

## Quadrant II – Notes

**Programme: BA**

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**Unit: 01**

**Module Name: What Desktop Publishing Means, Traditional Publishing Process and Desktop Publishing Process**

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### **Notes:**

The publishing industry has progressed over the centuries from early hand written manuscripts to the first printing machine. The use of computers in the printing process marked a new era in publishing commonly referred to as Desktop Publishing. Desktop publishing started in 1985 and it saved time and reduced the cost of publishing. Desktop Publishing means the whole process of publishing done using a desktop (computer).

### **What Desktop Publishing means**

Desktop publishing involves multiple tasks namely Image Editing, Graphics Designing, Page-Layout and other pre-press jobs such as colour separation, trapping, Imposition and Computer to plate technology which will be covered as the course progresses. To understand the Desktop publishing process better we need to know about the Traditional Publishing process.

### **Traditional Publishing Process**

In the traditional publishing process, about a dozen people had to work for publishing a single book or any other reading material. We shall now see how the traditional publishing process worked. That is the people involved in the traditional publishing process.

The traditional publishing process began with the author, who wrote the manuscript of the book. The manuscript was then sent to the editor for corrections

The Editor refined the manuscript and made the copy ready for the typesetter.

At the same time an artist created pictures or illustrations to make the manuscript explicit and lends it beauty. One of the important person involved in publishing was the Designer. The designer planned the layout of the pages blending the text with pictures at their proper places. The designer was responsible for the aesthetic aspect of the publication.

Later a typesetter set the manuscript in type and gave it the shape of printed text as per the instructions of the designer. The typed matter was then corrected by the proof reader and given back to the typesetter till the matter was errorless. Later a Paste-up Artist pasted the text and pictures on a signature sheet according to the instructions of the designer.

This was then checked by the final editor who suggested improvements, if required. The approved signatures were then photographed by the photographer who prepared the negatives. These negatives were then used by a plate maker to make printing plates, which were used in the printing press for printing. Later the printer printed the plates on sheets of paper in the printing press and sent it for binding. Finally, the binder folded the printed sheets of paper and bound them together into a book.

### **Desktop publishing process**

Desktop Publishing has reduced the effort required in Traditional Publishing. Desktop publishing is faster, efficient and cost effective. The number of people involved in desktop publishing is less.

Many people required in the traditional publishing process such as the typesetter, proof-reader, paste-up artist, photographer and plate-maker are no longer required in the desktop publishing process. Most of these jobs are now done automatically by computer software. Some of these jobs are outsourced to a service bureau.

In the Desktop Publishing process, the author generally directly types the manuscript text into a word processing software and sends the soft copy of the manuscript to the editor.

Next the Editor edits the soft-copy and sends the edited copy to the designer.

At the same time an Artist Creates digital graphics using graphics software and/or image editing software and sends it to the designer.

The designer then feeds the text and graphics into a page-layout software used to design the publication. Designs/ applies appropriate templates to make the design more appealing with appropriate placement of text and graphics. He chooses a style for the publication by adapting suitable font styles and font sizes. Finally, the designer gets the design approved from the editor / client. The approved design ready for printing is referred to as the camera ready material.

The service bureau accepts the camera ready material and prepares the final plates to be used for printing in a printing press. Here they carry out all the pre-press jobs such as colour separation, trapping, imposition etc. These pre-press jobs are extremely crucial to a printing press and plate making, as one plate could be used to print multiple pages of a book. Now-a-days all pre-press jobs are done using a computer software and Computer to Plate Technology generally referred to as CTP, is used to prepare printing plates. The service bureau also generates high resolution proofs to ensure that the final print will be free of errors.

Another important step in the desktop publishing process is proofing. A proof is a high quality print prepared either by the service bureau or the at the printing press. It gives an idea about the final print and it is required to make sure final print is error free.

Once the proofs are approved by the Client, the required number of copies, generally in thousands, are printed in the printing press by the press operator and this is referred to as the press run. The press operator mounts the plates on the press machine and carries out the printing to produce the desired number of copies. The copies obtained are then sent to the binding section for folding, binding and cutting.