

CONTeXT Starters

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Abstract This article presents two beginning projects using CONTeXT. The first project is a letterhead that can be used for business and personal correspondence mailed in an envelope with an address pane. The second project is a four-page brochure done by the Botany Committee for Ape Awareness Day last November at the Los Angeles Zoo and Botanical Gardens.

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At the 2005 PracTEX conference in Chapel Hill, I saw CONTeXT demonstrated on several projects and wanted to try it. The exposure to different ways to typeset documents was one of the benefits of my attending this conference. At the time, I didn't view CONTeXT as a replacement for L^AT_EX and I still don't. CONTeXT, L^AT_EX and Plain T_EX can all be used for their separate strengths.

1 Letterhead

My first project using CONTeXT was letterhead that I could use for business and personal correspondence. I like to use envelopes with address panes and wanted to include the recipient's address in the letter in a position that would show through the pane in the envelope.

The complete source file, `letterConTeXt.tex` and associated PDF file accompany this article.

You may have to adjust the spacing for font size and address length in order to be sure the recipient's address shows through the pane in the envelope. If you don't use this type of envelope, simply comment out or remove the address commands.

My correspondents have liked the appearance of my letters. However, the first time they receive my letter in US#10 business envelopes with the address showing through, they think I'm sending an invoice!

2 Four-page Brochure

In the late fall, the Los Angeles Zoo and Botanical Gardens hosts a conservation event called Ape Awareness Day. Various handouts and exhibits are included with information about apes and their environment. This four-page brochure lists seven prominent plants in areas where apes live. The text was written by the Chairman of the Botany Committee and illustrated with photos from various Internet sites. I did the layout and typesetting with CONTeXt with the goal of placing the photos to the right of the text.

I started with letter-size paper, but the content was too long for two pages. Legal-size paper worked and allowed for a brochure layout with a single piece of paper folded in the middle. Processing the document produced a four-page PDF file. Using this file, I imposed the brochure with Acro Software's *cutePDF* and printed it on a color laser printer, single sheet of paper printed both sides, then folded. I usually score the paper along the fold in order to make a sharp crease and a tight fold.

The complete source file, `brochureConTeXt.tex` and associated PDF file accompany this article.

3 Wrap Up

These examples are my first attempt to use CONTeXt. Surely the design of the documents and their coding can be improved and I would appreciate any comments you have. Nevertheless, if you can use any of the coding for your projects, you are welcome to do so.