoPilot as a color rule called **Season_Color**.

1. In the InDesign CS4/CS5 workspace, in the page layout, select the graphic element to which you want to apply color. In this example, select the strip of color in the lower portion of the first InDesign CS4/CS5 page.
2. On the **Variable Elements** panel, select the color rule that you have created earlier.
3. To apply the color rule to the fill of the container, click the **Apply VI to Fill**  button.

Note: Color rule can also be applied to text or its container. It can be applied either to the fill or to the stroke of the selected element. If you want to apply a

color to the stroke of the container, click **Apply VI to Stroke** .

4. On the **Variable Elements** panel, double-click your color rule **Season_Color**.
5. In the confirmation message that appears, click **OK**.
6. Preview a few records to make sure that the rule was added correctly. Check for both the winter and the summer colors.





Adding a complex image rule

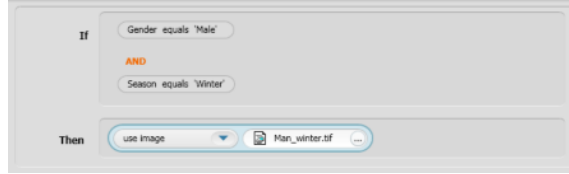
Requirements:


Images. In this example, use the images called `Man_Summer.tif`, `Man_Winter.tif`, `Woman_Summer.tif`, and `Woman_Winter.tif` located in the folder `VI Resources at Sample Files\Jewelry\Files for Practice`.

A complex rule is a rule that contains an **If** statement with more than one condition (element), or a rule that contains more than one **If** and **Then** statements. In this example, you will add a complex image rule to define the image that will appear on the front page of each recipient's version of a personalized mailer. The rule is based on the recipient's gender and the season that is associated with the recipient in the data source.


1. In the Darwin Pilot workspace, click the **ToolBox** tab.
2. On the **Tools** panel, click **Rules**.
3. Click the **Add New Rule**  button .
4. In the Add Rule dialog box, in the **Name** box, type a meaningful rule name. In this example, type `Season+Gender`, because the season that is associated with the recipient in the data source and the recipient's gender form the basis of the rule that determines which image will be used on the mailer's front page.
5. (Optional) In the **Comments** box, type a comment about the rule.
6. In the **Type** list, select **Image**.
7. Click **OK**.
8. In the **Rule Editor** area, in the **If** list, select **Gender**.
9. In the list that appears, select the first condition for the rule. In this example, select **equals**.
10. In the box that appears, type a definition for the rule. In this example, type `Male`.
11. Add another condition to the **If** statement by clicking .
12. In the box that appears, select **Season**.
13. In the list that appears, select the second condition for the rule. In this example, select **equals**.
14. In the box that appears, type a definition for the rule. In this example, type `Winter`.
15. Define the **Then** statement for your image:
 - a. In the **Then** list, select **Use image**.
 - b. In the box that appears, click the **browse** button.

- c. In the VI Resources folder, locate the image for this rule, and click **Open**. In this example, open the file called `Man_Winter.tif`.



16. Add another pair of **If** and **Then** statements by clicking .
17. Repeat steps 8-16 to add two pairs of **If** and **Then** statements and the **Or else** statement according to the following logic:

If statement	Then statement
If Gender is equal to Male AND Season is equal to Summer	Use Image: Man_ Summer.tif
If Gender is equal to Female AND Season is equal to Summer	Use Image: Woman_ Summer.tif
Or else	Use Image: Woman_ Winter.tif

18. On the **Tools** panel, click **Accept** .
19. From the **File** menu, select **Save**.

The new **Season+Gender** rule automatically appears on the **Variable Elements** panel in Darwin CoPilot.

Next:

Apply the **Season+Gender** rule to the image box on the first InDesign CS4/CS5 page.

See also:

[Rule overview](#) on page [49](#)

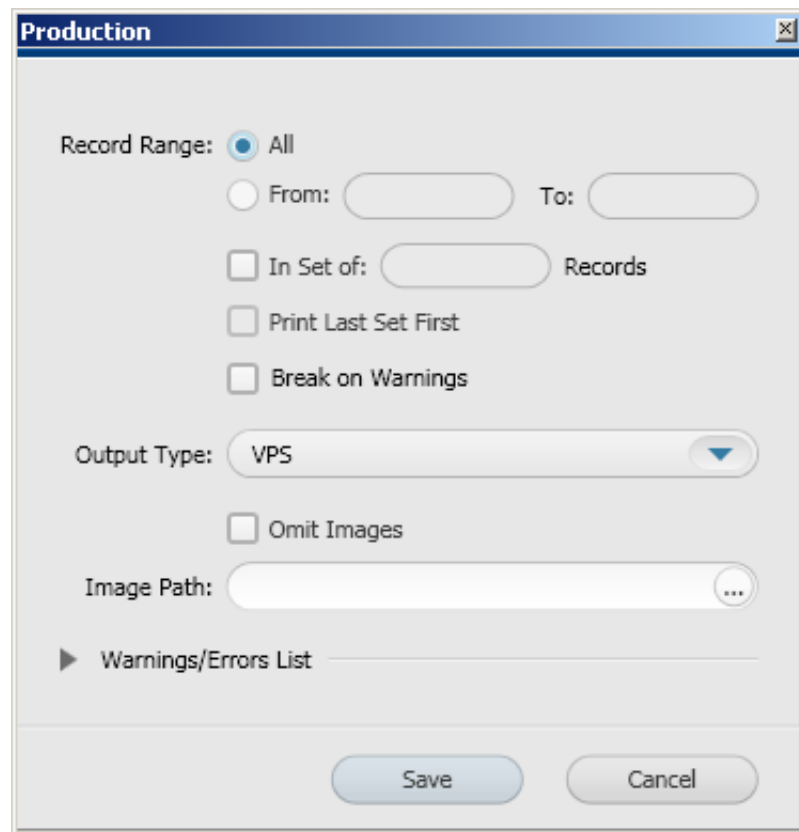
Composing pages for VDP production

Select the pages and the VDP format that you want the Darwin VDP software to use for generating your VDP job.

If you plan to print your job via a Creo color server, you must install the Creo Color Server Job Ticket software. This software is located in the `Utilities` folder of your Creo color server.

1. In the Darwin Pilot workspace, click the **Page Manager** tab.
2. From the **Page Library** panel (on the left), drag the InDesign CS4/CS5 pages that you want to print to the **Pages to Print** area (on the right).
3. Click **Production**.
4. In the **Output Type** list, select the appropriate output format. In this example, select **PDF**.

Note: For large number of records, it is recommended that you use VPS, PPML, or other VDP formats according to the designated printer.



5. Click **Save**.
The Darwin VDP software begins processing the files for printing, and the InDesign CS4/CS5 Print window appears.
6. Check the settings, and modify them if necessary.

7. Click **Save**, and select a location for saving your job.

The Darwin VDP software creates the required VDP output file.

You can now print your job by dragging it to a hot folder or by submitting it to the printer via the Creo Color Server Job Ticket software.

Note: Before you print your VDP output file, make sure that your InDesign CS4/CS5 file is saved and closed.

4

Creating a Darwin Job

Start a new job by either opening a data file or manually creating fields.

Data overview

Before you start working with the InDesign CS4/CS5 and the Darwin VDP software, you need to define a list of fields that describe the data in your job. You can either:

- Use a data source that contains a list of all the fields used in the job (the list is usually made of the first row of the data file).
- Create a list of fields manually

It is recommended that you work with existing data files.

In the Darwin VDP software, data usually refers to information about people; each data record usually refers to a single person. The Darwin VDP software supports linking data from flat-file databases—that is, a database where all data is contained in a single table. The Darwin VDP software supports linked data from a source with a maximum of 255 columns.

You can link data from the following source file types:

File Type	Description
Text file	Text stored as ASCII or Unicode. The Darwin VDP software supports any delimiter—for example, space, semi-colon, comma.
Microsoft Excel document	Microsoft Excel spreadsheet. For each job, you can link to data from one Excel sheet only.
Access database	Microsoft Access database. For each job, you can link to data from one Access sheet only.

Creating a job from a data file

Create a job by opening a data source file that contains fields and data.

Requirements:

A data file, such as a Microsoft Excel file, that contains fields and records

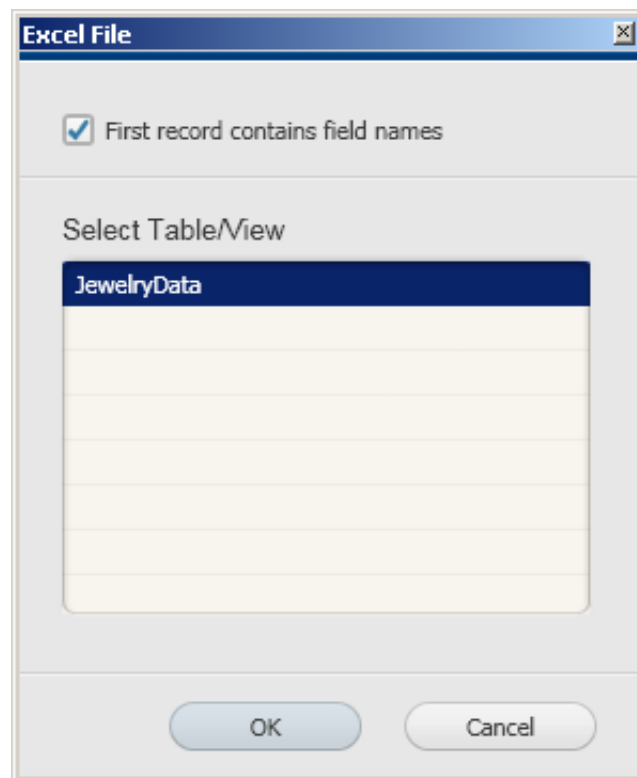
A job can take data from any of the following sources: a text file (with any type of delimiter), a Microsoft Excel worksheet, or a Microsoft Access table or query. The data source can contain only one table and no more than 255 columns.

Note: If you are using a text file as your data source, make sure that field type is appropriate. If it is not appropriate, change the field type according to data content. For example, a customer number field contains a number, so the appropriate field type is **Number**.

1. In the Darwin Pilot workspace, from the **File** menu, select **New**.
2. In the New Job dialog box, select **Create New Job From Data File**.
3. In the Open Data File dialog box, navigate to your existing data file and select it.
4. Click **Open**.

The available work sheets appear in the Excel File dialog box.

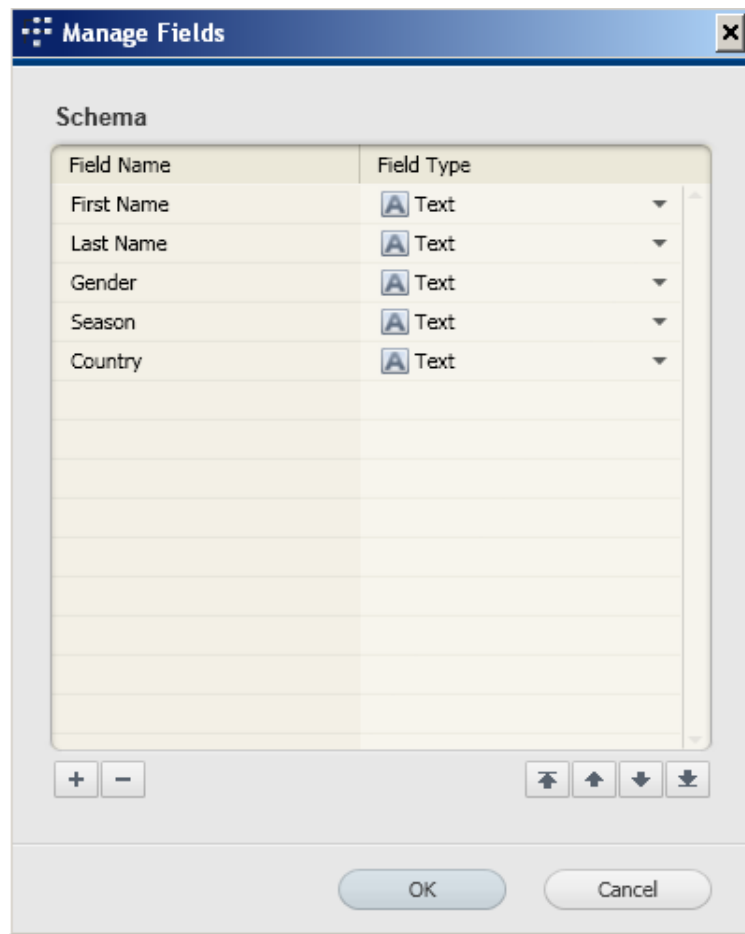
Note: If the first record in your data source contains field names, as in this example, make sure that in the Excel File dialog box, the **First record contains field names** check box is selected.



5. Click **OK**.

The Darwin VDP software displays the list of fields and the value of the first record.

The table that is displayed contains the fields from the data file and values contained in your data source file. You can preview the records in the database using the **Previous** and **Next Record** arrow buttons below the table.

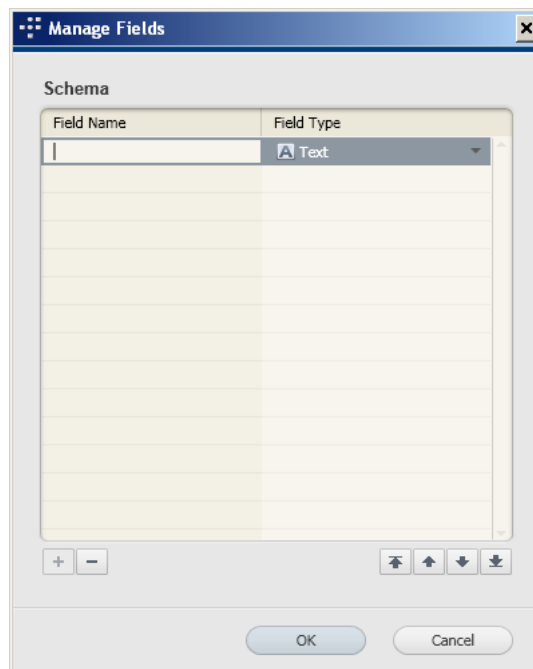


6. Click **OK**.
The Manage Fields (Schema) window appears with all the required fields.
7. Make sure that the field types are logical. The field type tells the Darwin VDP software what kind of data will be in that field. For example, a city name consists of text, so the field type that is assigned to **City** is **Text**. The customer number is a whole number, so **Customer Number** field type is **Number**.
8. Click **OK**.
A job is created, and its fields and data appear on the **Data Plannertab**.
9. From the **File** menu, select **Save**.
10. In the Save dialog box, select the desired location and click **Save**.

Creating a job manually

If you do not have a data source to work with, manually create the required fields for your new job.

1. In the Darwin Pilot workspace, from the **File** menu, select **New**.
The New Job dialog box appears.
2. Select **Create New Job Manually**.



3. In the **Field Name** column, type a name for the first field. For example, type `Last_Name`.
4. In the **Field Type** list, select the appropriate type of field. For example, for the `Last_Name` field, select **Text**.
5. To add another field, click the **Add Field** button, type a name for the field in the **Field Name** column, and select the appropriate type in the **Field Type** list.
6. Create all the fields that you need for your job, and click **OK**.
A job is created, and its fields appear on the **Data Planner** tab without any data.

Note: You can work with the new job, but some features are not available until the job contains data. You should assign the data as soon as it is available.

7. From the **File** menu, select **Save**.

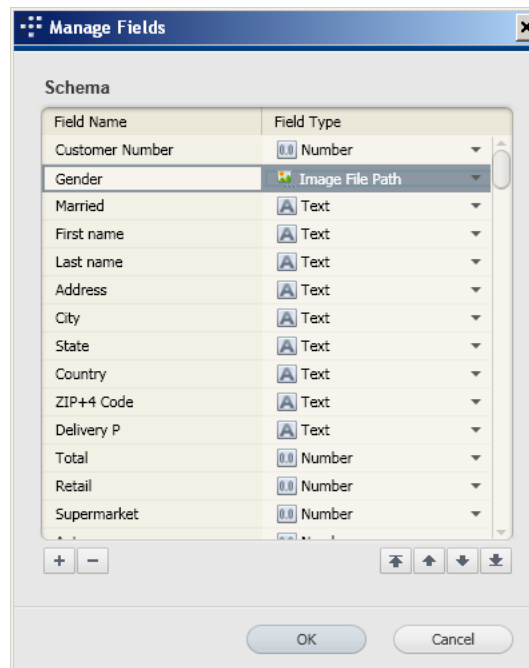
5




Working with fields and data

Adding a field

Add a field to the list of fields in your Darwin job when the job must incorporate new or unused data.

1. Click the **Data Planner** tab.
2. Under **Data Tools**, click **Manage Fields**.



3. Click the **Add Field**  button .
4. In the **Field Name** column, type a name for the field.
5. In the **Field Type** list, select the appropriate type of field.
6. To move the field up or down the list, click the appropriate arrow   button.
7. Click **OK**.

Types of fields supported by the Darwin VDP software

The Darwin VDP software enables you to define the following field types:

Field type	Content of the data source field
Text	Free text
Number	Whole numbers and decimals
Date	Dates
Time	Time in hours, minutes, and seconds
Image path	Full path to an image file
Textfile	Full path to a text file

Editing the list of fields

Change a field's name or type, move a field up or down in the list, or remove a field from the list.

1. Click the **Data Planner** tab.
2. Under **Data Tools**, click **Manage Fields**.
3. Perform one of the following steps:
 - To change a field's name, select the field and type the new name.
 - To change a field type, select the field and from the **Field Type** list, select the required type.
 - To move a field up or down the list, select the field and click the appropriate arrow button.
 - To remove a field from the list, select the field and click **Remove Field** button.

Assigning data to a Darwin job

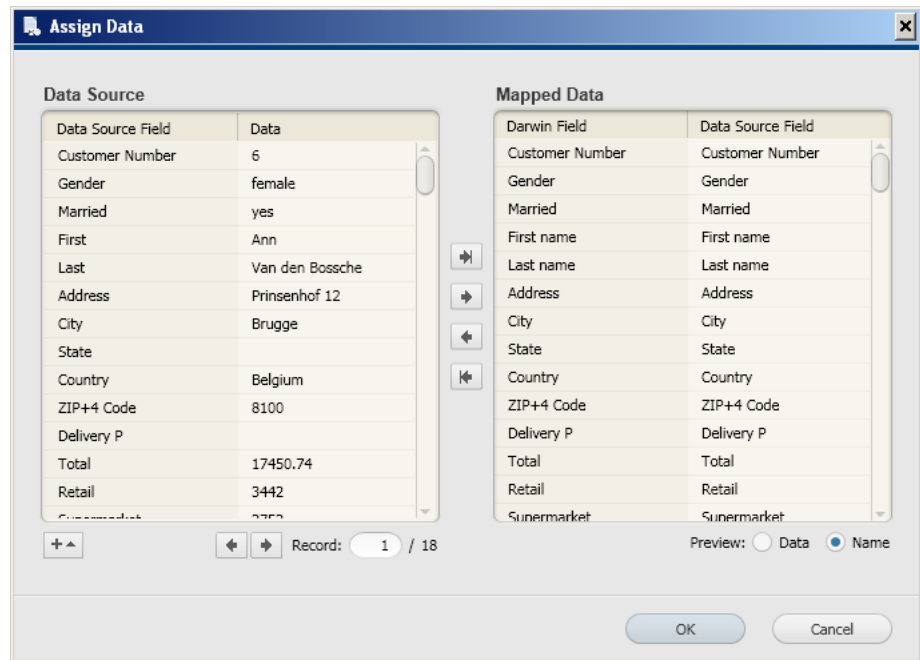
If you are replacing the current data of your Darwin job with new data, assign the data by mapping the relevant fields in the data source to the Darwin job fields. The purpose is to match the list of fields in your job to the list of fields in your data source.


You need to assign data when you want to:

- Test your Darwin job with a sample data set before you produce the job with the real data
- Reuse a job periodically with new data each time
- Add data to the fields in a job that you created manually

1. In the Darwin Pilot workspace, under **Data Tools**, click **Assign Data**.

Note: The **Data Source** area displays the fields and the data contained in each field of your data source. The **Previous Record** and **Next Record** arrow buttons enable you to move from record to record.



2. Click the **Open File** button and select the new data source.
3. Perform one of the following steps:
 - Map one field: Under **Data Source**, select the field—for example, a field whose name differs from the corresponding field in the Darwin job—and drag the selected field to the corresponding field under **Darwin Job (Mapped Data)**.
 - Map all the fields, if all the fields in your job correspond exactly to the data source fields: Click **Assign all** .

The names in the mapped fields column reflect the new assignment.

4. Click **OK**.

Editing your data source

Modify your data source file directly in the Darwin VDP software.

1. On the **Data Planner** panel, click **Edit Data**.
Your original data source file appears.
2. Make the required changes.
3. From the **File** menu, select **Save**.
4. Close the data source file.
5. For the changes to take effect, on the **Data Planner** panel, click **Refresh Data**.

6

Working with functions

Function overview

The Darwin VDP software enables you to use predefined functions to perform various types of operations and calculations on data from your data source. For example, you can use a function such as **Caps** to change all the text in a specific text box to uppercase letters. Examples of common functions that the Darwin VDP software provides are sum, average, rounding up, and rounding down. Unique functions in the Darwin VDP software include zodiac signs and automatic numbering of paragraphs in a text.

You can use a function as input for a rule or as a stand-alone element.

The basic workflow for creating a function is as follows:


1. Naming the function
2. Selecting a predefined function from the **Function** list

Note: You can find detailed information about each function and its parameters by rolling your mouse over the name of the function.
3. Defining the function's parameters
4. Adding the function to your list of functions
5. Using the function as input to a rule, barcode, chart, or personalized image, or placing the function on the InDesign CS3 document as a stand-alone element

Adding a function

1. In the Darwin Pilot workspace, click the **ToolBox** tab.
2. On the **Tools** panel, click the **Functions** tab.
3. In the lower portion of the **Tools** panel, click **Add New Function**.
4. In the **Name** box, type a meaningful name for the function.
5. (Optional) In the **Comments** box, type a comment about the rule.
6. In the **Function** list, select a function. For example, assume that the data source contains a field with birth dates and you want to display people's ages in your output. You would select the function called **AgeToday**.
7. Click **OK**.

8. In the **Function Editor** area, set the values for the parameters of the functions. For the **AgeToday** function, you would set the values as shown in the following example:
 - a. Click the **P1** box.
 - b. In the parameter list (**P1**), select the source information for the value. In this case, select **Field**.
 - c. In the list that appears next to the **P1** list box, select a field (the list of fields comes from your data source). In this example, select **Birth date**.

The function calculates the person's age by subtracting the value of the **Birth date** field from the current date.
9. On the **Tools** panel, click **Accept** .
- Your function is saved on the **Functions** tab, on the **Tools** panel.
10. From the **File** menu, select **Save**.

Next:

Use the function as input for a rule, or apply the function directly to a box in the InDesign CS3 document.

7

Working with rules

Rule overview

A Darwin rule is an object that produces a result based on the content of your data source. For example, you can create a rule that displays images and colors based on the gender of customers listed in the data source.

A Darwin rule consists of an **If** statement, a **Then** statement, and an **Or else** statement. If the **If** statement (a condition) is met during output, the Darwin VDP software applies the associated result from the **Then** statement. If the condition is not met, the Darwin VDP software checks the next **If** statement. If none of the rule's conditions is met, the Darwin VDP software applies the result given by the **Or else** statement.

The order of the **If** and **Then** statements is important. The Darwin VDP software checks each condition in a rule, in order, and applies the relevant result to the first condition that is met.

The types of rule results are as follows:

- Text result—places text in a text box in which the data varies according to the information in your data source. For example, a text result can cause the VDP output to address male customers with "Mr." and female customer with "Ms."
- Image result—places an image on pages in an image box in which the image varies according to the information in your data source.
- Color result—sets a color for a textual or graphic element according to the information in your data source. For example, a color result can cause the VDP output to show male names in red and female names in green.
- Page result—prints a specific page according to the information in your data source. For example, a page result can print a cover page with a certain design for your European customers and a cover page with a different design for your North American customers.
- Visibility result—either shows or hides a layer in your InDesign CS3 document according to the information in your data source.
- Style result—applies a character style to variable and nonvariable text according to the information in your data source. For example, a

style result can cause the VDP output to print male names in italics and female names in bold. Styles are defined in InDesign CS3.

See also:


[Adding a new result to a rule](#) on page 29

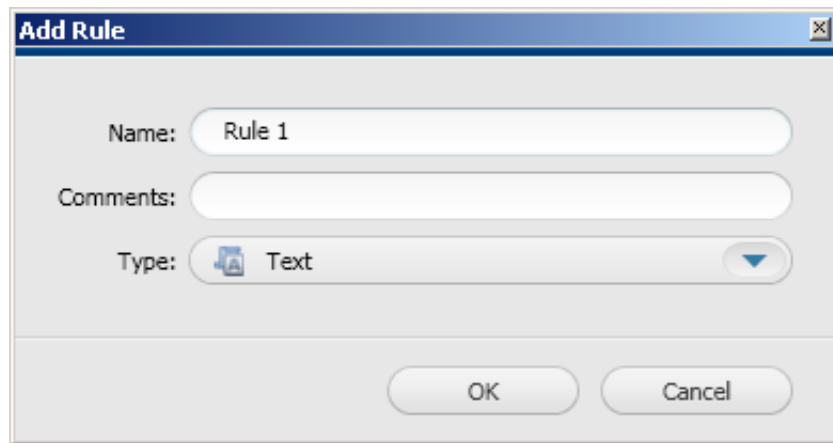
[Adding a complex image rule](#) on page 34

Adding a text rule

Add a rule that controls whether specific text will appear in personalized VDP output and if so, which text will appear.

For example, you can define a rule that places the word "Mr." before the recipient's last name in the VDP output for a male recipient and "Ms." before the recipient's last name in the output for a female recipient.

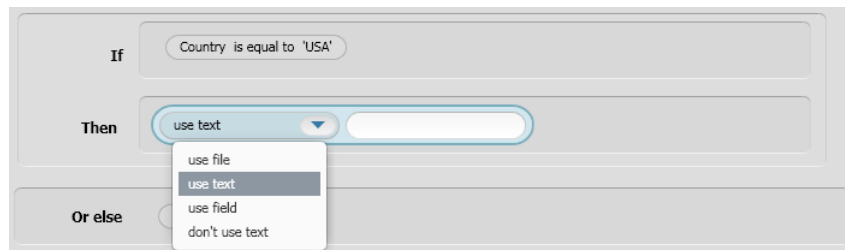
1. In the Darwin Pilot workspace, click the **ToolBox** tab.
2. On the **Tools** panel, click **Rules**.
3. Click **Add New Rule** .




4. In the **Name** box, type a meaningful name for the rule.
5. (Optional) In the **Comments** box, type a comment about the rule.
6. In the **Type** list, select **Text**.
7. Click **OK**.
8. In the **Rule Editor** area, add at least one condition, as follows:
 - a. In the **If** list, select the desired field. For example, select **Gender**.

Note: The **If** list contains a list of all the fields in your Darwin job and a list of the functions that you have defined.
 - b. In the list that appears, select the next component of the condition. For example, select **equals**.

- c. In the box that appears, type the next component of the condition exactly as the text appears in the data source. For example, type `Male`.
In this example, the **If** statement reads "If Gender is equal to Male".
9. (Optional) To create a more complex **If** statement, such as "If City is equal to Tulsa AND If Gender is equal to Female", click the **AND** button in the lower portion of the workspace and define the conditions.
10. In the **Then** list, select the desired text result:




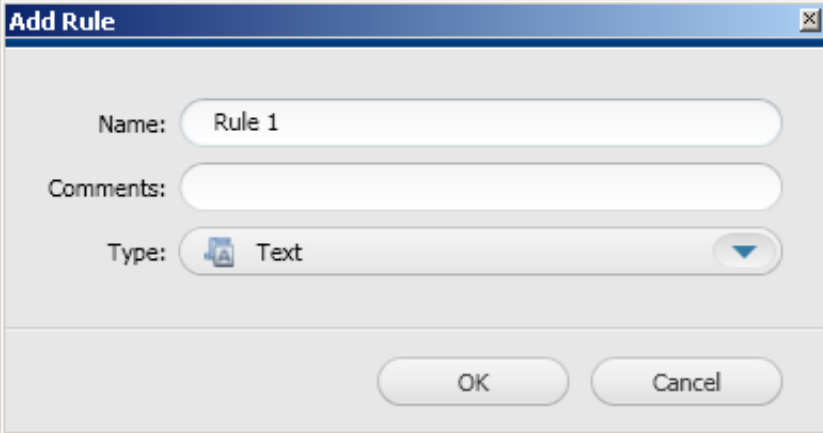
- The **Use text** option enables you to type the desired text in the text box.
 - The **Use file** option indicates that text from a file should appear and enables you to select the file. Click the **browse** button, and navigate to a plain text (.txt) file.
Note: The text file may contain an InDesign CS3 tagged text.
 - The **Use field** option enables you to select a field and display the field's data in a text box.
 - The **Don't use text** option indicates that no text should appear.
11. In the **Or else** list, select the result that the Darwin VDP software should apply if none of the conditions for the rule is met.
 12. On the **Tools** panel, click **Accept** .
Your rule is added to the **Rules** list.
 13. From the **File** menu, select **Save**.

Adding an image rule

Add a rule that controls whether an image will appear in personalized VDP output and if so, which image will appear.

For example, you can define a rule that places an American flag in the VDP output for a recipient in the United States and a Brazilian flag in the VDP output for a recipient in Brazil.


1. In the Darwin Pilot workspace, click the **ToolBox** tab.
2. On the **Tools** panel, click **Rules**.
3. Click **Add New Rule** .



4. In the **Name** box, type a meaningful name for the rule.
5. (Optional) In the **Comments** box, type a comment about the rule.
6. In the **Type** list, select **Image**.
7. Click **OK**.
8. In the **Rule Editor** area, add at least one condition, as follows:
 - a. In the **If** list, select the desired field. For example, select **Country**.

Note: The **If** list contains a list of all the fields in your Darwin job and a list of the functions that you have defined.
 - b. In the list that appears, select the next component of the condition. For example, select **equals**.
 - c. In the box that appears, type the next component of the condition. For example, type **USA**.

In this example, the **If** statement reads "If Country is equal to USA".

9. In the **Then** list, select the desired image result:
 - The **Use image** option indicates that an image should appear and enables you to select it. Click the **browse** button, and navigate to the image file.
 - The **Don't use image** option indicates that no image should appear.
10. In the **Or else** list, select the image result that the Darwin VDP software should apply if none of the conditions for the rule is met.
11. On the **Tools** panel, click **Accept** .
Your rule is added to the **Rules** list.
12. From the **File** menu, select **Save**.
Your image rule appears on the **Tools** panel in Darwin Pilot and on the **Variable Elements** panel in Darwin CoPilot.

Next:

Apply the image rule to your InDesign CS4/CS5 page: On the InDesign CS4/CS5 page, select the appropriate image box, and on the **Variable Elements** panel, double-click the image rule that you created.

Adding a color rule

Add a rule that controls the color that will appear in a text box or a graphic element in personalized VDP output.

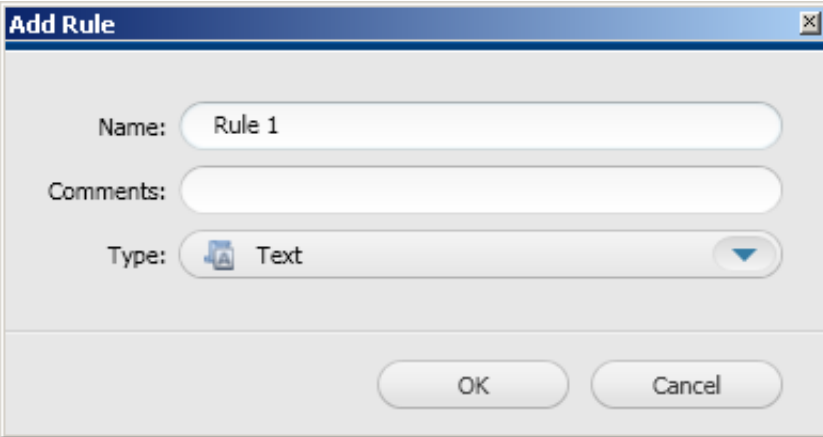
Requirements:

InDesign CS4/CS5 must be running.

You can apply a color rule to a selected text box frame, a text outline, or a specific graphic element. For example, you can define a rule that adds a red, white, and blue strip to the VDP output of a recipient in the United States and a green and yellow strip to the output for a recipient in Brazil.

1. In the Darwin Pilot workspace, click the **ToolBox** tab.
2. On the **Tools** panel, click **Rules**.

3. Click **Add New Rule** .

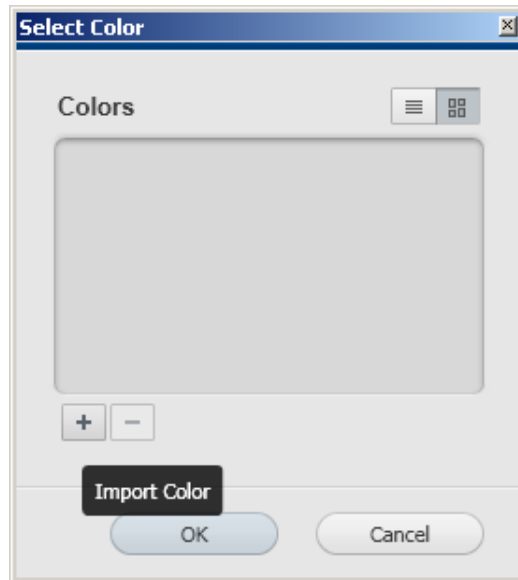



The screenshot shows a dialog box titled "Add Rule". It has a title bar with a close button. The dialog contains three input fields: "Name:" with the text "Rule 1" entered, "Comments:" which is empty, and "Type:" with a dropdown menu showing "Text" and a blue document icon. At the bottom are "OK" and "Cancel" buttons.

4. In the **Name** box, type a meaningful name for the rule.
5. (Optional) In the **Comments** box, type a comment about the rule.
6. In the **Type** list, select **Color**.
7. Click **OK**.
8. In the **Rule Editor** area, add a condition, as follows:
 - a. In the **If** list, select the desired field. For example, **Country**.

Note: The **If** list contains a list of all the fields in your Darwin job and a list of the functions that you have defined.
 - b. In the list that appears, select the next component of the condition. For example, select **equals**.
 - c. In the box that appears, type the next component of the condition. For example, type USA.
9. In the **Then** box, click **use color**.

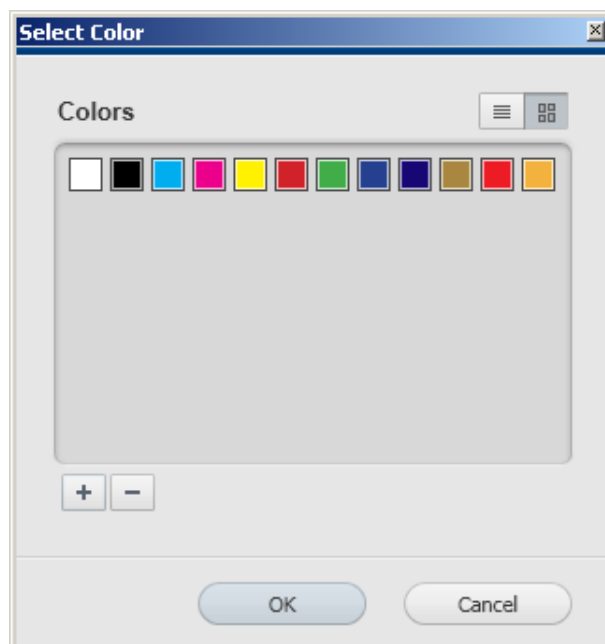
10. Click the **browse** button.




11. In the Select Color dialog box, click **Import Color**  to import the colors for your rule from your InDesign CS4/CS5 file.

Note: To increase the variety of colors of your Darwin job, you can import colors from your InDesign CS4/CS5 file each time you set a color result.

12. In the Select InDesign File dialog box, locate your InDesign CS4/CS5 file and select it.
13. Click **Open**.
The color swatches of your InDesign CS4/CS5 file appear in the Select Color dialog box.




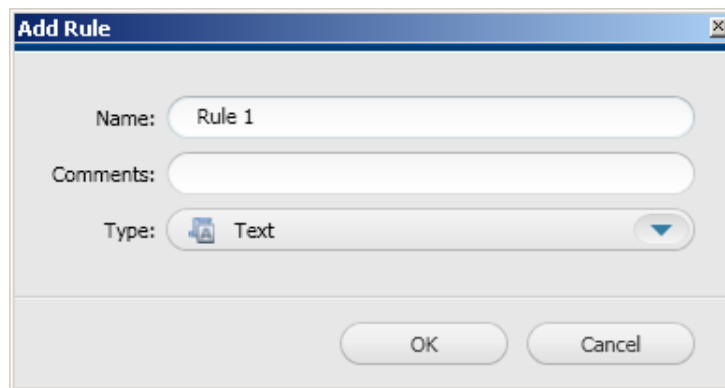
14. Select the desired color.
15. Click **OK**.
The selected color appears in the **Then** box.
16. In the **Or else** box, click **use color**.
17. Click the **browse** button.
18. In the Select Color dialog box, select a color to use for all the records that do not meet the condition of the rule. Make sure the color differs from the one selected earlier.
19. Click **OK**.
The selected color appears in the **Or else** box.
20. On the **Tools** panel, click **Accept** .
Your rule is added to the **Rules** list.
21. From the **File** menu, select **Save**.

Adding a visibility rule

Add a rule that controls whether a layer of your InDesign CS4/CS5 file will appear in personalized VDP output.


For each layer that you want to show or hide, you need to add a separate visibility rule.

1. In the Darwin Pilot workspace, click the **ToolBox** tab.
2. On the **Tools** panel, click **Rules**.
3. Click **Add New Rule** .



4. In the **Name** box, type a meaningful name for the rule.
5. (Optional) In the **Comments** box, type a comment about the rule.
6. In the **Type** list, select **Visibility**.
7. Click **OK**.

8. In the **Rule Editor** area, add a condition, as follows:
 - a. In the **If** list, select the desired field. For example, select **Country**.

Note: The **If** list contains a list of all the fields in your Darwin job and a list of all the functions that you have defined.
 - b. In the list that appears, select the next component of the condition. For example, select **is equal to**.
 - c. In the box that appears, type the next component of the condition. For example, type USA.
9. In the **Then** list, select the desired visibility result:
 - The **Show layer** option indicates that the selected layer should be displayed.
 - The **Hide layer** option indicates that the selected layer should not be displayed.
10. In the **Or Else** list, select the result that the Darwin VDP software should apply if none of the conditions for the rule is met.
11. On the **Tools** panel, click **Accept** .
Your rule is added to the **Rules** list.
12. From the **File** menu, select **Save**.

Next:


Apply the visibility rule to your InDesign CS4/CS5 page: On the InDesign CS4/CS5 page, select an element in the desired layer, and on the **Variable Elements** panel, double-click the visibility rule that you created and confirm this action.

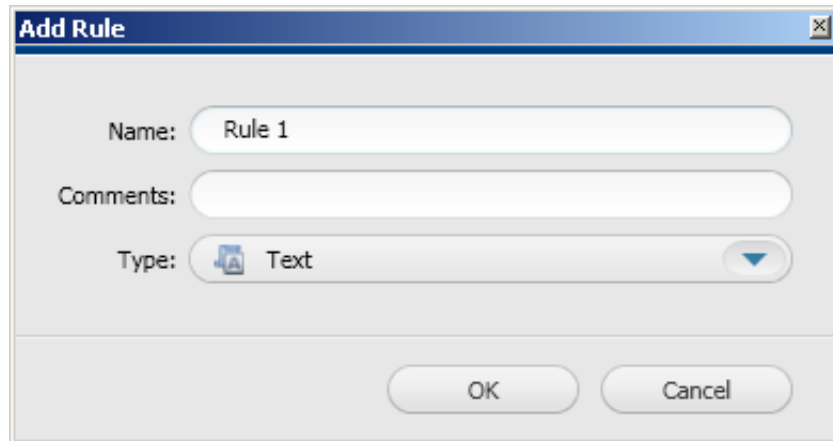
Adding a page rule

Add a rule that controls whether a specific page should appear in personalized VDP output.

For example, for a mailer that has one cover page designed for boys and another cover page designed for girls, you can create a page rule that prints the required cover page according to the gender of the recipient.


Note: Each page rule that you define can point to only one InDesign CS4/CS5 page.

1. In the Darwin Pilot workspace, click the **ToolBox** tab.
2. On the **Tools** panel, click **Rules**.
3. Click **Add New Rule** .



4. In the **Name** box, type a meaningful name for the rule.
5. (Optional) In the **Comments** box, type a comment about the rule.
6. In the **Type** list, select **Page**.
7. Click **OK**.
8. In the **Rule Editor** area, add at least one condition, as follows:
 - a. In the **If** list, select the desired field. For example, select **Gender**.

Note: The **If** list contains a list of all the fields in your Darwin job and a list of the functions that you have defined.
 - b. In the list that appears, select the next component of the condition. For example, select **is equal to**.
 - c. In the box that appears, type the next component of the condition. For example, type `Male`.
In this example, the **If** statement reads "If Gender is equal to Male".
9. In the **Then** list, select the desired page result:
 - The **Use page** option indicates that a specific InDesign CS4/CS5 page should appear and enables you to select it. Click the **browse** button to display the Page Picker dialog box, and select the InDesign CS4/CS5 page that you want to use. For example, select the cover page that is designed for boys.
 - The **Exclude page** option indicates that no page should appear.
10. If you selected the **Use page** option, Click **OK**.

11. In the **Or Else** list, select the result that the Darwin VDP software should apply if none of the conditions for the rule is met. In this example, you want the page designed for girls to appear if the selected gender condition (Male) is not met, so you would select **Use page** and navigate to the InDesign CS4/CS5 page that is designed for girls.
12. On the **Tools** panel, click **Accept** .
Your rule is added to the **Rules** list on the **Tools** panel and to the **Page Rules** list on the **Page Manager** tab.
13. From the **File** menu, select **Save**.

Next: Assign the page rule to a Darwin page: Drag the rule from the **Page Rules** list (on the **Page Library** panel) to the **Pages to Print** area. The page rule replaces the InDesign CS4/CS5 page with which it is associated. In this example, the rule page replaces the cover page.

Adding a style rule

Add a rule that controls whether a character style will be applied to text in personalized VDP output and if so, which style will be applied.

Requirements:

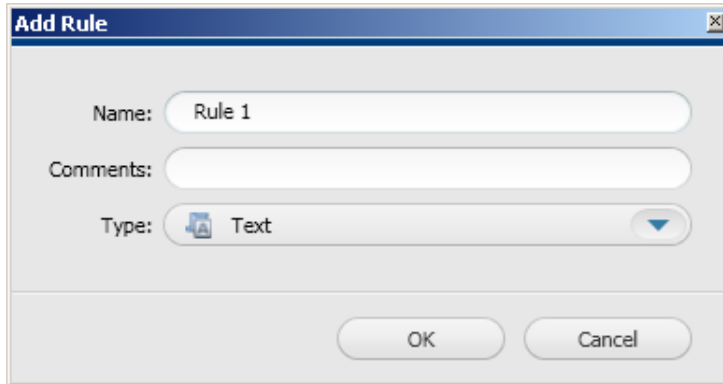
A character style must be defined in the attached InDesign CS4/CS5 file.

A character style is a collection of character formatting attributes that can be applied to text. Character styles that are created in InDesign CS4/CS5 are automatically saved in the Darwin VDP software and can be applied to rules as character style results.

For example, you can define a rule that displays red text in the VDP output for a recipient in the United States and a yellow-bold text for a recipient in Brazil.

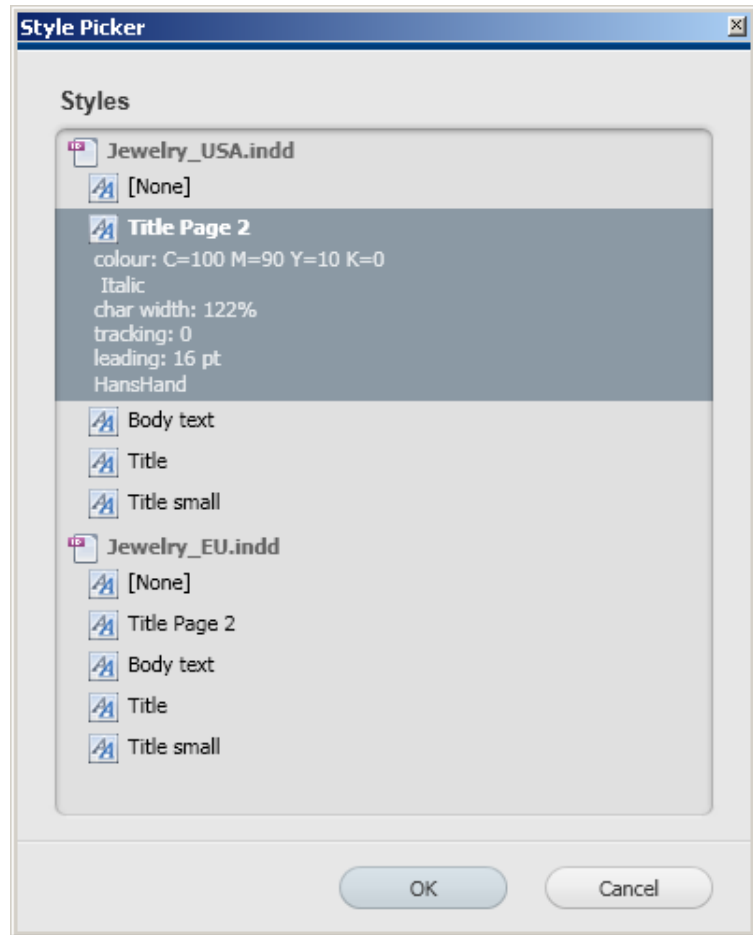
1. In the Darwin VDP software Pilot workspace, click the **ToolBox** tab.
2. On the **Tools** panel, click **Rules**.

3. Click **Add New Rule** .




4. In the **Name** box, type a meaningful name for the rule.
5. (Optional) In the **Comments** box, type a comment about the rule.
6. In the **Type** list, select **Style**.
7. Click **OK**.
8. In the **Rule Editor** area, add at least one condition, as follows:
- In the **If** list, select the desired field. For example, select **Country**.
Note: The **If** list contains all the fields in your Darwin job.
 - In the list that appears, select the next component of the condition. For example, select **equals**.
 - In the box that appears, type the next component of the condition exactly as the text appears in the data source. For example, type USA.
9. In the **Then** list, you can select the desired style result:
- The **use style** option enables you to use a desired character style from your InDesign CS4/CS5 file.
 - The **don't use style** option indicates that no style will be applied.
10. Define a specific style to the selected text:
- In the **Then** list, select **use style**.

- b. In the box that appears, click the **browse** button.



- c. In the Style Picker window, select a specific character style to apply to the text and click **OK**.

Note: The character styles that appear in the Style Picker window are taken from the character styles defined in the InDesign CS4/CS5 files.

11. In the **Or else** list, select the result that the Darwin VDP software should apply if none of the conditions for the rule is met.
12. On the **Tools** panel, click **Accept** .
Your rule is added to the **Rules** list.
13. From the **File** menu, select **Save**.
Your style rule appears on the **Tools** panel in Darwin Pilot and on the **Variable Elements** panel in Darwin CoPilot.

Next:

Apply the style rule to your InDesign CS4/CS5 page: On the InDesign CS4/CS5 page, select specific text in the appropriate text box, and on the **Variable Elements** panel, double-click the style rule that you created.

Note: In case your job contains more than one InDesign CS4/CS5 file, make sure that all your InDesign CS4/CS5 files contains the required character styles.

Adding multiple results to a rule

Use an **If** statement (the logic) of a rule that you created to add different types of results (**Then** statements).


Requirements:

A rule that you created.

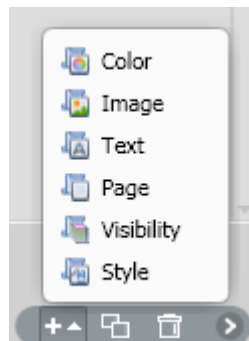
When you use an **If** statement of a previously created rule, to create a **Then** statement that specifies a different type of result from the result in the original rule, the Darwin VDP software applies the new result to each record according to the logic of the previously created rule.

Note: You can add several results to one **If** statement.

1. In the Darwin VDP software Pilot workspace, click the **ToolBox** tab.
2. In the **ToolBox** area, on the **Tools** panel, click **Rules**.
3. Under **Rules**, select a rule that you created earlier.
4. In the **Rule Editors** area, add a new **Then** statement (result) based

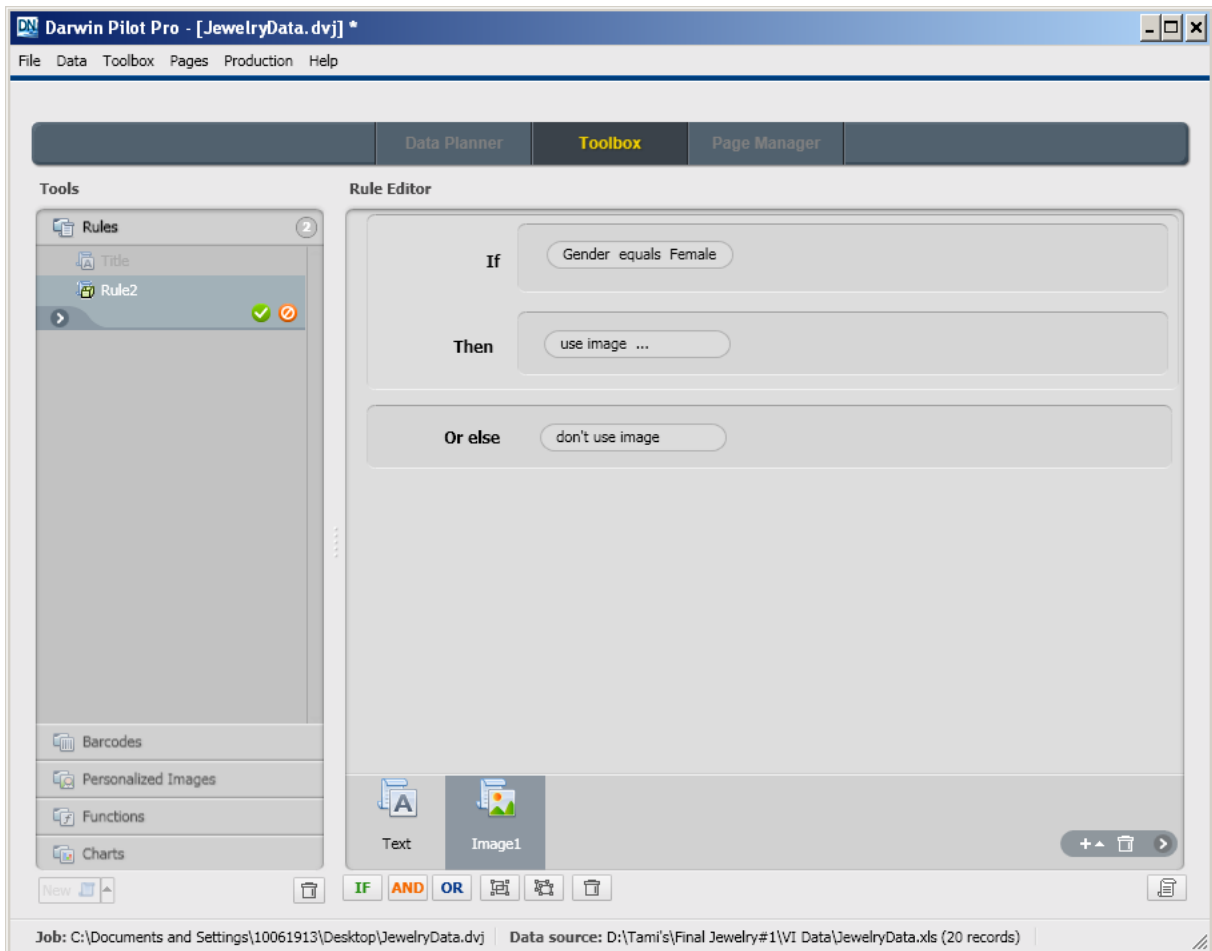
on an existing **If** statement by clicking the **arrow**  button on the lower right of the workspace.


5. From the menu that appears, select **Add**.



6. From the list that appears, select the required type of result. For example, select **Image**.

An **Image** icon appears on the **rule results** bar, located in the lower portion of the workspace.



7. Add a **Then** statement specifying an image based on the logic of the previous rule.
 - a. Click the **Then** box.
 - b. In the box that appears, click the **browse** button, and navigate to the desired image file.
8. Click the **Or else** box.
9. In the **Or else** list, select the image that the Darwin VDP software should apply if none of the conditions for the rule is met.
10. On the **Tools** panel, click **Accept** . The icon of your original rule changes. The new icon indicates that your original rule has more than one type of **Then** statement (result).



11. From the **File** menu, select **Save**.

Your new result is automatically added to the **Variable Elements** panel in Darwin CoPilot as a new rule. The name of the new rule consists of

the original rule name and a suffix indicating the type of the new result—for example, **Rule1_Image**.

8

Working with barcodes

Barcode overview

The Darwin VDP software supports one-dimensional (1-D) and two-dimensional (2-D) barcodes.

Among the many types of 1-D barcodes that the Darwin VDP software supports are Code 11, Code 39, EAN-8, EAN-13, and Code 128.

The Darwin VDP software supports the following types of 2-D barcodes:

- Data Matrix
- PDF417
- MicroPDF417
- QR Code
- MaxiCode
- CODABLOCK-F

Selecting the correct barcode is critical to the success of your barcode implementation plan. Here are some tips:

- If you use barcodes for a trade item that will be scanned at a retail point of sale, you must use an EAN/UPC symbol.
- If you print a barcode with variable data such as serial numbers, expiry dates, or measurements, use Code 128.

Adding a barcode

Use a field in the data source to generate a barcode that appears in each recipient's version of a personalized mailer.

1. In the Darwin Pilot workspace, click the **ToolBox** tab.
2. Under **Tools**, click **Barcodes**.


3. On the **Tools** toolbar, click **New**.

4. In the **Name** box, type a name for the barcode.
5. (Optional) In the **Comments** box, type a comment about the barcode.
6. In the **Type** list, select the type of barcode that you want to use.
7. Click **OK**.
The barcode type appears in the **Barcode Editor** area, in the **Type** box.

Note: If necessary, you can select a different type of barcode in the **Type** list.

8. In the **Data** list, select the field from which you want to create the barcode—for example, the field called **Customer Number**.
9. Type the barcode dimensions:
 - If you selected a 1-D barcode, in the **Bar width** and **Bar height** boxes, type the width and height dimensions (in mm) for the barcode.
 - If you selected a 2-D barcode, in the **Module width** box, type the required dimensions for your barcode. The units of measurement are module width units.

Note: A module width equals the width of the smallest element (bar or space) that a barcode is using.
10. (Optional) Perform any of the following steps:
 - Add a start character and a stop character to the barcode if such characters are available: Select the **Auto check digit** check box to make sure that The additional characters are not included in the checksum calculation and enable the barcode to be scanned properly.
 - To display text or numbers under the barcode, select the **Human readable** check box.

- To define additional settings, such as **Error correction level**, to a 2-D barcode, click the **Advanced** button.
11. On the **Tools** panel, click **Accept** .
Your barcode is added to the **Barcodes** list.
 12. From the **File** menu, select **Save**.

Applying a barcode to the InDesign CS4/CS5 page layout

1. In the InDesign CS4/CS5 page layout, select the barcode box.
Note: Make sure that the barcode box matches the dimensions of the barcode that you have defined earlier in Darwin Pilot.
2. In Darwin CoPilot, on the **Variable Elements** panel, locate the barcode that you have created, and double-click it.
3. To preview the barcode for each customer, click the **Previous Record** and **Next Record** arrow buttons.

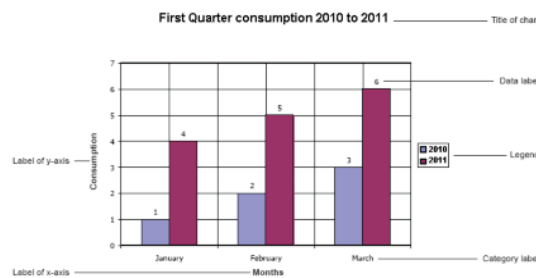
9

Working with charts

Chart overview

Charts enable you to visually display data in your job. With the Darwin VDP software, you can create multiple charts for each record in the data source and then preview each chart in the InDesign CS4/CS5 software before you create the VDP output. You can change the presentation of your data by choosing a different type of chart or different colors, labels, and text properties.

A chart consists of various parts: a chart area, a chart title, x and y axes, a legend, gridlines, and labels.



The Darwin VDP software enables you to create various types of charts: column charts, pie charts, bar charts, line charts, area charts, and radar charts. Each type of chart has at least two subtypes; for example, pie chart have two subtypes; basic and 3-D.

The process of creating a new chart involves four steps:

1. Adding a new chart and selecting a chart type and subtype
2. Defining the chart display options, including titles, labels, and background color
3. Defining series and assigning the relevant fields from the data source
4. Previewing and adjusting the chart display options

Chart types and subtypes



































Chart type	Chart subtype		
Column Chart 	Basic 	Stacked 	Percentage 


Chart type	Chart subtype		
	3-D Basic 	3-D Stacked 	3-D Percentage Column Chart 
Pie Chart 	Basic 	3-D 	
Area Chart 	Basic 	Stacked 	Percentage 
	3-D Basic 	3-D Stacked 	3-D Percentage 
Bar Chart 	Basic 	Stacked 	Percentage 
	3-D Basic 	3-D Stacked 	3-D Percentage 
Doughnut Chart 	Basic 	3-D 	
Radar Chart 	Basic 	Stacked 	Percentage 
Line Chart 	Basic 	3-D Basic 	

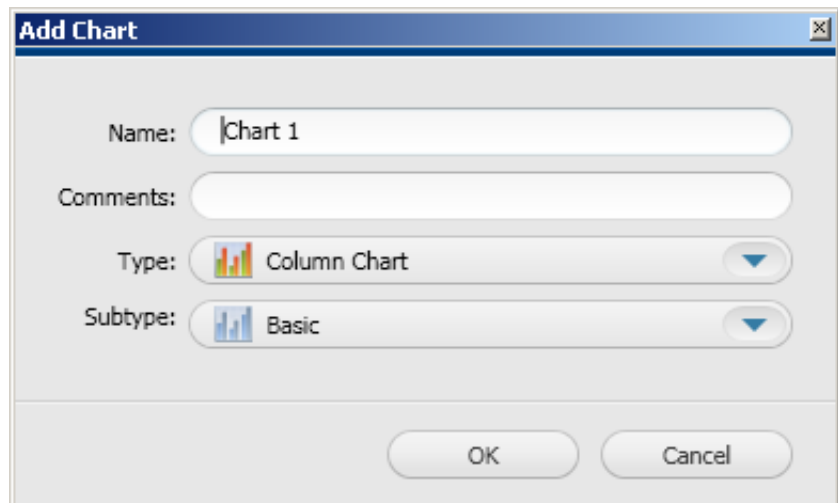
Creating a chart

To help you easily learn how to create a chart, we will use a real-life example. In this example, we will create a chart to compare the amount of marketing expenses over the last three months of 2010 and 2011 of a certain company.

We will use the data in following Excel file and demonstrate how the text and numbers in the data source file are graphically displayed as a column chart.

A	B	C	D	E	F
Jan 10	Feb 10	Mar 10	Jan 11	Feb 11	Mar 11
20	30	40	23	54	32
27	34	38	27	51	41

1. In Darwin Pilot workspace, click the **ToolBox** tab.
2. On the **Tools** panel, click the **Charts** tab.
3. Click **Add New Chart** .



4. In the **Name** box, type a meaningful name for the chart. In this example, type **Expenses**.
5. (Optional) In the **Comments** box, type a comment about the chart.
6. In the **Type** list, select a type of chart. In this example, we will use the default **Column Chart**.
7. In the **Subtype** list, select a subtype of chart. In this example, we will use the default subtype, **Basic Column Chart**.
8. Click **OK**.

Defining the chart display options

The Darwin VDP software enables you to customize and enhance the look of your chart. You can add chart a title, labels, background color, and gridlines.

You also have the option to change the colors in the chart, the color of the labels of the X and Y axes ,and adjust the chart's dimensions.

Note: Each type of chart have a different set of display options.

1. In the **Chart Editor** area, under **Chart Display Options**, select **Title**.
 - a. In the **Text** box, type the desired name for your chart. In this example, type `First Quarter 2010 to 2011`.
 - b. Define the font, style, size, and color for the title. In this example, keep the default values.

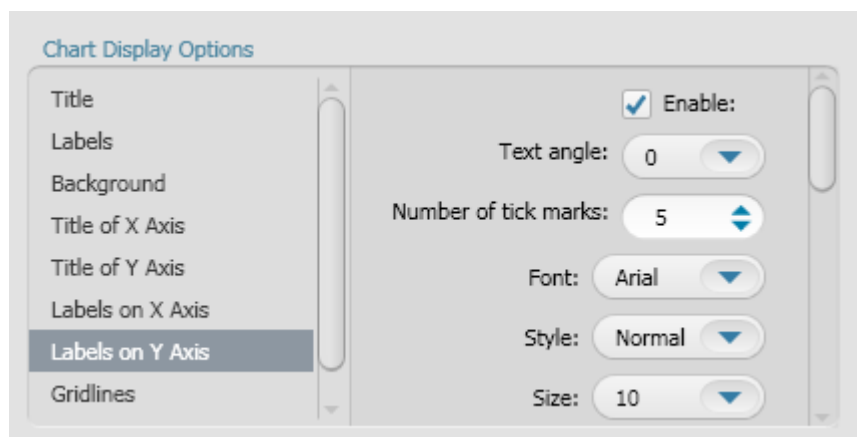


2. Select **Labels**. In the **Labels** list, you can select one of the following options:
 - **Off**--do not display labels
 - **Values**--display values from the data source. For example, if the sum of the marketing expenses on Jan 10 is 20(\$K), the number 20 will appear on the top of the appropriate column.
 - **Percentage Values**--display the percentage values of the values in the data source.
 - a. In the **Label** list, select **Values**.
 - b. Define the font, style, size, and color for the labels. In this example, keep the default values.
3. Select **Background**.
 - a. In the **Use** list, you can select **Color** or **Transparent Background**. In this example, keep the default **Color** option.

Note: A transparent background for a chart is supported only in PDF output.
 - b. To change the color of the chart's background, click the **Color** box.

- c. In the Select Color window that appears, select the desired color for the background. In this example, keep the default settings.
4. Select **Title of X Axis**.
 - a. In the **Text** box, type the required name for the X axis. In this example, type `Months`.
 - b. Define the font, style, size, and color for the X-axis title. In this example, keep the default values.
5. Select **Title of Y Axis**.
 - a. In the **Text** box, type the required name for the Y axis. In this example, type `Expenses ($K)`.
 - b. Define the font, style, size, and color for the Y-axis title.
6. Select **Labels on X Axis**.
 - a. If you want to display labels on the X axis, make sure that the **Enable** check box is selected.

Note: The labels that appear on the X-axes display the names of the fields in the first series.
 - b. Define the angle of the labels, font, style, size, and color for the labels on the X-axis. In this example, keep the default values.
7. Select **Labels on Y Axis**.
 - a. If you want to display labels on the Y axis, make sure that the **Enable** check box is selected.
 - b. Define the angle of the labels, font, style, size, and color for the labels on the Y-axis. In addition, you can define the number of tick marks. In this example, keep the default values.



8. Select **Gridlines**. In the **Gridlines** list, you can select one of the following options:
 - **None**—no gridlines are displayed
 - **X Axis**—only the X-axis gridlines are displayed
 - **Y Axis**—only the Y-axis gridlines are displayed
 - **X and Y Axes**—both the X-Axis and Y-axis gridlines are displayed

9. In this example, select the **X and Y Axes**.
10. Select **Chart Dimensions**.
11. In the **Width** and **Height** boxes, type the required values in millimeters. In this example, keep the default values.




Note: Make sure that the width and height values that you set in the **Chart Dimensions** area are identical to the width and height values of the InDesign CS4/CS5 page box that will contain the chart.

You have completed defining the chart display options, now you will learn how to define the chart data.

Defining the chart data

In the **Chart Data** area, you define the series and fields that will appear in the chart.

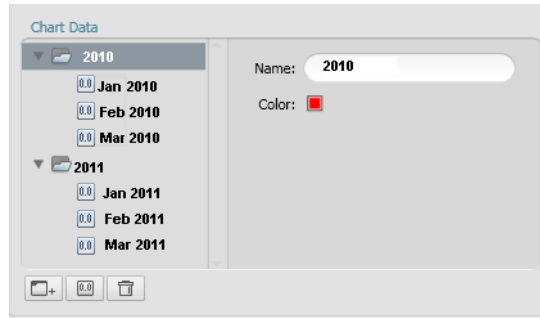
Each series is a folder that contains the fields that you want to use in your chart. Depending on the type of chart that you want to use, you can add as many series as you want and assign fields accordingly. In this example, we want to create a chart that compares last quarter expenses for 2010 and 2011, so we need two series: series 1 for 2010 and series 2 for 2011.


1. To name **Series 1**, under **Chart Data**, in the **Name** box, type the required name for your series. In this example, type 2010.
2. To add another series, click **Add Series** .
3. Make sure that **Series 2** is selected and then in the **Name** box, type the required name. In this example, type 2011.
4. Select **Series 1**.
5. Click **Add Fields and Functions** , and select the fields that you want to show in the chart. In this example, select the following fields: **Jan 10**, **Feb 10**, and **Mar 10**.
The required fields are assigned to **Series 1**.
6. Click the **Color** box.
7. In the Select Color window that appears, select a color for the column of series 1 and click **Ok**.
8. Select **Series 2**.
9. Click **Add Fields and Functions** , and select the fields that you want to show in the chart. In this example, select the following fields: **Jan 11**, **Feb 11**, and **Dec 11**.

Note: If you have multiple series, only the names of the fields in **Series 1** will be displayed as labels on the X-axis.

10. Click the **Color** box.

11. In the Select Color window that appears, select a color for the column of series 2 and click **Ok**.



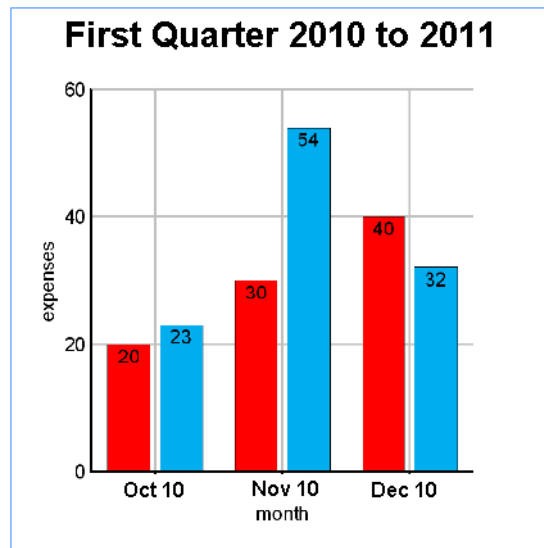
12. On the **Tools** panel, click **Accept** .
13. From the **File** menu, select **Save**.

You can save your chart at any stage of your work. Once you save a chart, it is added to the **Variable Elements** panel in Darwin CoPilot with a chart icon, and to the chart list on the **Tools** panel.

Previewing a chart in the InDesign CS4/CS5 page layout

After defining the chart display options and its data, you can preview your chart in the InDesign CS4/CS5 page layout and adjust the chart display options if necessary.

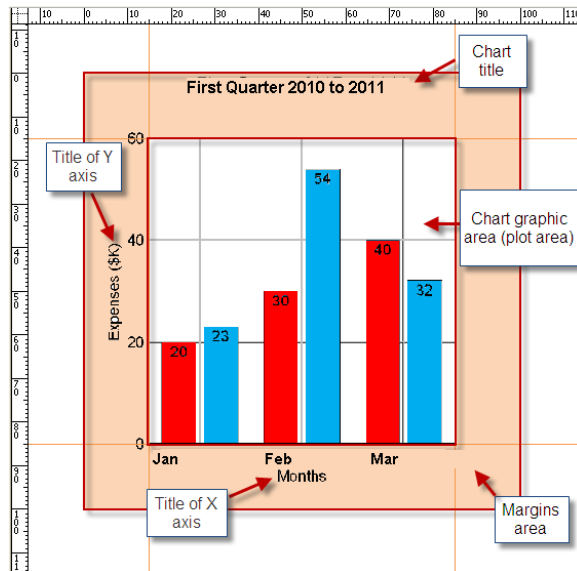
1. In the InDesign CS4/CS5 page layout, select the chart placeholder box.
2. To apply the chart to the box, in Darwin CoPilot, on the **Variable Elements** panel, locate the chart that you have created, and double-click it.
3. To preview the chart, click **Preview Current Record**.
The chart is displayed in the chart box:



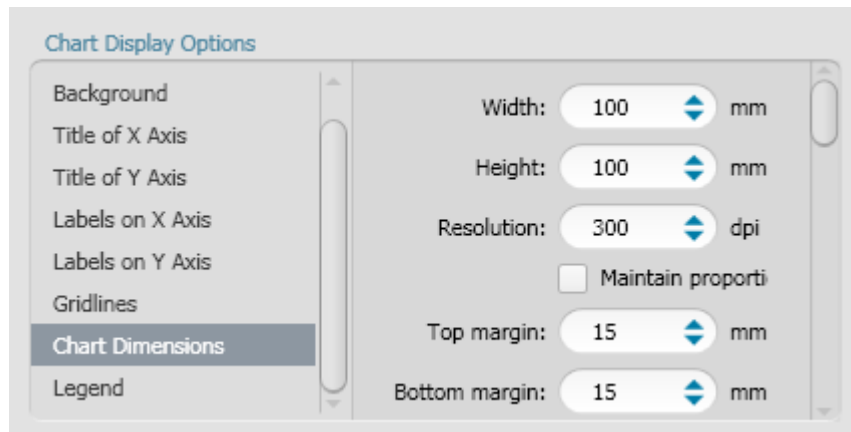
4. To improve the chart display, in Darwin Pilot, you can adjust the chart display options as necessary.

Adjusting the margins size

The margins area is the area around the chart graphic. The titles and labels of the chart appear in the margins area. The Darwin VDP software enables you to enlarge or reduce the margins size for different purposes. You can reduce the size of the chart graphic area by enlarging the margins size to better fit the titles and labels, or you can enlarge the chart graphic area by reducing the margins size.



1. Select **Chart Dimensions**.
2. To adjust the margins size, clear the **Maintain proportions** check box.



3. In this example, we will enlarge the size of the chart graphic area. To do this, we will set the margins size to 10 mm (instead of the default 15 mm).

Note: It is recommended that you use the ruler guides in InDesign CS5 to define the desired margins size.

4. Now that you have adjusted the margins size, preview your chart again:
 - a. In the InDesign CS5 page layout, select the chart placeholder box.
 - b. Click **Preview Current Record**.

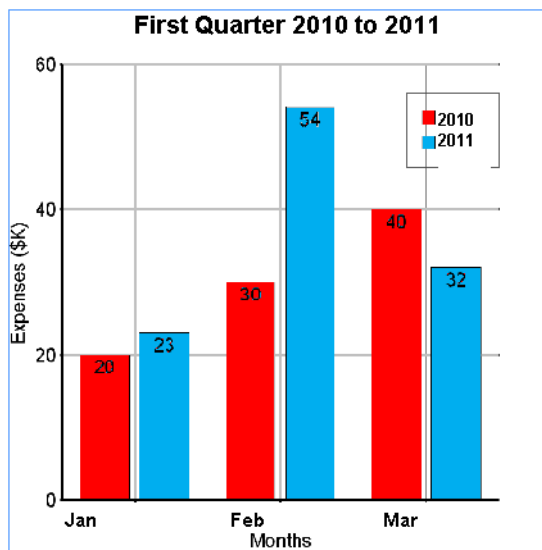
Your chart is displayed in the chart placeholder box. You can adjust the chart dimensions as necessary.

Adding a legend to the chart

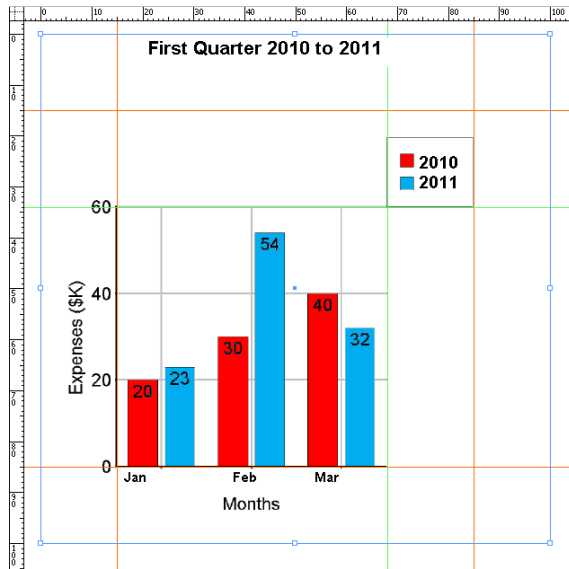
Learn how to add a legend to your chart and adjust the chart graphic area (the plot area) accordingly.

1. In Darwin Pilot, in the **Chart Display Options** area, select **Legend**
2. Select the **Show legend** check box.
3. In the Location list, you can define the location of the legend in the chart. In this example, leave the default option, **Top Right**, as is.
4. Under **Tools**, click **Accept**.
5. Open your InDesign CS4/CS5 file.
6. On the **Variable Elements** panel, click **Preview Current Record**.

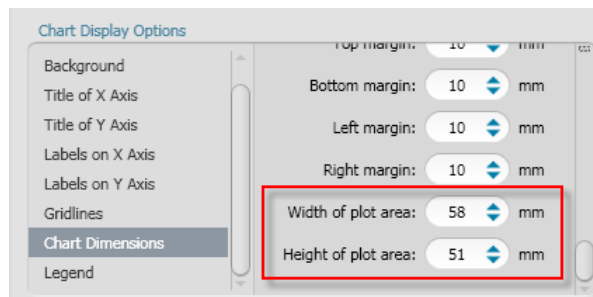
The legend appears and overlaps the chart graphic area (the plot area).



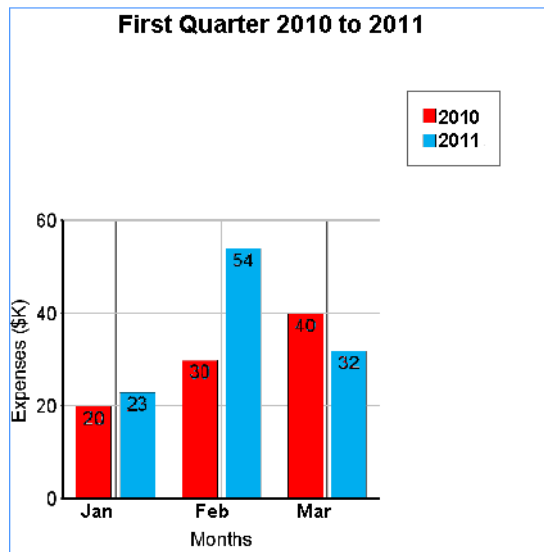
7. To make sure that the legend does not overlap the chart graphic, in the InDesign CS4/CS5 add ruler guides to define the desired new plot area (green ruler guides appear in the chart below to mark the new resized chart graphic area). The new desired plot area minimizes or eliminates overlapping between the legend and the chart graphic area.



8. Measure the distance between the new ruler guide on the right (the green ruler guide) to the margin on the left (the orange line). This measurement represents the width of the new plot area. In this example, the width of the new plot area is 58 mm.
9. Measure the distance between the new ruler guide at the top of the plot area (the green ruler guide) to the margin at the bottom of the chart (the orange line). This measurement represents the height of the new plot area. In this example, the width of the new plot area is 51 mm.
10. In Darwin Pilot, under **Chart Display Options**, select **Chart Dimensions**.
11. In the **Width of plot area** box, type 58.
12. In the **Height of plot area** box, type 51.



13. Under **Tools**, click **Accept**.
14. Preview your chart in the InDesign CS4/CS5 document. Resizing the plot area, minimizes or eliminates overlapping of the legend and the chart graphic.



10

Working with personalized images

Personalized images overview

The Darwin VDP software enables you to create graphically rich, personalized images for VDP jobs—for example, to display each recipient's name in the form of a signature on a baseball.

To create personalized images, you use Adobe Photoshop CS4/CS5 software. The Darwin VDP software supports the following Photoshop CS4/CS5 features:



- Text layers: You can place variable text in a text layer. All the effects previously applied to the layer are applied to the variable text.
- Smart Object layers: You can place a variable image in a Smart Object layer, which you can scale, rotate, warp, and transform while preserving image quality.
- Actions: You can select a Photoshop CS4/CS5 action to be applied during image generation.

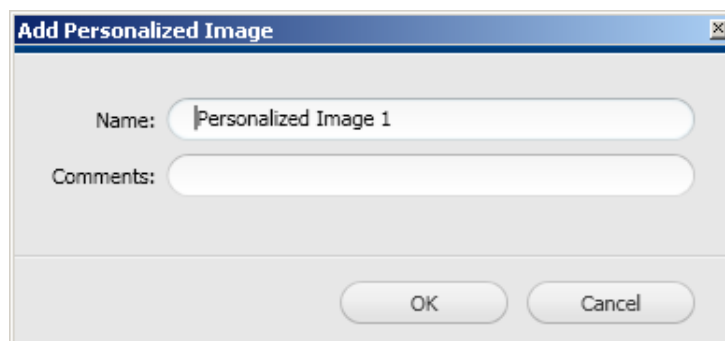
Note: Make sure that you use unique names for layers that contain variable content.

Creating a personalized image

Requirements:

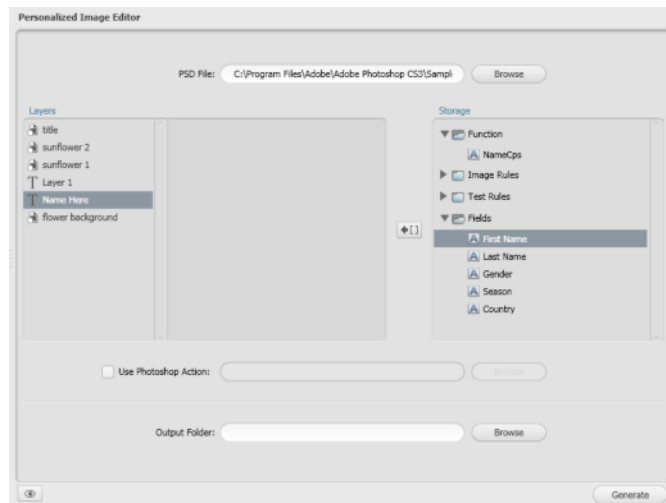
- Adobe Photoshop CS4/CS5 must be running.
- A .psd file that was created in Adobe Photoshop CS4/CS5

1. In the Darwin Pilot workspace, click the **ToolBox** tab.
2. On the **Tools** panel, click **Personalized Images**.
3. Click **Add New Personalized Image**  .



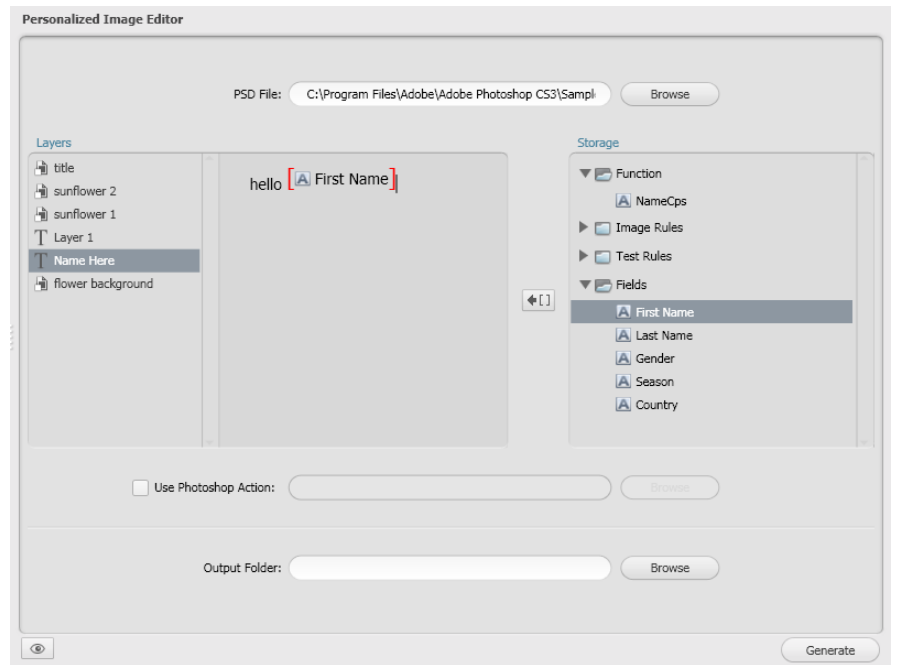
4. In the **Name** box, type a meaningful name for the personalized image.
5. (Optional) In the **Comments** box, type a comment about the personalized image.
6. Click **OK**.
7. In the **Personalized Image Editor** area, click the **Browse** button to locate your .psd file.
8. In the Select Photoshop file window, locate the required .psd file, select it, and click **Open**.

The Photoshop CS4/CS5 text layers and Smart Object layers are displayed under **Layers**. The Darwin job fields and rules are displayed in a list on the right, under **Storage**.



9. Under **Layers**, select the layer that contains the information you want to be variable.
The content of the layer appears in the **Content** box.
10. If you want to create a personalized image in a text layer, perform the following steps:
 - a. In the **Content** box, select the text that you want to replace with variable information, for example a name.
 - b. Under **Storage**, double-click the field(s) or rule(s) that you want to be used as variable information in the personalized image. For example, **First Name**.
The field(s) or rule(s) appear in the **Content** box.

Note: In addition to fields of variable information, you can also add static text to the **Content** box. The static and variable text in the **Content** box will replace all the text in the layer.



11. If you want to create a personalized image in a Smart Object layer, perform the following steps:
 - a. Under **Storage**, double-click an image rule or a image file-path field.
The field(s) or rule(s) appear in the **Content** box.
12. Repeat steps 9-11 for each layer in which you want to have variable information.
13. To add a Photoshop CS4/CS5 action, select the **Use Photoshop Action** check box.

Notes:

 - Actions must be saved as **Action Set** for the Darwin VDP software to recognize them.
 - The Photoshop CS4/CS5 action is applied to the **.psd** file during image generation after the content has been replaced.
14. Click the **Browse** button.
15. In the Add Photoshop Action window, select the required action.
16. In the **Output Folder** box, type the path to which you want to save the generated images, or click the **Browse** button to locate the required path.
17. From the **File** menu, select **Save**.
Your personalized image appears on the **Variable Elements** panel in Darwin CoPilot.
18. Now, you can preview the image.

Applying and previewing a personalized image

Apply a personalized image to an InDesign CS4/CS5 page and preview the images.

1. In the InDesign CS4/CS5 workspace, in the page layout, select a box that will contain the personalized image.
2. On the **Variable Element** panel, double-click the personalized image that you have created.
3. Click **Preview Current Record**.
The first name of the first record appears.



4. To preview the personalized image for the other records, click the **Previous Record** and **Next Record** arrow buttons.

Generating a personalized image

You have two options to generate personalized images:

- You can generate the personalized images during production, a process that results in extending the production time.
- You can generate all the personalized images before production and use the pre-generated images while creating the VDP output. This

option saves time during production and improves the preview speed.

- In the **Personalized Image Editor** area, click **Generate**. The personalized images are generated according to the fields you selected and saved in the designated output folder.

11

Placing variable elements on InDesign CS4/CS5 pages

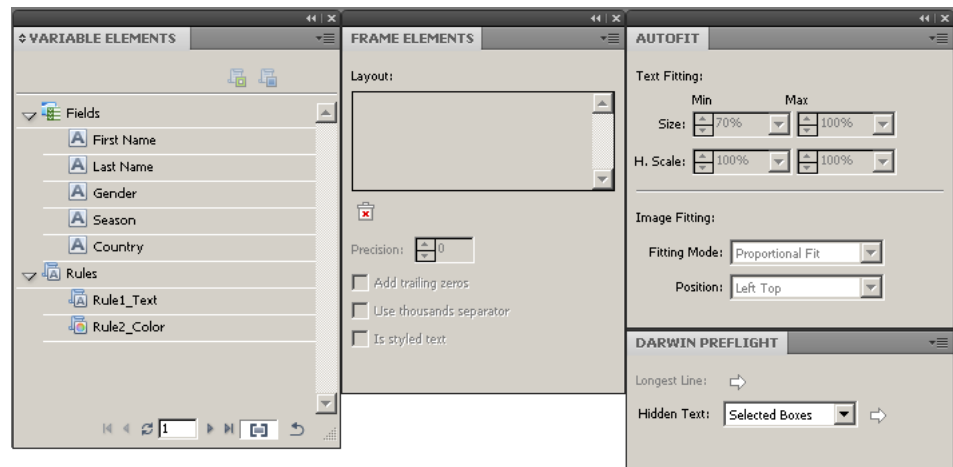
Darwin CoPilot Overview

After defining the fields for your Darwin job and creating rules, charts, or barcodes, you use Darwin CoPilot to apply the variable content to InDesign CS4/CS5 pages and save them as Darwin documents.

Darwin CoPilot consists of four panels: **Variable Elements**, **AutoFit**, **Darwin Preflight**, and **Frame Elements**. You can access the Darwin CoPilot panels from the InDesign CS4/CS5 **Window** menu.

Darwin CoPilot enables you to specify where to place variable data on each page. You can place certain types of data in text boxes and other types of data in image boxes. Text boxes can hold Darwin fields (containing text, numbers, dates, or times), color rules, text rules, and non-variable (fixed) text. Image boxes can hold image rules and charts.

Darwin CoPilot also enables you to preview your pages on the screen to see how they will look when printed with the variable data.



Placing variable text fields and rules on an InDesign CS4/CS5 page

Specify where variable text fields (containing text, numbers, dates, or times), color rules, and text rules should appear on your InDesign CS4/CS5 page.

Requirements:

- Darwin Pilot must be running.
- InDesign CS4/CS5 must be running.
- The Darwin CoPilot panels must be displayed.

Note: Variable data can be placed only on individual pages, not on a master page.

1. Open an InDesign CS4/CS5 file, or create a new one.
2. In the applicable text box on the InDesign CS4/CS5 page, select the placeholder text that you want to replace. For example, select the words **Last Name**.
3. In Darwin CoPilot, on the **Variable Elements** panel, double-click the field that should replace the selected phrase. In this example, you would double-click **Last_Name**.

The field appears on the page, enclosed in square brackets like this: **[Last_Name]**.

Next: It is recommended that you save the InDesign CS4/CS5 file as a Darwin document.

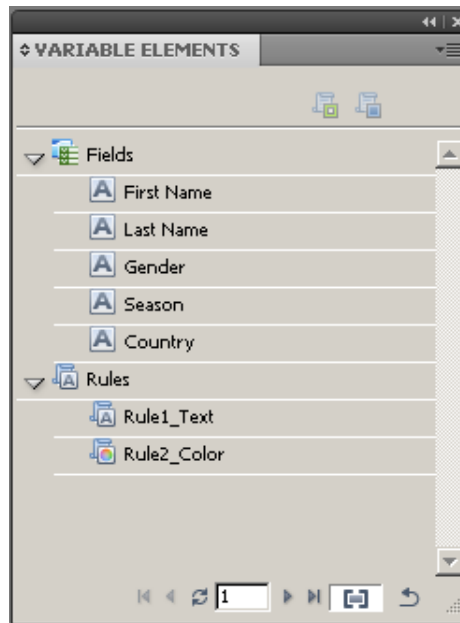
Previewing variable data on an InDesign CS4/CS5 page

Scroll through the records in your job to preview how each page looks.

Requirements:

You have placed the variable text fields and rules on an InDesign CS4/CS5 page.

The preview options in the lower portion of the **Variable Elements** panel enable you to search for records, preview the current InDesign CS4/CS5 page to see how it will look with the variable data and the results of rules, show or hide VI brackets, and reset the VI preview.



1. In the InDesign CS4/CS5 workspace, on the **Variable Elements** panel, click **Preview Current Record**.
The data from the specific record that you selected appear in the fields on the InDesign CS4/CS5 page.
2. (Optional) To preview the page with another record, click **Preview Next Record** or **Preview Previous Record**.

Checking for hidden text

Have the Darwin VDP software check whether text from the records in the data source is too long for the designated text box and therefore is not displayed in its entirety.

1. On the **Darwin Preflight** panel, in the **Hidden Text** list, select the area in which you want the Darwin VDP software to search for text that is not displayed in its entirety:
 - **Selected Boxes**
 - **Current Page**
 - **Document** (the entire document)
2. Click the **Check for Hidden Text** arrow button.
The Darwin VDP software checks the area that you selected. If there is hidden text, a message appears in the lower portion of the Check for Hidden Text dialog box, and a **hidden text** icon appears in each text box in which text is not displayed in its entirety.
3. (Optional) To view the hidden text, in the Preflight Results dialog box, double-click a **Hidden Text** message.
The location of the text box with the hidden text appears.

Note: A message appears for each instance of hidden text that the Darwin VDP software finds.

Next:

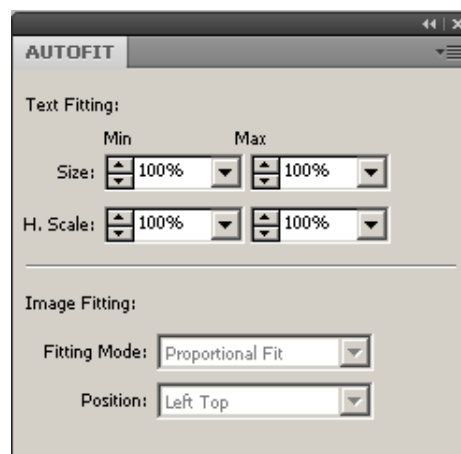
If some of the text is not displayed in a text box, enlarge the box so that the entire text will fit in.

Resizing text so that it will fit in a text box

Use the **AutoFit** panel to have the font size and the horizontal scale automatically adjusted in a specific text box.

The **AutoFit** option is not available for text that is in a separate file.

1. On the InDesign CS4/CS5 page, select the text box whose font size you want the Darwin VDP software to adjust.
2. If the **AutoFit** panel is not already open, open it from the **Window** menu.



3. On the **AutoFit** panel, in the **Size** boxes, enter percentage values that indicate a reduction or enlargement of the font in the selected text box:
 - To have the Darwin VDP software reduce the font size, enter a value less than 100% in the **Min** column. The value represents the smallest font size (as a percentage of the original font size) that the Darwin VDP software should generate for this text box. For example, if you enter 20%, the Darwin VDP software will reduce the font as much as necessary to fit the text into the box, but the reduced font will be no smaller than 20% of the original font.
 - To have the Darwin VDP software enlarge the font, enter a value greater than 100% in the **Max** column. The value represents the largest font size (as a percentage of the original font size) that the Darwin VDP software should generate for this text box. For example, if you enter 130%, the Darwin VDP software will

enlarge the font as much as necessary to fill out the text box, but the enlarged font will be no larger than 130% of the original font.

Note: If you do not want the font size of the text changed, make sure that both values are set to **100%**.

The Darwin VDP software reduces or increases the font size and leading (weight) as necessary, according to your specifications.

4. In the **H. Scale** boxes, enter percentage values that indicate a horizontal scaling down or scaling up of the text in the selected text box.
 - To have the Darwin VDP software scale down the text horizontally, enter a value less than 100% in the **Min** column. This value represents the minimum amount of scaling down (as a percentage of the original horizontal length of the text) that the Darwin VDP software should generate for this text box. For example, if you enter 20%, the Darwin VDP software will scale down the text horizontally as necessary to fit into the box, but the scaled-down text will be no shorter than 20% of the original text.
 - To have the Darwin VDP software scale up the text horizontally, enter a value greater than 100% in the **Max** column. This value represents the maximum amount of scaling up (as a percentage of the original horizontal length of the text) that the Darwin VDP software should generate for this text box. For example, if you enter 130%, the Darwin VDP software will scale up the text horizontally as necessary to fill out the box, but the scaled-up text will be no longer than 130% of the original text.

Note: If you do not want the horizontal length of the text changed, make sure that both values are set to **100%**.

When you print the job, the text is horizontally scaled down or up as necessary, according to your specifications.

Checking for the longest line of text

Have the Darwin VDP software find the record that has the longest text in a specified text box so that you can check whether the text will fit into the box.

As it checks the length of text, the Darwin VDP software takes into account the physical space occupied by the characters. This space is affected by the number and width of the characters and the character

style (such as bold). If the longest text fits into the specified text box, the text of all the other records is most likely to fit, too.

1. On the InDesign CS4/CS5 page, place the pointer in the text box that you want to check.
2. On the **Darwin Preflight** panel, click the **Longest Line** arrow button. The Darwin VDP software checks the selected text box and displays the record with the longest amount of text. If the text box contains two or more fields, the Darwin VDP software checks the combined length of text in all the fields in a text box.

Example:

A text box contains the following text:

[First name][Last name] text text text text text text text text text text text text **[Age]**. In the Darwin data source, the field values are as follows:

First name	Last name	Age
John	Brown	35
Alexander	Trumpet	42

The Darwin VDP software determines that the longest combination of fields in the text box is "Alexander Trumpet, 42" (and not "John Brown, 35").

Next:

If the longest text causes other text—variable or nonvariable—to overflow the text box, enlarge the text box and check for hidden text in other boxes in the document.

Formatting the display of rules and fields in a text box

The **Frame Elements** panel enables you to view all the rules and variable fields that are assigned to a selected text box. When you click

a rule or field in the **Layout** box, the rule or field is highlighted on the InDesign CS4/CS5 page.

1. On the InDesign CS4/CS5 page, select the text box with the rules or fields that you want to view.
2. Select the rule or field that you want to edit.
3. Perform any of the following steps:
 - To edit the number of decimal places, from the **Precision** list, select the maximum number of digits that you want to appear to the right of the decimal point.
 - To add trailing zeros if there are fewer decimal places than the number defined in the **Precision** box, select the **Add trailing zeros** check box.
 - To add commas to separate thousands, select the **Use thousand separator** check box.
 - To display InDesign tagged text with the correct attributes (such as font and paragraph style), select the **Is styled text** check box.

Note: The InDesigned tagged text can be found in text file fields or text rules.

Placing variable graphic elements on an InDesign CS4/CS5 page

Specify where variable images, charts, barcodes, and personalized images should appear on an InDesign CS4/CS5 page.

Requirements:

- Darwin Pilot must be running.
- InDesign CS4/CS5 must be running.
- The Darwin CoPilot panels must be displayed.

To place variable images on an InDesign CS4/CS5 page, you actually replace a placeholder with an image rule. The image rule is based on information in the data source and defines which image will appear in

the image box. Image boxes or unassigned boxes can hold only image rules and charts.

1. Open an InDesign CS4/CS5 file, or create a new one.
2. Select the applicable image placeholder.
3. In Darwin CoPilot, on the **Variable Elements** panel, double-click the image rule or chart that you want to put in the image box.

Note: You can use the **AutoFit** panel to have the Darwin VDP software automatically resize the image or chart so that it will be proportional to the image box.

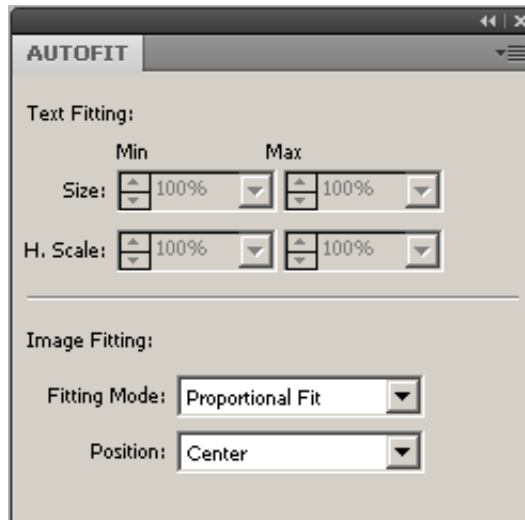
An icon of an image or a chart appears in the image box to represent the assigned image rule or chart.

Next:

It is recommended that you save the InDesign CS4/CS5 file as a Darwin document.

Resizing and positioning an image to fit in an image box

Use the **AutoFit** panel to have the size of an image automatically adjusted in a specific image box.



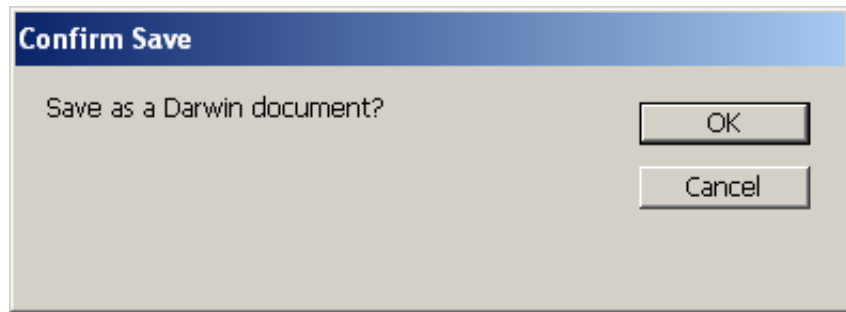
1. On the **AutoFit** panel, in the **Fitting Mode** box, select the desired fit. For example, select **Proportional Fit** to enlarge the image proportionally.
2. In the **Position** box, select the desired position for the image. For example, to position the image in the top left corner of the image box, select **Left Top**.

Saving an InDesign CS4/CS5 page as a Darwin document

After placing variable elements on an InDesign CS4/CS5 page, save it as a Darwin document so that it will become part of the Darwin job.

Requirements:

- Your InDesign CS4/CS5 page must contain variable elements.
 - Your Darwin job must be open.
1. From the InDesign CS4/CS5 **File** menu, select **Save**. If you are saving the document for the first time, the following message appears:



2. Click **OK**.

- The InDesign CS4/CS5 document is saved and associated with the selected Darwin job.
- The Darwin VDP software automatically adds the pages of the saved file to the **Page Library** panel on the **Page Manager** tab in Darwin Pilot.

12

Managing pages in Darwin Pilot

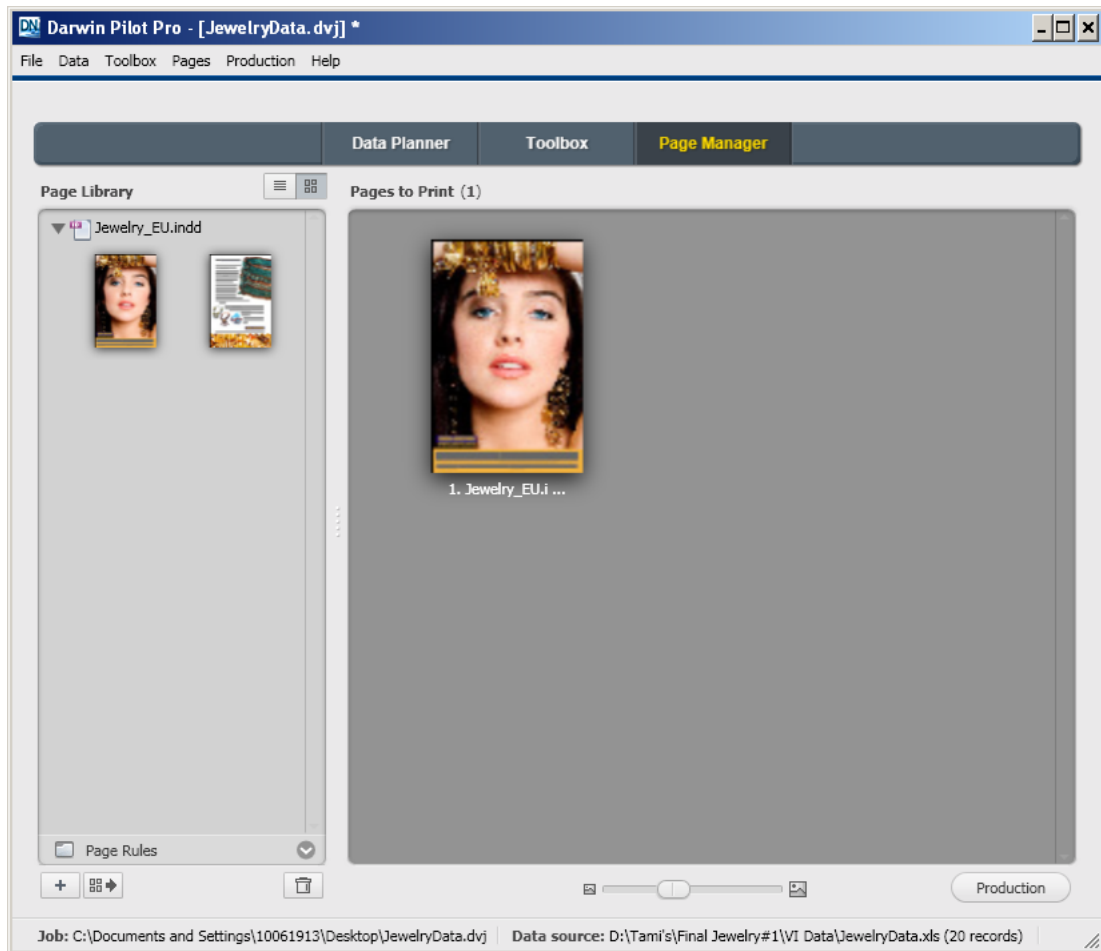
Page Manager overview

You use the **Page Manager** tab to manage and work with the pages of your Darwin job.

The **Page Manager** tab contains two sections:

- **Page Library** panel: Contains InDesign CS4/CS5 files that were saved as Darwin documents. Under each InDesign CS4/CS5 file, thumbnails of its pages are displayed. Each thumbnail represents an individual page of an InDesign CS4/CS5 file. On this panel, you can also find a list of all the page rules that you created.
- **Pages to Print** area: Displays the pages that will be included in the VDP output. Each item in this area is either an actual InDesign CS4/CS5 page or a page rule. The page rule indicates that a specific InDesign CS4/CS5 page is either included in or excluded from the VDP output.

In the following example, the front page of the VDP output is an actual InDesign CS4/CS5 page, whereas the back page is represented by a page rule. This rule determines which of the two InDesign CS4/CS5 pages shown on the **Page Library** panel will be included in the VDP output.



Working with pages

After adding variable elements to InDesign CS4/CS5 pages, you use the **Page Manager** tab to plan the layout of your Darwin document.

In order to plan the layout of your VDP output and define the pages or page rules that will be included in your VDP output, you first need to add the InDesign CS4/CS5 pages to your Darwin job.

1. Add InDesign CS4/CS5 pages to your Darwin job by one of the following ways:
 - Dragging an InDesign CS4/CS5 page to the **Page Manager** area in Darwin Pilot
 - Importing an InDesign CS4/CS5 page to Darwin Pilot, by clicking the **Add InDesign File**

Note: If you want to add an InDesign CS4/CS5 page that was already associated with a different Darwin job, a message will prompt you to create a copy of this page.

- Opening an InDesign CS4/CS5 file, adding variable content to it, and saving the file as a Darwin document

When you add InDesign CS4/CS5 files to the Darwin job, the job displays each page of the InDesign CS4/CS5 file as a separate page on the **Page Library** panel on the **Page Manager** tab. For example, if an InDesign CS4/CS5 file contains four pages, the Darwin VDP software adds four pages to the **Page Library** panel.

2. Drag the pages or the page rules that you want to include in your VDP output from the **Page Library** panel to the **Pages to Print** area.

You can change the order in which the pages of a job are printed by dragging the pages up or down in the **Pages to Print** area. You can also enlarge and reduce the size of the pages in this area, for review.

3. To delete a page:

- In the **Page Library** area—select the file that you want to delete and click the **Remove InDesign File** button.

Note: In this area, you cannot delete individual pages, only an entire file.

- In the **Pages to Print** area—select the page that you want to delete and press the **DELETE** key.

Next:

After defining the desired pages for your VDP output, you can go on to the production stage.

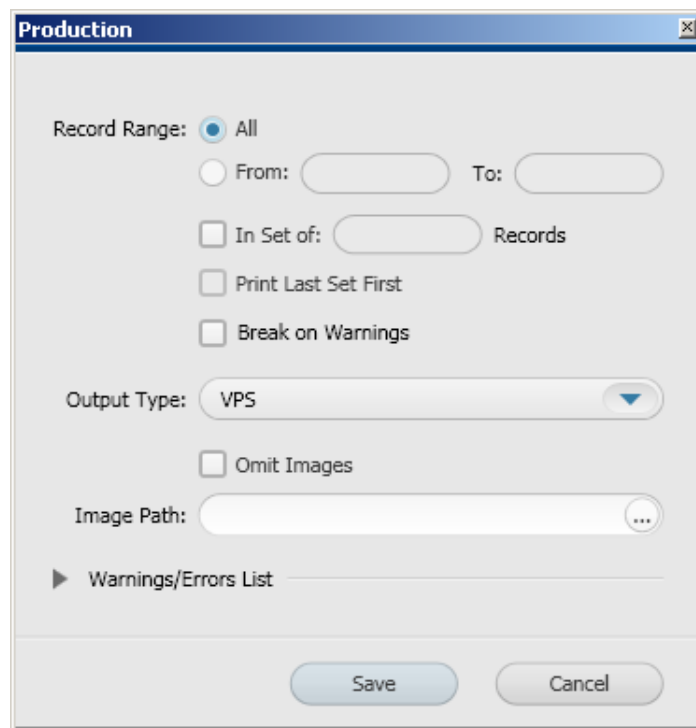
13

VDP output

Producing VDP output

After defining the pages for your job, you can produce your VDP output. In the production stage, the Darwin VDP software defines which records are printed and how they are sorted.

1. To produce a VDP job, in the **Page Manager** area, click the **Production** button.
The Production window appears.



2. In the **Output Types** list, select the required type.

The Darwin VDP software provides the following output types:

- PDF
- VPS—Creo Variable Print Specification
- VIPP
- Optimized PostScript
- PPML
- PPML/VDX

3. Click **Save**.

When you save your job, the Darwin VDP software preflights the job and detects problems. As a result, warnings or errors might be

generated and displayed under **Warnings/Errors List**. Errors are considered more serious than warnings.

- **Warnings:** The Darwin VDP software generates warnings when some rule elements are missing—for example, when a **Then** statement in a text rule is blank.

You can decide to continue the production even if there are warnings (as long as there are no errors). However, the Darwin VDP software does not print the records that caused the warning.

- **Errors:** The Darwin VDP software generates errors when the following problems appear during production:
 - No pages were defined, or a page was defined with no layout or page rule assigned to it.
 - Items are incomplete. This problem occurs, for example, when image rules have no images linked to them or when the Darwin VDP software cannot create a barcode or a chart because of missing information.

4. Solve the problem(s) causing the errors.
5. Click **Production**.
6. Click **Save**.
The InDesign CS4/CS5 Print dialog box appears.
7. Click **Save**.
8. In the Save PostScript File window, locate your Darwin job folder, and click **Open**.
9. Click **Save**.
The Darwin VDP software creates your VDP output according to the required settings.

14

Managing Darwin jobs

Collecting and packaging job resources

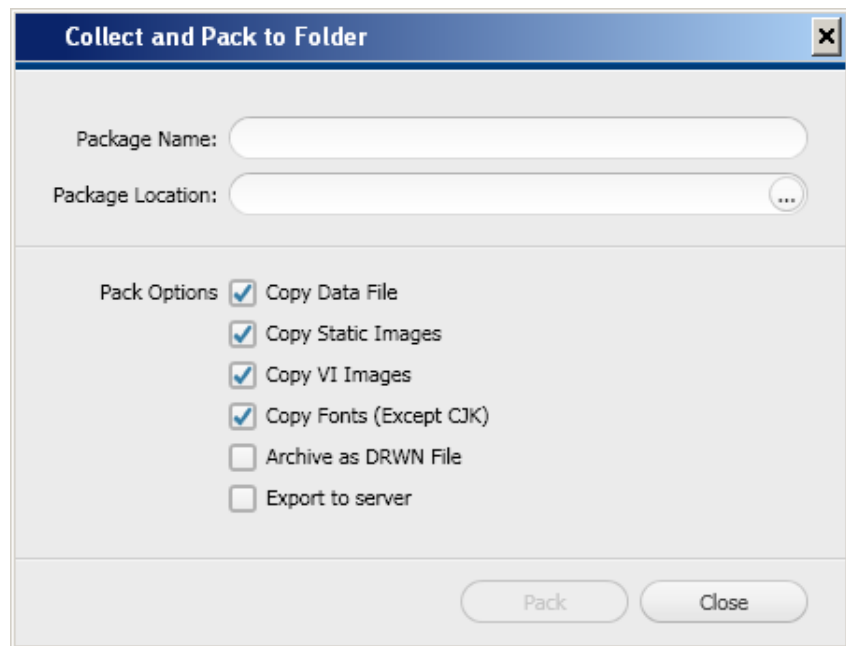
Save all the Darwin job resources and linked items in one folder so that you can organize them easily and compress them for transferring to another computer (from a Mac to a Windows-based computer or the other way around).

Requirements:

Your Darwin job must be open.

Note: It is recommended that you save all the job resources and linked items in one folder while you create your job. However, if you did not save all the elements in one location, you can use the **Collect and Pack Files** option to gather all the elements into one folder.

1. In Darwin Pilot, from the **File** menu, select **Collect and Pack Files**.



2. In the **Package Name** box, type the name of the folder where you want to place all the job elements.
3. In the **Package Location** box, navigate to the desired location for your folder.
4. Select the required **Pack Options**.

Note: If you need to move your packaged Darwin job to another computer, it is recommended that you select the **Archive as DRWN File** option. When you

select this option, the Darwin VDP software packages and compresses your job.

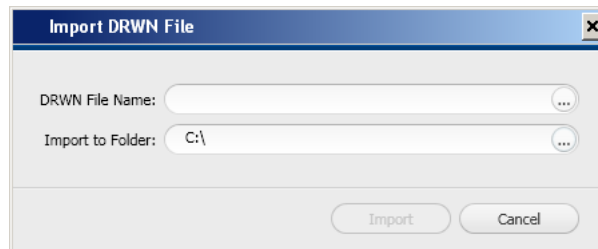
5. Click **Pack**.
An Adobe InDesign CS4/CS5 warning message instructs you to obtain permission for your fonts.
6. Click **OK**.
The Darwin VDP software packages your job and a message informs you that the process has been completed successfully.
7. Click **OK**.
8. In the Collect and Pack to Folder window, click **Close**.
Your packaged job appears in one folder in the required location.

Importing a compressed (DRWN) Darwin job

Use the **Import DRWN File** option to copy Darwin jobs from another computer or to work with jobs created in the Darwin VI Authoring Tool for InDesign version 2.0.

Requirements: A compressed (DRWN) job

1. In Darwin CoPilot, from the **File** menu, select **Import DRWN File**.



2. In the **DRWN File Name** box, click the **browse** button and locate the compressed Darwin job that you want to import.
3. In the **Import to Folder** box, click the **browse** button and select the location in which you want to save the extracted Darwin job.
4. Click **Import**.
The Darwin VDP software extracts your compressed job and displays a message when the process is complete.
5. Click **OK**.
Your extracted Darwin job appears in the designated folder in the required location.

Updating file locations

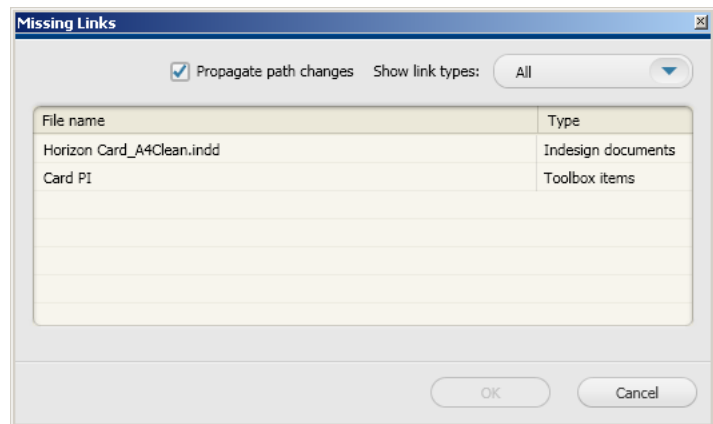
Check for broken links and update them to prevent problems during job production or to correct errors that occur during production.

When you change the name or the location of a linked item, such as an image in an image rule or a linked InDesign CS4/CS5 file, the link in the

job breaks. You must correct the broken links before you can produce a job successfully.

1. In Darwin Pilot, from the **File** menu, select **Missing Links**.

The Missing Links window lists the files that are missing in the selected job.



2. (Optional) Filter the list of missing files by selecting the relevant element type in the **Show link types** list.
3. Select the file that you want to update its location.
4. Click
5. In the Select new location window, locate the required file and click **Open**.
The path is updated, and the file is no longer listed in the Missing Links window.
Note: If you want to view a list of the missing links that you resolved, from the **Show link types** list, select **Resolved links**.
6.
 - o To accept the updates and close the Missing Links window, click **OK**.
 - o To cancel all your updates and close the window, click **Cancel**.

Kodak



Eastman Kodak Company
343 State Street
Rochester, NY 14650 U.S.A.

© Kodak, 2011. All Rights Reserved.
TM: Kodak

To learn more about solutions from Kodak, visit <http://graphics.kodak.com>.

Subject to technical change without notice.