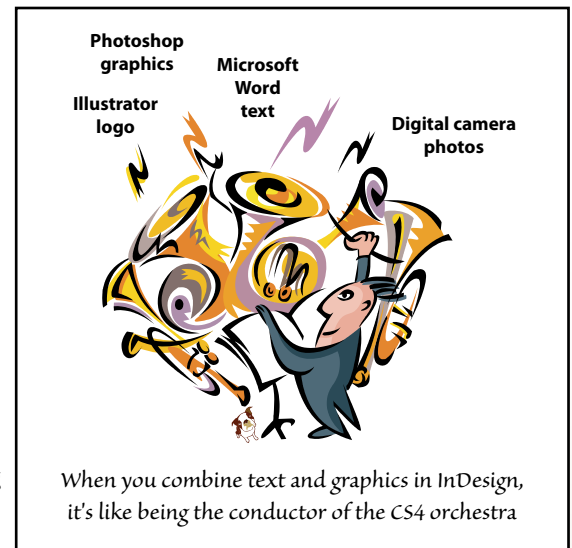


Intro to desktop publishing

I. What is desktop publishing?

- A. Text and graphics combined into finished pages (business cards, fliers, reports, folded booklets, books, and these lecture notes)
- B. Focus is on **appearance** of work, not necessarily creating the graphics and text — these items are often supplied to you or obtained through clipart collections
- C. How many desktop publishing programs are there?
 1. Adobe PageMaker: now officially on its way out
 2. Microsoft Publisher: a low-end desktop publishing program
 3. Adobe FrameMaker: for technical writers specializing in long documents / new Technical Communication Suite
 4. QuarkXpress: InDesign's main competitor
 5. InDesign: part of the Adobe CS4 (**Creative Suite 4**)



II. Basic desktop publishing concepts



- A. All text and imported graphics “live” in a container called a **frame**
- B. Graphics
 1. Import graphics from other programs, such as Photoshop or Illustrator
 2. **Crop** the frame to show a smaller amount of the imported graphic
 3. **Pan** the imported graphic to adjust its position in the frame
 4. Create shapes from drawing tools: lines (rules), rectangles, and circles
- C. Text
 1. Import text from a word-processing program (Microsoft Word or Works)
 2. **Thread** text into a series of linked frames and/or create columns of text
 3. Create new independent text frames, such as a separate title at the top of the page
 4. Edit any text in the document
 5. Format text, including typeface, size, alignment, drop cap, type on a path
 6. Create a **text wrap** around a graphic or object
 7. Record commonly used formats, such as the formatting for all title lines, in a **style**
- D. Text, graphics, objects (shapes/lines) and frames can be formatted with
 1. Gradient: transition from one color to another
 2. Transparency: opacity that allows background object(s) to “show through”
 3. Drop shadows and feathering

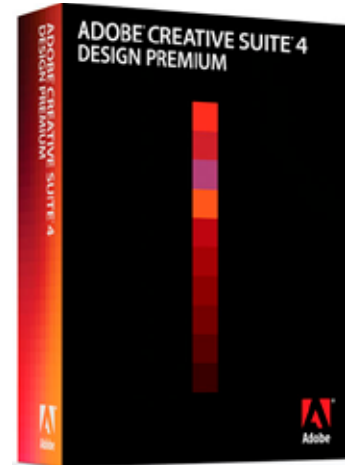


E. The document

1. Facing pages create a **reader spread**, where two pages are displayed side by side, but are printed on separate double-sided pages and then bound
2. Professional printing features are supported, including **bleeds** (print to edge of paper) and **color separations** (separate output for each CMYK color)
3. Documents can be exported as a **PDF (Portable Document Format)** file, a universal document which can be professionally printed, posted on a website or sent via e-mail, does not require the recipient to own InDesign or special fonts, and is bi-platform
4. **Master pages** create consistency in a multiple-page document (page numbers and design elements are automatically “stamped” on every page)
5. The entire document is viewed as a continuous stream of pages and the scroll bars advance page-by-page through the entire document
6. Non-printing **guides** help position objects on the page

F. InDesign is part of the Creative Suites **workflow** — here’s a sample job:

1. Collect clipart or create/edit native graphics files in Photoshop and Illustrator
2. Get the text (that’s for someone else to type!)
3. Import the graphics and text into a InDesign layout using Adobe Bridge (business card, flier, report, book, presentation)
4. Spend happy, obsessed hours making the layout look good
5. Send a PDF copy of your work out for review via email
6. Send a high-quality PDF copy of your work out to the printer or create a slideshow presentation with transitions



G. A comment about InDesign

1. Audience sees the finished product on paper
2. InDesign users see individual blocks of text and graphics that can be moved and edited
3. InDesign is not intuitive and assumes that you use other applications, such as Microsoft Word to create text, Photoshop to touch up your scans, and Illustrator for creating logos



Common InDesign workflows are for print and PDF, but that’s not the limit. An InDesign layout can be exported to Flash and Dreamweaver.