

*Learn*  
**AffinityPublisher**  
*Take Control of Your Marketing*

QUICK REFERENCE GUIDE





## *Hi, I'm Lauren!*

Greetings! You might be wondering who your teacher is, so let me tell you a little about myself.

I'm graphic designer who loves print design and all things print. Part of that may be because I'm a traumatic brain injury survivor, so I have learned to love the tactile nature of paper and how neuroscience has proven its dynamic impact on the brain (yes, I'm nerdy too).

So how did I find out about Affinity Publisher? Well, it's kind of a long story but I'll try and be quick. I used (and loved) Adobe for the four (five?) years I was in school and for several years after. Working at a print shop is where Adobe Indesign became my favorite program.

When I left the print shop and began my own small business, Adobe CS4 was beginning to show its age, and I didn't want to fork over \$50 a month to use the updated version, so I began looking for other options. I found Affinity Designer (basically, an Adobe Illustrator equivalent) and purchased it right away.

When Serif said that they were coming out with Affinity Publisher (basically an Indesign equivalent), I got really excited. Now that I have been using it a while, in a lot of ways, I believe that Publisher is *better* than Indesign CS4.

Because it has been so helpful to me, I want to share how useful (and so-not-scary) this software is to entrepreneurs like you and me. So this guide includes a few helpful tips to get you started.

## *When is it best to use Publisher?*

It's tricky for many - designers and non-designers alike - to figure out which program is best for which creation, especially when Affinity Photo and Affinity Designer can be used for so much. But something important here for you to take note of:

*There's no one size fits all program.*

That's true for *anything*. The same is true for design. Think about it this way. You wouldn't say pools are better than chocolate. Pools are nice and chocolate is yummy. They're both great, but they're two *totally* different things. They each serve a different purpose. That's the same with the Affinity applications. Each program is uniquely equipped to solve different design problems. One of them isn't necessarily better than the others, (although each of them is better at specific *tasks*), they're just used to accomplish different purposes.

Although, Publisher can solve way more problems than you think. (And if you have the other programs, it's hard to beat StudioLink - you don't even need to leave Publisher.)

Affinity Publisher is the only software (that I'm aware of) that has, not only publishing and page layout capabilities, but also photo editing and illustration capabilities as well. Though it may be difficult to determine which program is best for what, check out the reference guide to see which program is best for what use.

## PHOTO

### AFFINITY PHOTO IS BEST FOR:

- Photo editing, retouching, and manipulating
- Creating panoramas or HDR images from photos
- Adjusting RAW photos
- Creating mockups

## DESIGNER

### AFFINITY DESIGNER IS BEST FOR:

- Creating and editing vector graphics (including logos)
- Creating and editing illustrations or icons
- Creating and editing simple applications of text
- Creating and editing vector shapes

## PUBLISHER

### AFFINITY PUBLISHER IS BEST FOR:

- Creating and editing projects that are very text-heavy
- Creating and editing multi-page documents
- Combining Affinity Photo and Affinity Designer projects

Project	Photo	Designer	Publisher
Icons		✓	
Logos		✓	
Creating Vector Graphics		✓	
Business Cards		✓	✓
Letterhead		✓	✓
Envelopes		✓	✓
Postcards/Notecards		✓	✓
Posters/Banners		✓	✓
Social Media Graphics	✓	✓	✓
Web Graphics	✓	✓	
Photo Manipulations	✓		
Photo Adjustments	✓	✓	✓
Brochures			✓
Booklet/Catalog			✓
Ebooks			✓
Physical Books			✓
Book Covers			✓
Magazines			✓
Presentations			✓
Contracts			✓
Workbooks			✓
Illustrations		✓	
Brand Boards			✓
Style Guides			✓
Newsletter			✓
Billboards			✓
Lead Magnets		✓	✓
T-shirt Designs	✓		✓
Printable Cards		✓	✓

This is not an exhaustive list of keyboard shortcuts, but it is several that I use very frequently. So if you see me do something in the videos, and you don't know how I did it, this list will probably explain how.

Tool	Mac OS	Windows
<b>Adjust object from center</b>	cmd + adjust bounding box	ctrl + adjust bounding box
<b>Turn On/Off Guides</b>	cmd + ;	ctrl + ;
<b>Preview</b>	cmd + w	shift + ctrl + w
<b>Save</b>	cmd + s	ctrl + s
<b>Color Picker</b>	i	i
<b>Sizing from Center</b>	cmd + click and drag	ctrl + click and drag
<b>Proportional Sizing (constrain proportions)</b>	shift + click and drag	
<b>Toggle Active Color</b>	x	x
<b>Brush</b>	b	b
<b>Move Tool</b>	v	v
<b>Multi-select objects</b>	shift + click multiple objects	
<b>Frame Text Tool</b>	t	t
<b>Pen Tool</b>	p	p
<b>Zoom In</b>	cmd + +	ctrl + +
<b>Zoom Out</b>	cmd + -	ctrl + -

If you want to customize what's available here, go to *view > customise tools*

**Direct selection tool:** for moving objects

**Node tool:** for adjusting paths and shapes

**Frame text tool:** easily draw frames to type or place text within

**Table tool:** used for drawing tables within your document

**Artistic text tool:** used if your text isn't going into a frame

**Pen tool:** for drawing objects, shapes, and lines

**Rectangle tool:** for selecting and drawing preset shapes (note the arrow in the bottom right that demonstrates there's more shapes hidden under it); there are different ways to customize these shapes

**Picture frame tools:** signifies a picture placeholder

**Place Image tool:** taking a document from outside Publisher and placing it within Publisher

**Vector crop tool:** it's a great way to adjust your composition non-destructively

**Fill tool:** an easy way to add gradients

**Transparency tool:** an easy way to make a shape or object fade to transparent

**Eye dropper tool:** select a color from any object to use elsewhere within your document

**View tool:** an easy way to drag and reposition your document into the position or view you would like without moving any objects or frames

**Zoom tool:** The Affinity Suite will zoom into infinity on vector objects; you can use this tool to select an area you want to zoom in to

**All caps:** when text appears in all capital letters; sometimes used for emphasis, if used in large amounts, this often makes the reader feel as if the author is yelling at them

**Alignment:** the lining up of the edges of an object

**Ascender:** an upward stroke on letters that extends past the x-height

**Baseline:** the imaginary line where a line of type rests

**Bounding box:** when an object is selected, it is the box or outline surrounding it that you can either move, transform, rotate, or scale.

**Bleed:** used for printed documents, when shapes or images extend past the edge of page that is cut off so that there is no white border

**Butt Cap:** the end of a line that ends in a straight line directly at the node

**Center-line:** when a block of text is spaced in such a way that center of each line is in the center of the page or text frame; also known as “centered,” the header and footer of this page is center-lined

**Color chord:** a combination of colors that are harmonious

**Color formula:** the specific color values that make up a specific color

**Color values:** these are the numbers next to the color sliders the represent how much of a certain color makes up a specific color

**Character:** a single letter or unit of type

**Character/paragraph styles:** preset text formatting settings that can be applied to a paragraph or characters with a click of a button

**Curve:** a path that connects two nodes

**Destructive Editing:** this sort of photo editing overwrites the original image data

**Descender:** a downward stroke on letters that extends below the x-height

**Drop cap:** a decorate feature beginning a paragraph when a letter at the beginning of a paragraph is enlarged and drops below the baseline two or more lines

**Embedded:** when all of the information from an outside file is contained within your document. Embedding makes for larger Publisher files

**Endnotes:** usually signaled by a superscript, a collection of explanatory notes at the end of a document

**Eye dropper:** this tool allows you to select a color already existing in the document

**Export:** when you need to save a final file as something other than an .afpub - save out to JPEG, PNG, TIFF, PDF, GIF, SVG, EPS, EXR, or HDR

**Facing pages:** two pages shown side-by-side, used in a book or magazine

**Fill:** the inside color of an object

**Flow:** when text continues from one frame to the next

**Footnotes:** usually signaled by a superscript, explanatory notes at the bottom of a page

**Frame:** an invisible box that contains an object, text, or image

**Global color:** a specified color, that if it is changed, it changes that color everywhere it is used throughout a document

**Glyph:** a symbol that represents each character in a font (i.e. ß, j, Q, 2, \$, •, ©, ¶). This includes all lowercase and capital letters, numbers, and symbols

**Gradient:** a smooth transition of multiple colors or transparencies within an object

**Grids/Guides:** thin lines in your document, that don't appear in the final, that are meant to represent margins or help you line things up

**Handle:** these control the directional variation and change of a line

**Hyphenation:** when a word at the end of a line of text is split up by a hyphen; hyphenation is the rules that guide how these lines are split up

**Justification:** when a block of text is spaced in such a way that both the left and the right sides of a paragraph are lined up

**Left-align:** when a block of text is spaced in such a way that the left side of a paragraph is lined up; this glossary is left-aligned

**Link:** an outside file (such as an image or logo) placed within your AFPUB file

**Margins:** the negative space around the outside of your document

**Master Pages:** pages that contain repeated content throughout your document (such as page numbers or headers)

**Node:** points on a line that signify a change in direction



**Non-destructive Editing:** this sort of photo editing does not destroy the original image data

**Object:** a shape or image within your document

**Opacity:** the transparency of a color

**Overflow:** when the amount of your text will not fit within the text frame

**Overset text:** this is the text that overflows - the text that does not fit within the text frame

**Page break:** when text is reflowed to the next page

**Palette:** a specific group of color swatches

**Panel:** any of the mini tabs along the sidebars of your document that indicate different areas to change settings

**Path:** a curve connecting two nodes

**Pixel:** the smallest element of an image

**Place:** when an object from outside a document is imported into a document

**Raster:** a grid pixels; a raster file can only be enlarged to a certain size without getting “pixellated”

**Reflow:** when text is redirected from one frame to a different frame

**Right-align:** when a block of text is spaced in such a way that the right side of a paragraph is lined up

**Round Cap:** the end of a line that has a round tip just beyond the node

**Round Cap:** the end of a line that has a round tip just beyond the node

**Running head:** a line of text at the top of each page in a book, magazine, or document

**Sans-serif font:** a type of font wherein the characters do not contain serifs (like this one)

**Segment:** a section of a curve between two nodes

**Serif:** a small projection of the tips of letters in certain fonts (like this one)

**Spread:** two facing pages shown side-by-side, used in multi-page documents or books

**Small caps:** when a smaller version of all caps is used; easier to read than all caps, and sometimes used for emphasis

**Square cap:** the end of a line that has a square tip just beyond the node

**Subscript:** when a letter, figure, or symbol is used below the baseline such as this example

**Superscript:** when a letter, figure, or symbol is used above the x-height such as this example

**Stroke:** the outside outline of an object or a line within a character

**Swatch:** a color pictured by a little block of said color

**Table:** a chart of information organized in columns, rows, and cells within a grid

**Vector:** editable graphics that can be scaled, or blown up, to any size without loss of quality

**Widows/orphans:** a single word left by itself at the end of a page or a single line at the end of a paragraph at the top of a page; they are both super lonely because they're by themselves

**Workflow:** the order in which you accomplish things (within a program) to design a project (i.e. setting up a document, then adding headings, then adding text and images, etc.)

**X-height:** in reference to a letter's size, the distance from the baseline to the average height of lowercase letters; typically, the size of a lowercase "x"

Within Affinity Publisher, the resource manager gives us a lot of information about the outside documents placed within our file. To get to the resource manager, go to **document** in your file menu, and then select **resource manager...** from the dropdown.

This shows all of the files placed within your document.

In the bar at the top of the dialog box, we see a row of section headers telling us what the information below it means. We see”

- **Name:** the file name
- **Status:** “OK” or “missing.” If we have linked our files, “missing” means that Publisher can no longer find the file from the original file pathway
- **Page:** which page this file is on
- **Placement:** whether our file is linked or embedded. Linked means that the file within our Publisher document has a file pathway or “map” to where it is located on your computer. This makes for smaller Publisher files, but these files are non-transferable between computers (unless the other computer has all of the files). Embedded means that all of the information for the file is stored within the Publisher file itself. These files are larger, but they can be easily transferred between computers.
- **Size:** shows the original size of the file
- **Placed DPI:** shows the resolution of the file within Affinity Publisher. A DPI of 300 is preferred for print. A DPI of 72 or 120 is typical for web.

At the bottom of the dialog box we see the following options:

- **Locate:** highlights the selected document within Affinity Publisher
- **Update:** is greyed out unless the selected file has been changed outside of Publisher; this button updates files to the most recent version
- **Replace:** allows the selected file to be replaced with another that you select on your computer
- **Embed:** If the placement of our file is “linked” this button allows us to embed it. If our file is already embedded, this button will say “Make Linked...” which allows us to link our file instead.

On the right, we see a preview of our image with more information underneath it. We see the **original size** of the document at full resolution, we see the **DPI** (or what the full resolution is), we see what **size** the image is placed at within our document, we see the **color space** (whether it’s CMYK or RGB), and we see the **ICC profile** (more information on color).

Every project requires knowing certain information and doing specific tasks; make sure everything is accounted for with this checklist.

## BEFORE DESIGNING

*You need to know*

### Purpose

- What is the project?
- What is its purpose?
- What's the end goal?
- What do I need to include to direct viewer's to that goal?
- What elements can I use to do this?
- What mood am I trying to convey?
- Who am I working with?

### Format

- What size should this page be?
- What resolution should it be?
- Do I need to use specific colors?
- Do I need to use specific fonts?
- Do I need to follow a specific format?
- How do I make it consistent with the company's branding?

## WHILE DESIGNING

*Do I have everything?*

### Information

- Do I have all the content (headings, body, etc.)?

### Content

- Do I have all the assets (logos, images, etc.)?
- How do I make this relevant to my audience?
- Is there a clear call to action? How do I guide my audience to that?

## AFTER DESIGNING

*You're not finished yet*

### Finishing

- Have I included the correct content (wording, logos, etc.)?
- Have I followed brand guidelines?
- Is the file named correctly?
- Is the document titled correctly?
- If it is a full color print document, is bleed included and are the fonts available?
- Is the file saved as the correct file type at the correct resolution?
- Have I proofed it and made the appropriate changes?

## *Intrigued?*

Hopefully, by now you're convinced you need to learn this software, but you're not sure what to do next. You don't just want to go buy it and poke your head around trying to figure out what to do next - Canva would be faster, because you may already know how to use it. But it can't do as much.

So what's the best way to learn this oh-so-great software?

*The best way to learn is by  
having someone teach you.*

And that's what *Learn Affinity Publisher* is all about. Throughout this course, I'll take you by the hand and we'll create a lead magnet that will help you know what elements and principles to use when designing your own marketing materials.

In the process, I'll show and explain the tools and features you need to streamline your design process and make your designs successful.

## *Want to Learn More?*

Head over to [inklingcreative.in/affinity](https://inklingcreative.in/affinity) to read more about what Affinity can do for you and how you can learn this software.