

DESKTOP PUBLISHING (DTP)

UNIT-1

Desktop publishing:

Desktop publishing is a process of designing and producing printed materials using specialized computer software and hardware. It involves combining text, graphics, and images to create professional-looking documents such as newsletters, brochures, magazines, and books.

Features of desktop publishing:

1. Text formatting:

Desktop publishing software provides various tools for formatting text such as font selection, size, color, alignment, and spacing. It also allows you to create headlines, subheadings, and bullet points to make your content more readable and attractive.

2. Graphics and images:

Desktop publishing software provides a range of tools for adding graphics and images to your document. You can import images from your computer, scanner or camera, and resize, crop or edit them as per your requirements. You can also add charts, graphs, and tables to your document to present data in a visual format.

3. Page layout and design:

Desktop publishing software allows you to design the layout and structure of your document. You can choose from a variety of templates or create your own layout. You can also add headers, footers, page numbers, and other elements to enhance the look and feel of your document.

4. Color management:

Desktop publishing software provides tools for managing color and ensuring consistency across your document. You can choose from a range of color schemes or create your own. You can also adjust brightness, contrast, and saturation to enhance the appearance of your graphics and images.

5. Output and printing:

Desktop publishing software allows you to output your document in various formats such as PDF, HTML, or JPEG. You can also print your document using a range of printers and paper

types. You can choose from a range of printing options such as page orientation, paper size, and print quality.

Page maker:

Creating a New Document:

1. Open Adobe Page Maker.
2. Click on "File" and select "New".
3. In the "New Document" window, choose the desired document type (i.e. brochure, business card, newsletter, etc.).
4. Enter the desired dimensions for the document (width and height).
5. Click "OK" to create a new document.

Setting the Page Setup:

1. Click on "File" and select "Page Setup".
2. In the "Page Setup" window, choose the desired paper size and orientation (portrait or landscape).
3. Select the printer that will be used to print the document.
4. Click "OK" to apply the page setup changes.

Page Numbers:

1. Click on "Insert" and select "Page Numbers".
2. Choose the desired location for the page numbers (top or bottom of the page, and left, center or right aligned).
3. Select the font, size, and style for the page numbers.
4. Click "OK" to insert the page numbers.

Page size view:

1. Click on "View" and select "Page Size".
2. Choose the desired page size view (i.e., actual size, fit in window, etc.).
3. The document will be displayed in the selected page size view.

Rulers Measurement System:

1. Click on "View" and select "Rulers".
2. The horizontal and vertical rulers will appear on the top and left side of the document.
3. To change the measurement system, right-click on the ruler and select the desired unit (i.e. inches, centimeters, etc.).

Using Guidelines to Master Pages:

1. Click on "Layout" and select "Master Pages".
2. Click on the "Guidelines" tool and drag the mouse to create a guideline.
3. Repeat to create additional guidelines.
4. The guidelines will appear on all pages of the document based on the selected master page.

Aligning to Guidelines:

1. Select the object that needs to be aligned.
2. Click on "Layout" and select "Align to Guides".
3. The object will snap to the nearest guideline.

Locking Guidelines:

1. Click on "Layout" and select "Lock Guides".
2. The guidelines will be locked and cannot be moved or edited.

Entering text:

Font Families:

To change the font family, you can select the text and then choose the desired font family from the font menu in your text editor or word processing software. There are various font families to choose from, including serif, sans-serif, script, and decorative.

Font Size:

To change the font size, you can select the text and then adjust the font size from the font size menu or by using keyboard shortcuts. The font size is typically measured in points, and the larger the point size, the larger the text.

Changing Character Specifications:

To change the character specifications, you can select the text and then adjust the options from the character palette or the text menu in your text editor or word processing software. You can change the font style, font weight, font color, and other specifications.

Changing Type Leading:

To change the type leading, you can select the text and then adjust the leading value from the character palette or the text menu in your text editor or word processing software. The leading value determines the spacing between lines of text, and increasing the value will increase the space between lines.

Character Width:

To change the character width, you can select the text and then adjust the options from the character palette or the text menu in your text editor or word processing software. You can change the character width to make the text narrower or wider.

Tracking:

To adjust the tracking, you can select the text and then adjust the tracking value from the character palette or the text menu in your text editor or word processing software. The tracking value determines the spacing between characters, and increasing the value will increase the space between characters.

Saving document in different formats:

There are many different file formats in which you can save your documents. Some common formats include:

1. **Microsoft Word (.doc or .docx)** - This is the default file format for Microsoft Word. It is a widely used format and can be opened on most computers.
2. **Rich Text Format (.rtf)** - This format is compatible with a variety of word processing programs and can preserve formatting.
3. **Portable Document Format (.pdf)** - This format is widely used for sharing documents as it preserves the formatting and can be opened on most devices.
4. **Plain Text (.txt)** - This format only contains the text and no formatting, making it useful for basic documents or for sharing on websites.
5. **OpenDocument Text (.odt)** - This is an open-source format used by some word processing programs, such as OpenOffice and LibreOffice.

To save your document in a different format, you can usually select "Save As" from the File menu and choose the desired format from the list of options. Some programs may also have a specific "Export" or "Convert" option for changing the format of a document.

Formatting paragraph:

Changing Indents:

To change the indents of a paragraph, you can use the tab key or adjust the indentation settings in your word processor. This will either move the first line of the paragraph inward (hanging indent) or the entire paragraph inward (block indent).

Space around Paragraph:

To change the space around a paragraph, adjust the line spacing settings in your word processor. This will add or remove space between the lines in the paragraph and add space above and below the paragraph.

Paragraph Alignment:

To change the alignment of a paragraph, select the desired alignment option in your word processor. You can choose from left, center, right, or justified alignment. Left alignment is the default setting, while the others will adjust the position of the text within the paragraph.

Creating a Frame:

1. Select the frame tool from the toolbox or press F.
2. Click and drag to draw the frame on the page.
3. Adjust the frame size and position by selecting it with the selection tool and dragging the handles.

Converting other objects to Frames:

1. Select the object you want to convert to a frame.
2. Go to Object > Convert to > Frame.

Indents and Tabs Setting:

1. Select the text you want to apply indents or tabs to.
2. Go to the paragraph palette and adjust the settings for indents and tabs.

Adding Shapes:

1. Select the shape tool from the toolbox or press U.
2. Click and drag to draw the shape on the page.
3. Adjust the shape size and position by selecting it with the selection tool and dragging the handles.

Changing Lines and Fill Specifications:

1. Select the object you want to change the line or fill specifications for.
2. Go to the object palette and adjust the settings for lines and fills.

Changing Round Corner:

1. Select the object you want to apply the round corner effect to.
2. Go to Object > Corner Options and adjust the settings.

Creating Header & Footer:

1. Go to Layout > Master Pages.
2. Select the master page you want to add a header or footer to.
3. Go to Type > Text Variables > Insert Header/Footer and select the type of header or footer you want to add.

Defining Style:

1. Select the text you want to define the style for.
2. Go to Type > Paragraph Styles or Character Styles and create a new style or modify an existing one.
3. Apply the style to the selected text.

Developing a long Document:

Story Editor:

The Story Editor is a text-editing tool in Adobe InDesign that provides a simplified view of your document's text content. It allows you to focus on the structure of your text and its formatting without getting distracted by layout elements. You can access the Story Editor by going to the View menu and selecting Story Editor.

To develop a long document using the Story Editor, you can create a new document or open an existing one. Then, go to the View menu and select Story Editor. In the Story Editor, you can add, edit, and format text just like in the Layout Editor. However, you can only see the text content and not the layout elements.

Switching Between Story Editor and Layout Editor:

You can switch between Story Editor and Layout Editor by clicking on the appropriate tabs at the bottom of the document window. The Layout Editor displays your document's layout, including images, graphics, and other design elements, while the Story Editor shows only the text content.

Checking Spelling:

To check the spelling of your text, you can use the built-in spell checker in InDesign. You can access it by going to the Edit menu and selecting Spelling > Check Spelling. The spell checker will highlight any misspelled words and offer suggestions for corrections.

Using Find Feature:

The Find feature in InDesign allows you to search for specific text in your document. You can access it by pressing Ctrl+F (Windows) or Cmd+F (Mac). In the Find dialog box, you can enter the text you're looking for and choose whether to search the entire document or just the current selection.

Color Palette:

The Color Palette in InDesign allows you to select colors for your text and design elements. You can access it by going to the Window menu and selecting Color. In the Color Palette, you can choose from a variety of preset colors or create your own custom colors.

Adding Color to Text:

To add color to your text, you can select the text you want to change and then choose a color from the Color Palette. You can also use the Swatches panel to apply a pre-defined color to your text.

Custom Colors:

Custom colors refer to colors that are not available in standard color palettes or swatches. These colors are created by mixing different pigments or using computer software to define a specific color value.

There are two main types of custom colors:

1. Spot colors:

These are specific colors that are mixed using pre-defined ink formulas. They are used in printing to ensure consistent and accurate color reproduction. Spot colors are often used for logos, branding, and packaging.

2. Process colors:

These are colors that are created by printing a combination of four standard colors: cyan, magenta, yellow, and black (also known as CMYK). The combination of these colors can create a wide range of colors but may not always be able to reproduce the exact color needed.

There are also different color models used to define custom colors, including RGB (red, green, blue), CMYK (cyan, magenta, yellow, black), and HEX (hexadecimal). Each model uses a different method to define and display colors.