

English for Informatics 2

by

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MEETING #7



Topic: Desktop Publishing and Electronic Publishing

Material: Module Unit 4 Electronic Publishing,
page 41-46

Learning Objectives:

By the end of the lesson, the students are expected to be able to use appropriate English to:

- explain the meaning of desktop publishing and kind of documents can be produced with a desktop publishing system
- identify steps in desktop publishing publication
- explain the meaning of electronic publishing and its considerations to publish online.
- identify the example of e-publishing in the text.
- identify opinions showing pro and con against electronic publishing.
- explain what features should be available on an electronic book reader.
- compare and explain two different electronic book readers on two different websites

DESKTOP PUBLISHING

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Do you know about desktop publishing?
What kind of documents can be produced with a desktop publishing system?



Exercise 2: Read the following text and answer the questions.

What is desktop publishing?

Desktop publishing (DTP) refers to the use of computers to design and publish books, brochures, newsletters, magazines and other printed pieces. DTP is really a combination of several different processes including word processing, graphic design, information design, output and pre-press technologies, and sometimes image manipulation.

DTP centers around a page layout program. Typically, a layout program is used to import texts created in word processing programs, charts, and graphs from spreadsheet programs drawings and illustrations created in CAD, drawing or paint programs and photographs. The program is then used to combine and arrange them all on a page. It is this ability to manipulate so many different items and control how they are used that makes layout software so popular and useful. However, modern word processors also have publishing capabilities, meaning the line separating such programs from DTP software is becoming less clear. In general, though powerful new publishing systems use high quality scalable fonts and give you control over typographic features such as **kerning** (adjusting the spaces between letters to achieve even consistent spacing). Another key feature of DTP software is **text flow** - the ability to put text around graphic objects in a variety of ways.

Once composed, DTP documents are printed on a laser printer or on a high-resolution imagesetter. For transfer to a commercial printer, the documents are generally saved in their native page layout format (such as Adobe InDesign or QuarkXPress) or as PDF files. PDF stands for Portable Document Format and allows people to view, search and print documents exactly as the publisher intended - you don't need to have the software and font size to create it. PDF files can be published and distributed anywhere in print, attached to email, posted on websites, or on DVD. To open a PDF file, only the Adobe Acrobat Reader (a free download) is required.

In modern commercial printing, DTP files are output as directly to the printing plates without using film as an intermediate step. This new technology is known as **Computer-To-Plate** (CTP) or direct to plate, and the machine that generates plates for a printing press is called a **platesetter**. CTP machines are expensive so most people take the files to a **service bureau**, a company that specializes in painting other people's files. Service bureaux offer a full range of scanning and printing solutions.

1. What type of software is used for the creation of DTP documents?
2. What are three differences between DTP software and word processors?
3. What is a PDF and what can it do?
4. Which program do you need to view a PDF document?
5. Why do people send their DTP files to service bureau?

Exercise 3: Look at the following extract from an online tutorial for DTP. Put the steps in the creation of DTP document (a-f) in to the correct order.

Steps:

1.

2.

3.

4.

5.

6.

a. First, the DTP designer decides the basic form of the document (the type of document, general design, color, fonts, images required, etc.).	d. When the text has been edited, the designer imports the pictures and uses precise tools to position, scale, crop, and rotate all the items.
b. The last step is to take the files to a service bureau, which will print the publication.	e. The next step is to type the text directly or to import it from a word processing program like Word or WordPerfect.
c. To create the DTP document, the designer begins by selecting a template or by specifying the settings of a new document (the page size, margins, columns, paragraph styles, master pages, etc.)	f. Once the file is composed and saved, the designer has to prepare it for printing, which involves verifying the color specification, creating a Postscript or PDF file, exporting the file in HTML format for the Web, checking proofs, etc.

Check your answer by listening to the audio file.

ELECTRONIC PUBLISHING

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Do you know about
electronic publishing?
What
should you consider
before publishing
online?



Exercise 2: Read the following text about e-publishing. What examples of e-publishing can you find in the text?

Publishing has existed in its current form for centuries. Ever since paper was first invented, human beings have found ways of using it to pass on messages to each other. Books, magazines, and newspapers are now part of our everyday lives, but with the invention of the Internet and the speed of new technological advances, the world of publishing is changing. Online newspaper and magazines, blogs, and even e-book readers are changing the way we get information. But will we ever stop picking up a good old-fashioned newspaper?

Taken from Infotech English for Computer Users, pp.109

Assignment: Group Presentation

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► Instructions:

With your group, create a mock-up of an electronic publishing application of your own (for example e-book reader). Describe the main features that you think will be in your application. They should be unique, different from any application available at Google Play Store or others. Make sure it is applicable, sell-able, and friendly user.

► Please make sure that you have answered these following questions:

1. Name of the application and your reasons why you choose the name
2. The reasons why you create a logo for the application
3. The reasons why you choose certain color for the design

► Prepare for the **5-10 minute live presentation** next week.

The background of the slide features a dark blue field filled with numerous bright blue, diagonal light streaks that create a sense of motion and depth. In the top right corner, there is a solid yellow rectangular block.

Thank You!