

Additional Material Week 8

UNIT 4

Electronic Publishing

- A. **Instructions:** Read the text about **Desktop and Electronic Publishing** carefully!

Desktop publishing is the use of the computer and software to **create** visual displays of ideas and information. Therefore, it is most commonly used to refer to professional computer-based publishing. In other words, it is about using computer software to **combine** and rearrange text and images and creating digital files for print, online viewing, or websites. Moreover, desktop publishing documents may be for desktop or commercial printing or electronic distribution, including PDF, slideshows, email newsletters, electronic books, and the Web.

Desktop publishers use programs like *Adobe InDesign* and *QuarkXpress* to create page layouts for documents they want to print. These desktop publishing programs can be used to create books, magazines, newspapers, flyers, pamphlets, and many other kinds of printed documents. Publishers may also use programs like *Adobe Photoshop* and *Illustrator* to create printable images. Even word processing programs like *Microsoft Word* can be used for **basic** desktop publishing **purposes**.

In the '80s and '90s, desktop publishing was for print almost **exclusively**. Today, desktop publishing includes much more than just print publications. It is publishing as PDF or an e-book, to blogs and designing websites, and designing **content** for multiple platforms, including smartphones and tablets.

Electronic publishing (e-publishing) refers to the many different ways that publishers or others can publish books, articles or other types of literature as digital content. It deals with the collection, modification, and distribution of information, art, and software in any form, such as on physical media or via computer networks.

E-publishing may be broadly divided into two categories: *online* and *offline* publishing. *Online* publishing uses computer and communication networks including the Internet, intranet, and extranet for delivery of the content. For example, digital versions of authored books are distributed through copyrighted e-reader designs like the *Amazon Kindle* or other designs by Barnes & Noble, Sony and others. There are also a range of digital magazines and publications available over the Internet or web-published to computers or mobile devices. *Offline* publishing uses storage media such as CD ROM, CD-I, DVD, memory card and diskette for **distributing** the content.

Electronic publishing is a term that can be **confused** with desktop publishing. Desktop publishing is much more of a term for the technique of creating and designing materials in a digital workspace. Electronic publishing is simply the new

way of the publishing world where literature is published, not in print form with physical pages, but in a digital form where it must be accessed in specific ways.

References:

<https://techterms.com/definition/desktoppublishing>

<https://www.lifewire.com/what-is-desktop-publishing-1073862>

<https://www.techopedia.com/definition/1265/electronic-publishing>

<http://www.lisbdnet.com/electronic-publishing/>

B. **Instructions:** Answer the questions below.

1. Match the words in Column A with those in Column B.

- | A | B |
|-----------------|-------------------|
| 1. create | a. targets |
| 2. combine | b. subject matter |
| 3. purposes | c. merge |
| 4. basic | d. puzzled |
| 5. exclusively | e. giving |
| 6. distributing | f. privately |
| 7. content | g. make |
| 8. confused | h. simple |

2. Answer these following questions:

- a. What is desktop publishing?
- b. Give examples of kinds of software used to create a desktop publishing.
- c. What is electronic publishing?
- d. Explain and give examples of the online and offline e-publishing.

3. Complete the table showing the differences between Desktop Publishing and Electronic Publishing. You may add more criteria/categories.

	Desktop Publishing	Electronic Publishing
Definition		
Types		
Etc. (you can add any categories that you want)		

4. 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, sellable, and friendly user. Prepare for a 10-minute presentation in Zoom.

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