Chapter 1: Desktop Publishing

Topics discussed in this chapter:

- Desktop Publishing (DTP)
- Steps in a DTP publication
- e-publishing versus paper publishing

Course objectives

- To grasp the basic characteristics and vocabulary associated with Desktop Publishing.
- To identify the pros and cons of Desktop Publishing versus paper Publishing.
- To write a letter to ask for information about the hardware and software used by for instance a newspaper.

Language

-Grammar: Order of adjectives
-Vocabulary: DTP, page layout, font, kerning, text flow, master pages, toolbox, PDF file, service bureau, Computer-To-Plate (CTP), platesetter.

Skills

- Listening: In this part, you will be able to identify the correct order of steps in the production of a DTP publication from an online tutorial.
-Speaking: In this section, you will discuss the pros and cons of e-publishing versus paper publishing.
-Reading: This part will help you Check and find specific information in a text about desktop publishing.
-Writing: In this section, you will Write a formal letter requesting information.

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Chapter 1: Desktop publishing

Warm up

1 What is desktop publishing?

A Try to think about these questions
1 What kind of documents can be produced with a desktop publishing System?
2 Page layout software is the key component of a desktop publishing System. Which file types can be imported into a page layout program?
B Read the text and check your answers to A. Then, underline the difficult words and look them up in the dictionary.

What is desktop publishing?

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 centres 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 (see Unit 8). 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 **P**ortable **D**ocument **F**ormat and allows people to view, search and print documents exactly as the publisher intended – you don't need to have the software and fonts used 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 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 their files to a **service bureau**, a company that specializes in printing other people's files. Service bureaux offer a full range of scanning and printing solutions.

C Read the text again and answer these questions.

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 bureaux?

The following exercise is an activity. Take 10 minutes to answer.

D Find words in the text with the following meanings.

1 shape, style and size of a typeface, for example `Courier at 10pt`
2 the process of adjusting the space between characters
3 feature that enables you to wrap text around images on the page
4 metal surfaces that carry the image to be printed
5 a machine that creates the printing plates

Open Task

Try to rephrase the answer of the question *What is desktop publishing? G* In as much detail as you can remember. Then look back at the text to see what you missed.

2 Language work: order of adjectives

Do you know what the acronym ODOMP mean? Read the following help box carefully, then draw your conclusions.

HELP box

Order of adjectives

- Adjectives usually come *before* the noun (also known as the headword).
  They give you control over ***typographic features****.*
  For transfer to a **commercial printer**, *the document is …*
- However, adjectives come *after* certain verbs (e.g. **be**, **look**, **become**, **seem**, **sound**), complementing the subject of the sentence.
  CTP machines ***are expensive****.*
- Adjectives can also complement the object of the sentence.
  This makes layout software ***popular*** *and* ***useful****.*
- This is the usual order of adjectives before a noun:

Opinion	Description	Origin/Place	Material	Purpose	Headword
powerful	new			publishing	systems
high-quality	scalable				fonts
	thin	American	aluminium	printing	plates

Adjectives are ordered from the most subjective (e.g. **nice**) to the most objective (e.g. **silicon**).

Brand names (**Microsoft**, **Sony**, etc.) are considered adjectives of origin/place.

If there is more than one adjective in a sentence, they are usually separated by commas, unless the adjective forms an integral part of the headword (*A fantastic, thin, Sony MP3 player.*)

A. Look at the HELP box and then make phrases using the words in the correct order.
For example: Computer programmer/ young/clever
A clever young computer programmer

1. Software/desktop publishing/ user-friendly
2. Hardware company/reliable/ young
3. German/industry/Graphic design
4. Word processing/ applications/ modern
5. Sony/new/music player/portable

B. Translate these sentences into your mother language. How does the use of adjectives differ from English? Think about word order and whether the form of the adjective changes or not.

1. DTP refers to the use of personal computers to produce high-quality printed documents.

2. A page layout application is used to import text from word processing programs and pictures from painting and drawing programs.

3. In modern commercial printing DTP files are output directly to the printing plates.

C. Choose an object in your classroom or apartment and think of three words to describe it. Put the words into the correct order and make a sentence.

Example: PC/ black/ old/ DELL
On my desk, I've got an old, black, DELL PC.

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3 Steps in a DTP publication

A. Look at this extract from an online tutorial for DTP publishing. Put the steps in the creation of a DTP document (a-f) into the correct order.

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐

a First, the DTP designer decides the basic form of the document (the type of document, general design, colour, fonts, images required, etc.).

b The last step is to take the files to a service bureau, which will print the publication.

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.).

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.

e The next step is to type the text directly or to import it from a word processing program like Word or WordPerfect.

f Once the file is composed and saved, the designer has to prepare it for printing, which involves verifying the colour specification, creating a Postscript or PDF file, exporting the file in HTML format for the Web, checking proofs, etc.

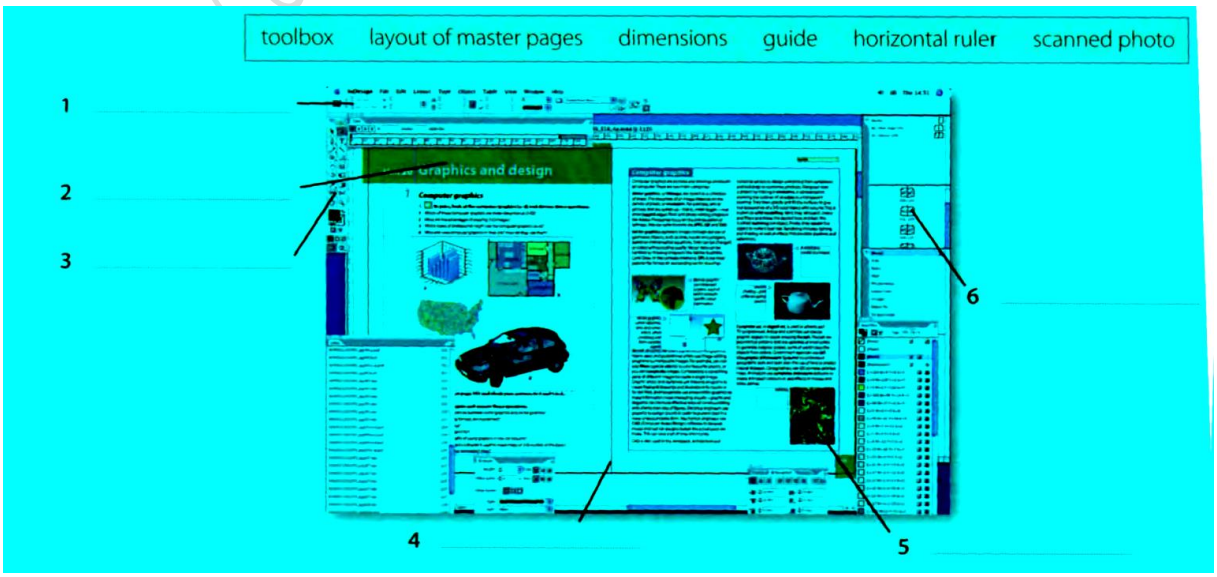
B Listen to the audio from the online tutorial and check your answers to A.

Click on the following link to listen to the passage.

listeningdesktoppublishing.mp3

For this section, we will do it together in the classroom.

C. Label the features of this page designed with Adobe InDesign (1-6) with words from the box.



4 Writing a Letter

A. Although most written communication these days is carried out by mail, letters are still appropriate for more formal correspondence. Look at this letter, what the writer asking for?

(a) Rhondda High School
31 Prospect Place, Cardiff, Wales

(c) The Editor
El Independiente
Moratin, 7
28006 Madrid
Spain

(b) 28th March 2008

(d) Dear Sir/Madam,

(e) We are writing to ask if you can help us with our school project. We are doing a survey of the major newspapers in the European Union to find out which computer systems and desktop publishing programs they use.

(f) We would be very grateful if you could tell us which hardware, graphic design and page layout software you use at *El Independiente*. Could you also tell us how long your online edition has been running for? Thank you very much in advance.

(g) We look forward to hearing from you.

(h) Yours faithfully,

Katherine Powell

Katherine Powell, student representative

B. Match the parts of the letter (a-h) with the descriptions (1-8).

1 [b] For example, *28th March 2008*, or 28 March 2008, or *28/03/2008*.

2 [ ] This is usually in the top right corner of the letter, but can be in the centre if it's a printed letterhead.

3 [ ] State the reason for writing: *I am / We are writing to … / We are currently …*

4 [ ] This should be included on the left hand side of the page, before the greeting.

5 [ ] Start with *Dear Sir/Madam* or *Dear Mr/Mrs/Ms …* Use *Ms* if you are not sure if the recipient is married or not. It is often best to use *Ms*, as *Mrs* can cause offence.

6 [ ] Make any requests or ask any questions you need to: *We would be grateful if you could …*, *Could you also …*

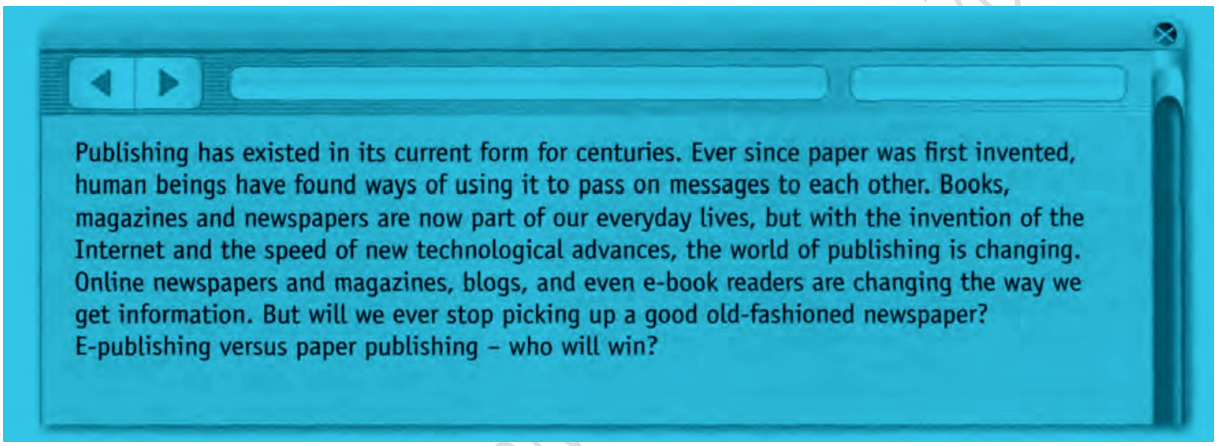
7 [ ] Request further contact, if necessary: *We / I look forward to hearing from you. / Please contact us by …*

8 [ ] If you have started the letter with the person's name (for example, *Dear Mr Robinson*), then end with *Yours sincerely*. If you do not know the name of the recipient, end with *Yours faithfully*.

C. Write a letter to a local newspaper, asking for information about the hardware they use in their production, the page layout software they use, and the data communications systems they use. Use A and B above to help you.

5 E-publishing versus paper publishingS

A. Look at this web extract 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 newspapers 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? E-publishing versus paper publishing – who will win?

B. Prepare a list of advantages of traditional publishing over e-publishing. Then, think of another list of the disadvantages of e-publishing over traditional publishing. Use your dictionary and the Internet to help you.

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