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PRINTtips



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Under One Roof

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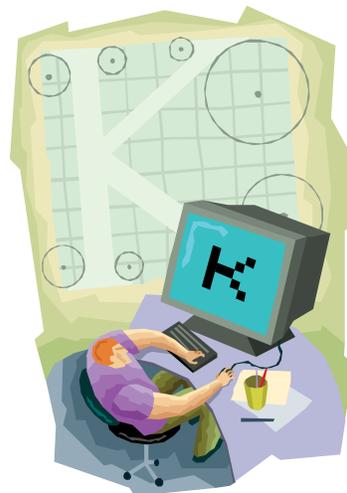
The Desktop Toolbox... ...Software for Document Creation

The term *desktop publishing* is generally agreed to have been coined in 1985 by Paul Brainerd, founder of Aldus Corporation, following the development of Aldus PageMaker (later purchased by Adobe). In its original usage, *desktop publishing* meant the ability of one person to use a computer to perform what had previously been many separate functions – design, typesetting, pasteup, and preparation of camera ready artwork. Thus desktop publishing combined several disciplines (graphic design, writing, editing, typography, and page composition) into one.

Word processing, a term invented by IBM in the 1960s, predates desktop publishing by more than a decade. Early word processors were typewriters with some form of electronic editing and correction capability; later machines incorporated CRT screens (as exemplified by the Wang word processor). Eventually, dedicated word processing equipment was replaced by software applications running on personal computers. The most popular word processing program in use today is Microsoft Word.

Desktop publishing versus word processing

Although some may use the terms interchangeably, there is a difference between word processing and desktop publishing. Broadly speaking, word processing consists of assigning style characteristics to the page (margins, line length, indents, space between paragraphs, page numbers, etc.) and the text itself (fonts, point size, and font characteristics); and editing text (cut-and-paste, search-and-replace, spell check,



grammar check, etc.). Desktop publishing includes most of these functions along with *page layout* – arranging text and graphics on the page. (Page layout is sometimes called *page composition* or *document design*.)

Word processing was developed to make typing with a typewriter more efficient; desktop publishing was developed to make typesetting and pasteup more efficient. The original users of word processing software were secretaries, and the original users of desktop publishing software were graphic designers.

The distinction is blurred

Today the distinction between high-end word processors and low-end desktop publishing software is blurred. Lower-cost alternatives to established desktop publishing programs like Quark XPress and Adobe InDesign are now available, while word processing software like Word and WordPerfect are adding page layout features. And two programs – Microsoft Publisher

The Desktop Toolbox (continued)

and Adobe PageMaker – are positioned between the two groups.

Using Microsoft Word effectively for desktop publishing

If the document you want to create is primarily text, Word may be able to serve a desktop publishing role. Use this checklist:

1. Is the document primarily text?
2. Is the finished size of the document a standard page size (letter or legal)?
3. Will the document be flat when finished or have only a single fold?
4. Is the entire document printing in one ink color? If not, is it being printed on our digital equipment?

If your document meets all these criteria, then you can use Word to create it. Some documents that might meet these criteria include letterheads, FAX sheets, forms, flyers, reports, manuals, product bulletins, and newsletters.

Desktop publishing software

If you want to be a qualified desktop publisher, you will need a software program from each of four desktop publishing groups:

- *Word processor.* Use a word processor to type and edit text and apply some formatting. Do not attempt to fully format a document in the word processor. The most popular word processing programs are Microsoft Word and Corel WordPerfect.
- *Page layout.* Page layout software allows you to easily integrate text and images on the page, easily manipulate page elements, and create artistic layouts. You will have superior control over type, including kerning and tracking, and tools for supporting prepress (color separations, imposition). The leading page layout programs are Adobe InDesign and Quark XPress; Microsoft Publisher and Adobe PageMaker are also choices.

“... Word may be able to serve a desktop publishing role.”

“You must also become proficient at using the tools and learn the principles of graphic design.”

- *Graphics software.* You will need separate programs to handle illustrations and photographs. Illustrations are handled by drawing programs such as Adobe Illustrator, CorelDRAW, and Macromedia Freehand and work with vector images.

Photo image editors, sometimes called *paint programs*, work with bitmap images. Popular programs are Adobe Photoshop and Jasc Paint Shop Pro.

- *Electronic publishing.* Portable Document Format (PDF) is increasingly becoming a standard in print publishing. In fact, we prefer receiving files in PDF format rather than the native application. Adobe Acrobat is the standard for producing print ready PDF files.

More than hardware and software

Before we leave this topic, we'd like to remind you that hardware and software are necessary but not sufficient to produce professional-looking documents. You must also become proficient at using the tools and learn the principles of graphic design.

A good desktop publisher has a base of knowledge of color, typography, grids, halftones, raster image processing, offset and digital printing processes, and bindery. Desktop publishing tools give the user precise control over all the elements of design and production art, leading to the desired printed product.

Preparing a Word Document

If you are preparing a document such as a program that folds in half to create a booklet, Word has a page setup command that will format the pages to a half-sheet size and order the pages in printer spreads so that when the booklet is printed and assembled, the page will appear in order. It is best to use this feature of Word when you begin creating the document because if you select it later, you may need to reposition some elements.

On the File menu, click Page Setup, then click the Margins tab. In the Multiple pages list, select Book fold. Word will automatically set the document to landscape orientation.

In the Inside and Outside boxes, type or select the amount of space you want for the inside and

outside margins. If you need space along the fold to accommodate binding, type or select the amount of space you want in the Gutter box.

In the Sheets per Booklet list, select the number of pages that will constitute a single booklet. Be sure the number of pages is divisible by four. If the number of pages in the document exceeds the number of pages you select for the booklet, Word will print the document as multiple booklets.

You can now create your document, including text, graphics, headers, or footers. When you print the document, Word will automatically create printer spreads.



“Word has a page setup command..”

What is a PDF file?

 PDF is an acronym for *Portable Document Format*. PDF files are used between software applications to exchange data that describes documents. PDF files can also be used to create electronic documents, archive data, and prepare interactive documents such as electronic forms that capture data and store it in a database.

A PDF file can be recognized by its extension (.pdf) and by its icon. PDF files can be viewed with the Adobe Reader, which can be downloaded for free from the Adobe web site.

A PDF file has a number of advantages over a native application file:

- *It is cross platform.* No matter what computer workstation or operating system or application was used to create the file, it can be viewed on any other workstation exactly as it was intended to be seen.
- *It is independent of any output device.* A PDF file can be printed on any output device (though output may not be optimized for every device).
- *It is compact.* PDF files support sophisticated compression algorithms that keep the file size to a minimum.
- *It can be made secure.* The creator of a PDF file can set security options to password-protect the file, forbid content changes, or disable the file print option.

Here at TechneGraphics, we use a PDF workflow. We will be glad to help you prepare your files for submission in PDF – just call us at 513-248-2121 with questions or comments.



“... used to create electronic documents, archive data, and prepare interactive documents...”

Object oriented Formatting

Desktop publishing programs have one thing in common – the way they handle document formatting. Whereas a word processing program such as Word treats a document as a continuous flow of characters, a page layout program like Adobe InDesign, Quark XPress, Microsoft Publisher, and Adobe PageMaker are *object-oriented*. This means that all the document's elements are separate and distinct objects that can be moved, edited, or deleted independently.

If you have ever used Word to format a trifold brochure, you are familiar with the difference between continuous and object-oriented formatting. Word treats a document as a continuous flow of characters; therefore a formatting change anywhere in the flow of characters affects the entire document. Adding so much as a period or extra space may throw off an entire, carefully formatted line ending, table, column, panel, or page break. Worse yet,

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a change in printer drivers (such as printing the file on two different laser printers) may cause an unwanted shift in text.

Object-oriented formatting, by contrast, anchors elements in place on each page or section of the document. A change in one section does not have to affect other sections. In addition, desktop publishing software has no predetermined number or location for regions, giving the document creator complete flexibility for page layout.

**The Desktop
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...Software
for Document
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