



## M2: Desktop Publishing

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# Desktop Publishing: Page Layout Design

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# Outline

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# Objectives

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### Objectives

- Study on Context of Desktop Publishing
- Importance of Desktop Publishing
- Study on creation of title/cover page, advertisement



# Introduction

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## Introduction

- Desktop publishing is a process to produce organized soft copy format of text and graphics in a single page/platform. This process is prepress formatting method and outcomes are as newsletters, brochures, ebooks, advertisements etc.
- This is the collection of discrete type of document in a single platform and produces a combined object in a specific file type.
- It produces the outcomes as proper page layouts, coverpage, title page, advertisement.
- Combining of discrete document in a single platform and creating formal (organized) and informal (organized in new way) document cover pages to overcome the central content view.

## Outcomes

- Newsletters
- Brochures
- Flyers
- Reports
- Posters
- Social media graphics
- Blog images
- Digital banners



# Discrete Documents

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## Discrete Documents

- Different platform of desktop publishing softwares produces variety of file format before its final print.
- Then it demands a uniform platform where all these could be combined into a single format and could focus on highlighting the important documents.
- These tasks are performed on the page layout design tools to convert into a single platform.

## Type of desktop publishing softwares

- Word Processing Software: Microsoft Word, Google Docs, Apple Pages, and Corel WordPerfect.
- Page Layout Software: Adobe Pagemaker, Adobe InDesign (Pagemaker++), QuarkXPress, PrintMaster
- Graphics Software: Adobe Photoshop, Gimp, Picasa
- Electronic or Web Publishing Software: Adobe Dreamweaver

**We are going to concentrate on Page Layout design tools.**



# Desktop Publishing Softwares: Page Layout Design

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## Adobe PageMaker

- 1 It is a discontinued desktop publishing computer program introduced in 1985 by Aldus on the Apple Macintosh. It is supported on Microsoft Windows.
- 2 It provides desktop document publishing facility in efficient manner with the printer in PMD format.

## Scribus

- 1 Scribus is free and open-source desktop publishing software, specially for Linux.
- 2 It is designed for layout, typesetting, and preparation of files for professional-quality image-setting equipment. Scribus can also create animated and interactive PDF presentations and forms. Its file extension is Scribus Document format (SLA, SCD in older versions).

## Quark Express

- 1 It was first released by Quark Inc. in 1987. It runs on MAC OS and Windows.
- 2 QuarkXpress is a desktop publishing software for creating and editing complex page layouts in a WYSIWYG (What You See Is What You Get) environment. Its file extension is QXD (QuarkXpress Document).

## Lucidpress

- 1 Lucidpress is a web-based desktop publishing software application developed by Lucid Software.
- 2 It is used to create brochures, flyers, newsletters, business cards, posters, magazines and presentations. Documents could be downloaded as pdf and jpg format and it can be publish in PNG format.



# Desktop Publishing Softwares: Basic Tools

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### Basic Tools

- Crop/Resize
- Rotate
- Add text
- Background change
- Zoom
- Place (Insert Object as OLE)
- Ruler for measurement
- Polygon frames



# File Extension

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## Page Maker Documents (PMD)

- PMD is an output document of a PageMaker document. It is an application-specific document. Hence, it is accessed from MS Windows or MAC OS.
- It is accessed and modified by PageMaker software only.
- This file could be transformed into XPS or PDF for platform independence.
- Its other and old version file extensions are PM3, PM4, PM5, PM6, P65, PT3, PT4, PT5, PT6, T65, PMT.

## Portable Document Format (PDF)

- PDF file format was developed by Adobe in the 1990s to contain heterogeneous documents, containing text (font size, border), images (raster or vector) independent of application software, hardware, and operating systems.
- Its presentation is independent of the operating system. It means it can present similar presentation in windows, MAC OS, Linux.

## Scribus Document format (SLA)

- It is a Linux-based software used for page layout design.
- It can incorporate the documents in ODT, DOC, PDF, HTML format.
- It supports the following file extensions XML, SCS, UCP, SCE, SCU, PDF.





# Adobe Pagemaker: Introduction[1][2]

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### Introduction

- Desktop Publishing (DTP) is creation of words and graphics combined into finished pages forwarder for soft or hard copy printing.
- Adobe products was first introduced to support the desktop publishing to react as a professional quality document for all kind of useful documents.
- Adobe PageMaker provides the tools for crop text, graphics, and images easily into polygons, ovals, and rectangles, easily lay out text and data in rows and columns - and now include color in your tables.
- Nowadays, the Pagemaker tasks could be performed by advanced word processor tools present in word processor packages. Hence, its updation has discontinued and its tools are available in Adobe InDesign.



# Importance

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## Importance

- The centralized content (balanced content, generally selected by the beginners) view makes boring to the reader and looks for a new type of organization.
- Different parts of document alignment should represent the professionalism and should be varied based on the attraction importance of the reader to combine the visual connection.
- The document parts (text, diagram, image) should be placed in terms of OLE. The text font, size, white space could be imported based on their importance over the whole document.
- Similar document contents are planned to place in row wise or column wise format.
- Based on document type avoid the content harmonic feature.

**There is no fixed rules to design and make the content attractive. It depends on the content, content designer as well as end users.**



# Adobe Pagemaker: Coverpage Creation

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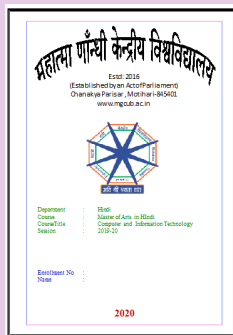


Figure 1: Cover page creation on A4 page layout with help of Adobe PageMaker 7.0



# Adobe Pagemaker: Poster Creation

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Figure 2: Poster creation on A4 page layout with help of Adobe PageMaker 7.0



# Exercise

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- What are the desktop publishing (DTP) softwares?
- What is the purpose of Pagemaker in DTP?
- Describe about the basic tools available in Page Layout design software.
- Write a short note on file extension of different Page Layout design software.
- Create a poster to provide a workshop advertisement by using Adobe PageMaker.



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*Thank You...*