

LESSON : 13

WEEK : 12-14

TOPIC 1 : Desktop Publishing

OBJECTIVE : To introduce the concept of desktop publishing

LEARNING OUTCOMES:

After completing this chapter you should be able to:

1. Appreciate and understand the importance of desktop publishing
2. Use a desktop publishing software to create a brochure or newsletter

TOPIC OUTLINE:

- 13.1 Definition of Desktop publishing
- 13.2 Desktop Publishing history
- 13.3 Desktop Publishing usage in the industry
- 13.4 Why Desktop Publishing is important
- 13.5 Levels of Software
- 13.6 SIX main areas of Desktop Publishing
- 13.7 Rules and guidelines for desktop publishing
- 13.8 Ragtime software and step-by-step lab practical tutorials

INTRODUCTION TO DESKTOP PUBLISHING WITH RAGTIME SOLO

13.1 Definition of Desktop publishing

- It is the process of using the computer and specific types of software to combine text and graphics to produce documents such as newsletters, brochures, books, etc.
- It is a term coined after the development of a specific type of software. Before the invention of desktop publishing software the tasks involved in desktop publishing were done manually, by a variety of people and involved both graphic design and prepress tasks which sometimes leads to confusion about what desktop publishing is and how it is done.
- It is the use of the computer and specialized software to create documents for desktop or commercial printing. Desktop publishing refers to the process of using the computer to produce documents such as newsletters, brochures, books, and other publications that were once created manually using a variety of non-computer techniques along with large complex phototypesetting machines.

Properly speaking, desktop publishing is the technical assembly of digital files in the proper format for printing. In practical use, much of the "graphic design" process is also accomplished using desktop publishing and graphics software and is sometimes included in the definition of desktop publishing.

Desktop publishing software is a tool for graphic designers and non-designers to create visual communications for professional or desktop printing.

Desktop publishing does on the computer what used to be done with scissors and glue and other non-computer methods - put together text and graphics for printing.

High-end word processors can do much of what a desktop publishing program does, at least for fairly simple documents. The difference between them has become a bit blurred.

For professional publications, a desktop publishing program gives the precise control needed and also advanced capacities such as preparing four-colour separations for commercial printing.

13.2 Desktop Publishing history

Several events of the mid-1980s including the development of Aldus PageMaker (now Adobe PageMaker) ushered in the era of desktop publishing.

1984 - The Apple Macintosh debuts.

1984 - Hewlett-Packard introduces the LaserJet, the first desktop laser printer.

1985 - Adobe introduces PostScript, the industry standard Page Description Language (PDL) for professional typesetting.

1985 - Aldus develops PageMaker for the Mac, the first "desktop publishing" application.

1985 - Apple produces the LaserWriter, the first desktop laser printer to contain PostScript.

1987 - PageMaker for the Windows platform is introduced.

1990 - Microsoft ships Windows 3.0.

13.3 Desktop Publishing usage in the industry

Desktop publishing software can be found in both graphic design firms and other types of businesses of all sizes, homes, schools, quick copy centres, service bureaus, and print shops.

13.4 Why Desktop Publishing is important

Desktop publishing, used properly, enhances visual communication and streamlines the process of disseminating information of all kinds.

13.5 Levels of Software

The mechanics of desktop publishing after the design stage involves using software tools to set up the document, place text and graphics, and prepare digital files that will print properly using desktop or commercial printing processes.

"Desktop publishing" covers a wide range of activities and difficulty levels:

Professional

Create for commercial printing - magazine, company annual report, newspaper, book, full-colour advertising.

Small business/home office

Use a wizard or template to create a brochure, business card, or ad and print on your own printer.

Specialty programs

Make your own greeting cards, calendars, or labels.

Major players in the desktop publishing game include Microsoft Publisher, Corel Ventura, QuarkXpress, and several Adobe products - PageMaker, FrameMaker, InDesign.

13.6 SIX main areas of Desktop Publishing

Desktop publishing has many processes and procedures but generally breaks down into six main areas. The six areas are:

1. Design
2. Document Setup
3. Text
4. Images
5. File Preparation
6. Printing

Design Phase

Prior to the actual creation of the document is the design phase. This is an on-going process but initially it involves determining the basic form of the document. The design phase of desktop publishing can involve:

Document format decisions, Conceptualization, Color selection, Font selection, Image selection

Document Setup Phase

This is where the desktop publishing really begins. Document setup tasks could include:

Template selection, Page size and margins setup, Columns or grid setup, Master pages setup, Color palette customization, Paragraph styles setup

Text Phase

The text can take many forms. It may be supplied to the desktop publisher by a client or supervisor or the desktop publisher may create their own text. Text can be created in a word processor or directly in the desktop publishing application. Text-related tasks of desktop publishing fall into two categories:

Text acquisition

Text acquisition is the method by which text is created (such as typing in a word processor) and imported into a desktop publishing application.

Text composition

Text composition consists of many individual tasks regarding where and how text is arranged on the page and how the text is formatted, including spacing, hyphenation, and type styles. Composing type is one of the most involved steps in learning how to do desktop publishing.

Images Phase

Image selection and preparation may occur at any point during document creation. Working with images in desktop publishing can involve:

Image acquisition

Image acquisition may be from scanning or by acquiring digital clip art or photos.

Image creation & editing

Image conversion

Image placement

Image placement refers to the method of bringing images into a desktop publishing application.

File Preparation Phase

After the document looks the way the desktop publisher wants it to look, it's time to make sure that it will print the way it is supposed to print. This phase is also known as the prepress phase. Prepress or file preparation may include some or all of these tasks:

Proofing

Font embedding

Trapping

Colour specs verification

Imposition

Packaging of digital file

Printing & Finishing Phase

After the document is designed and the file prepared for printing, the last step in desktop publishing is the actual printing, along with any finishing touches required.

These tasks could be part of the printing and finishing phase:

Print to desktop printer

Delivery of digital file to service bureau or printer

Finishing (Varnish, Trim, Fold...) and distribution of finished document

13.7 The rules and guidelines for desktop publishing

1. Use Only One Space After Punctuation
2. Don't Use Double-Hard Returns After Paragraphs
3. Use Fewer Fonts
4. Use Ragged-Right or Fully Justified Text Appropriately
5. Use Centered Text Sparingly
6. Balance Line Length with Type Size
7. Use All Caps with the Right Fonts
8. Use Proper Typographical Punctuation
9. Use Frames, Boxes, Borders with a Purpose
10. Use Less Clip Art
11. Use More White Space
12. Reset Software Document Defaults

13.8 Ragtime software and step-by-step lab practical tutorials

Kindly refer to the website:

<http://www.stamford.edu.my/socsscm/access>

for the latest downloads of Ragtime PowerPoint step-by-step tutorial files.

Note: Chapter 14 is for revision of earlier topics and for coursework submission.