

# The “Porsche” of Page Layout Drives Agency’s Success

Racing to meet tight deadlines and demanding production guidelines while offering a world of creativity to clients, design house dsquared relies on QuarkXPress® 6.5. “To put it in a motoring context, if you want something classy and understated like a Porsche, choose QuarkXPress,” said managing partner Richard Stagg. Based in Stamford, England, dsquared ([www.dsquared.co.uk](http://www.dsquared.co.uk)) puts QuarkXPress through the paces tackling a wide range of publications and multimedia pieces for its blue-chip client portfolio of major corporations, international professional associations, and smaller businesses. The five-member design team focuses on quality over quantity, but it still produces more than 300 creative pieces per year.

In dsquared’s 10-year history, clients and projects range from the automotive industry — including Euro Car Parks, Suzuki GB, and Peugeot Motor Company — to significant publications for creative professionals — including *Print Media Management Magazine* and the all new *British Film Magazine*. Other dsquared design clients have included the Chartered Institute of Purchasing & Supply, John Lewis Partnership, Exhibition Venues Association, ABM UK Ltd., FirstCity Media Ltd., Icefresh Foods Limited, Mackbrooks Publishing Ltd., MidlandHR, Beautytek, Worldwide Group, and Zeda Ltd. to mention but a few.

The design team includes specialists who are dedicated to all media challenges: advertising concepts, web site development, new corporate identities and branding, brochure design, and multimedia presentations for starters. “With QuarkXPress under the bonnet, we tackle everything from traditional challenges to 22nd-century approaches,” said Stagg.

## The Power of Print

Using QuarkXPress to produce *Print Media Management Magazine*, a UK publication targeted at designers and production managers at magazines and corporations, showcases the software’s dominance in the print and production industry.

“QuarkXPress has always been the choice of the true design professional, due to its accuracy and reliability,” said Stagg. “My business partner, Richard Taylor, and I have worked in QuarkXPress-based studios since 1987, when Apple IIFX Macs were king and 21-inch monitors cost over £3500!”

“As a studio producing a huge variety of design projects, we need to use the right tool for the job. We need software you can use day in, day out that will not let you down at 5:30 p.m. on a Friday when the courier is sitting in the reception area ready to take a disc directly to the printers for an 8:00 p.m. print slot,” said Stagg, emphasizing the reliability required for completing jobs targeted at the industry such as *Print Media Management Magazine*. “QuarkXPress is our tool of choice. We simply couldn’t produce the quality of jobs we do without it.”

To get in the groove on a project, Stagg says dsquared relies on all the QuarkXPress page layout features, for everything from a simple business card to a 100-plus page hardcover book. The all-Mac studio (except for one token PC) employs other state-of-the-art technologies, including an XServe server and G4 and G5 computers.

With employee experience a mixed bag ranging from 12 months to 20 years, intuitive software and smooth upgrades are key to keeping on track.

## Satisfying Celebrities

Through dsquared’s talented team, QuarkXPress played a part in the launch of a new magazine targeted at promoting one of Britain’s most exciting and creative industries — the British Film Industry. Launched at Cannes Film Festival, *British Film Magazine* is a glossy, four-colour, 100-page, monthly magazine devoted to movie fans, actors, screenwriters, producers, directors, and technicians.

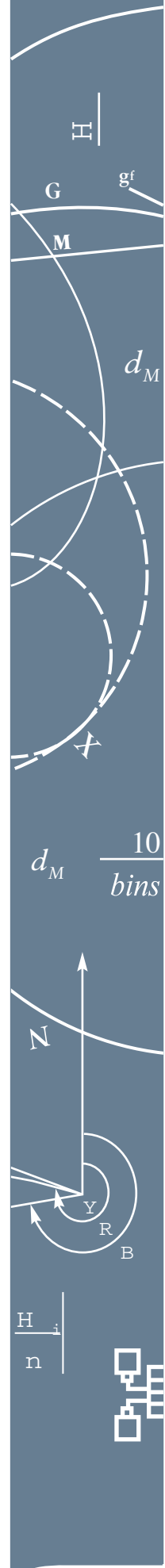
With QuarkXPress at the starting gate, designers pulled together star-studded articles, film-packed features from well-known critics, and advertisements from major national companies involved in high fashion, jewelry, tourism, DVDs, and much more.

“*British Film Magazine* was all produced in QuarkXPress 6.5, including exporting high-res PDFs,” said Stagg of dsquared’s contribution to *British Film Magazine*. “It has all worked out unbelievably well. And if a jaded and cynical bunch of designers have enjoyed the read, film fans will love it.”

## Unbeatable Upgrades

When upgrading to QuarkXPress 6.5, Stagg said that dsquared jumped straight in at the deep end. “We’re working for such tight deadlines, we don’t have the luxury of being able to ‘play’ around.” Without missing a beat, dsquared dove into the upgrade’s new features, finding that QuarkXPress 6.5 still has all the stability and quality of previous versions, but with the added benefit of some useful tweaks. Said Stagg, “Everybody’s favourite is Export to PDF — it’s just so much quicker.”

“Software gimmicks may sell in the short term, but solidity and reliability are definitely king,” said Stagg. Looking forward, Stagg is hoping to see QuarkXPress 7 add a turbo boost to QuarkXPress 6.5, keeping it holding firmly in pole position.





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