

**Programme** : B.A. / B.Sc. / B.Com.  
**Subject** : Computer Science  
**Semester** : I / II / III / IV  
**Paper Code** : CSG107  
**Paper Title** : Desktop Publishing  
**Unit II** : Basics of Page Layout  
**Module Name** : Introduction to Page Layout  
**Module No** : 04

## Outline

Introduction to

- Page layout
- Scribus, the Open Source “Desktop Publishing Software”

## Learning outcomes

Student will be able to:

- Identify different aspects of page layout
- Do the page setup for any given document
- Use template for speeding up work
- Use Scribus Software

## What is Page Layout?

Page layout is an important activity in Desktop Publishing that refers to arranging of visual and non-visual elements on a page to customize the appearance of magazines, newspapers, books and websites to make them more attractive and pleasing.

Common Elements of Page Layout are:

- Text blocks
- Images
- Colours
- Margins
- Grids
- Object padding and
- Templates

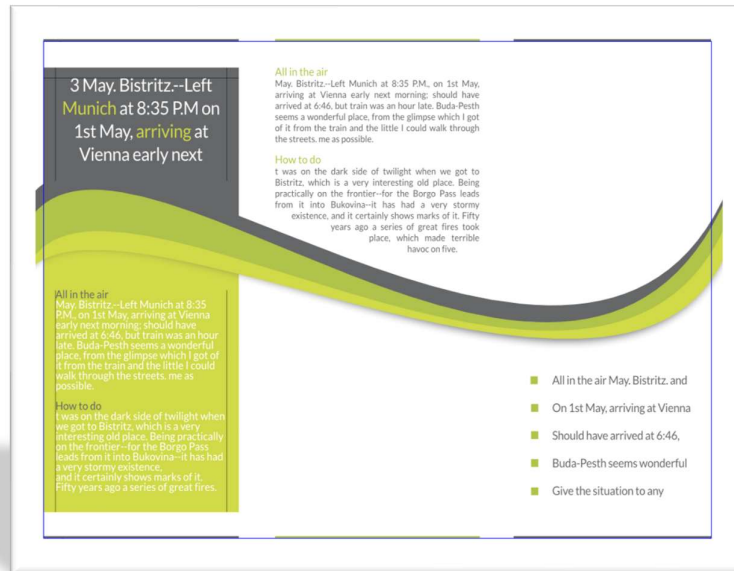
## Page Layout Tips



**Balance:** Balance refers to the symmetrical arrangement of images and text on a page. Here we have 3 folds of equal size.

**Alignment:** All the elements on a page should be placed in alignment to each other to ensure a visual connection. (Left Alignment)

**White Space:** Blank space is used either to group or separate different elements of page layout. It creates a balance on the page.



**Proportion:** Pay attention to the relative sizes of elements (text, graphics and white space)

**Graphics:** Use graphics to avoid clutter, make sure that the graphic that you are using is relevant.

**Sequence:** Arrange the graphic close to the text to build context.

### Popular Page Layout Softwares

#### For Print

- QuarkXPress
- PageMaker (now Adobe InDesign)
- Scribus
- Inkscape
- Corel Draw

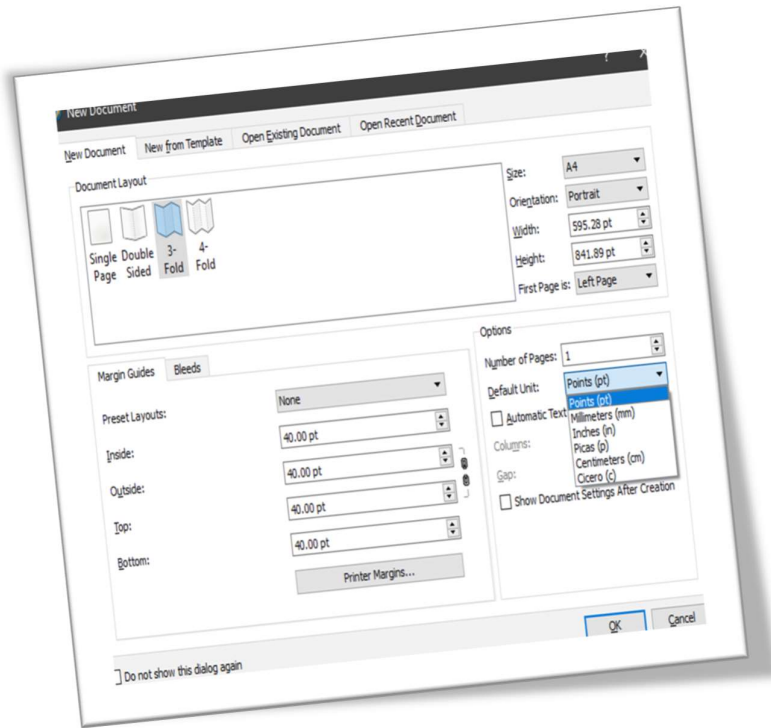
#### For Web

- Adobe Dreamweaver
  - Microsoft Expression Studio
- Quick Guide for Scribus

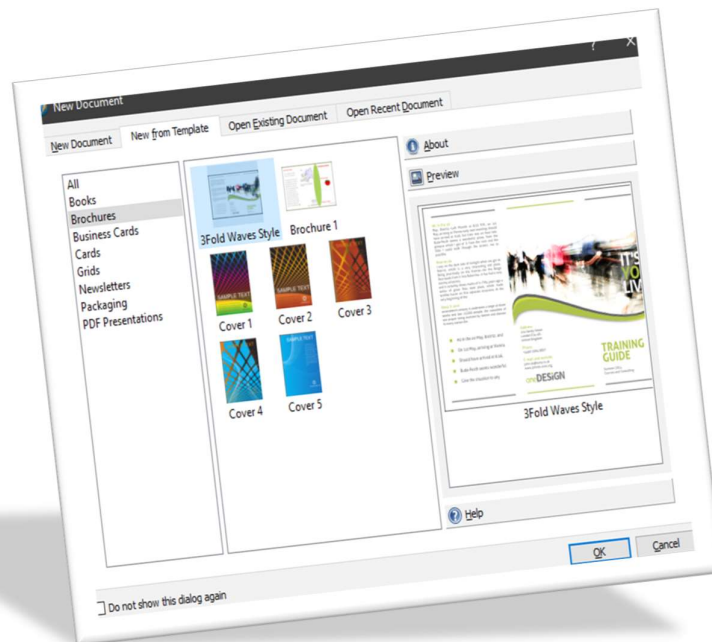
**Scribus** is an Open Source software used for desktop publishing. It can be installed on Linux / Windows / Mac OS X environments. Scribus is available for FREE and can be downloaded from [www.scribus.net](http://www.scribus.net) Scribus has the interface similar to most of the other Desktop Publishing software.

Scribus has an intuitive New Document dialogue box that facilitates easy setup.

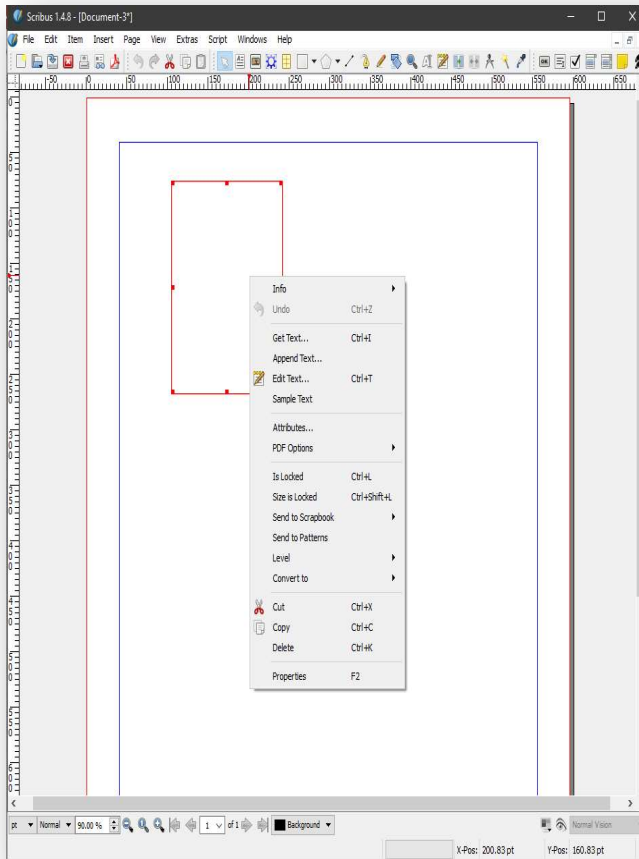
1. Document Layout: This lets you choose whether you want facing page, double side or multi-fold document.
2. Size & Orientation: Choose the paper size of document and orientation.
3. Options: Number of pages and measurement unit depending upon convenience can be set here.



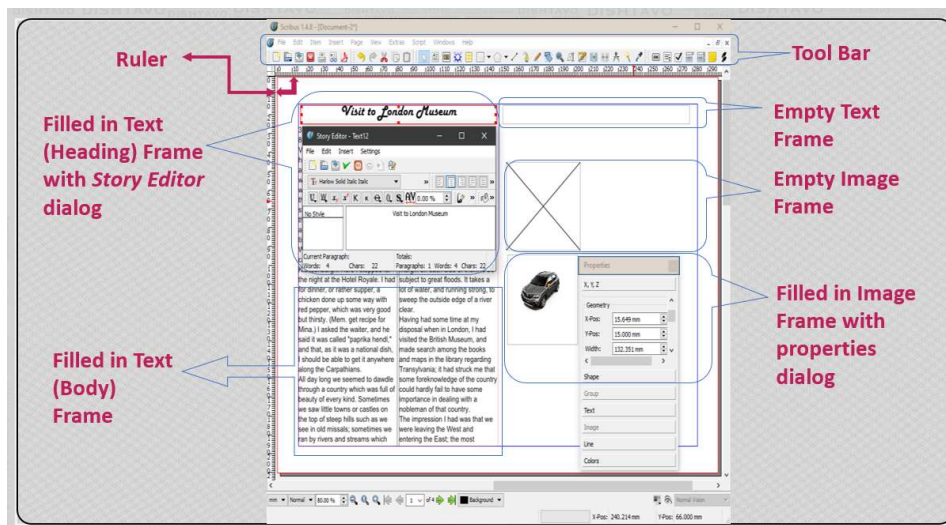
New Document dialogue box also allows us to choose a template from the options shown. In a template most of the elements of page layout are automatically added and prefilled with sample text, images and colour, that can be replaced by user. There is an option preview the template before it is finalized.



## Workspace for Scribus.



- A text frame can be inserted by choosing it from menu, and drawing it.
- Control points are used to change size and place the frame at the desired area.
- Text can be added to frame by Double clicking it or using right click menu. Options are -
  - Get Text: Add text from an existing file
  - Append Text: Adds text at the end of existing text
  - Edit Text: Opens up the Story Editor



## What is Desktop Publishing?

Desktop publishing is the process of using computer software to combine and rearrange text and images and create digital files that are either sent to a commercial printer for printing or printed directly from a desktop printer.

Following are the key steps to creating an attractive layout in most types of page layout software and printing it from your desktop printer. This is an overview of the desktop publishing process.

### Desktop Publishing Overview and Requirements:

It can take anywhere from 30 minutes to several hours depending on the complexity of the desktop publishing project. Here's what you'll need to execute your project:

- Desktop publishing software
- Training in how to use your software
- Fonts
- Graphics
- Desktop printer
- Paper

### Steps to Taking an Idea from Screen to Print

#### Have a Plan, Make a Sketch

Before even opening the software, it is wise to have an idea where you are going with your design. What do you want to create? Even the roughest of sketches can be useful. You could skip this step but it is recommended to try to do a few thumbnail sketches first.

#### Choose a Template

If your chosen software has templates for the type of project you plan to do, take a look at those templates to see if they will work as-is or with a little tweaking for your project. Using a template can be faster than starting from scratch and a great way for those new to desktop publishing to get started. Or, as an alternative, find a tutorial for your software that takes you through the steps of learning the software while doing a specific project such as a greeting card, business card, or brochure. With Microsoft Publisher, you can craft a birth announcement, business card, or greeting card. You can also set up a business card.

#### Set up Your Document

If using a template, you may need to tweak some of the template settings. If starting from scratch, set the size and orientation of your document — set the margins. If you'll be doing text in columns, set up text columns. The specific steps you take in the document setup will vary from one type of project to the next.

#### Place Text in Your Document

If your document is mostly text, place it in your layout by importing it from a file, copying it from another program, or typing it directly in your program (not the best choice if it is a substantial amount of text).

### **Format Your Text**

Align your text. Apply the desired typeface, style, size, and spacing to your text. You may end up making some changes later, but go ahead and select the fonts you believe you want to use. Apply embellishments such as plain or fancy drop caps. The specific steps of composing the text that you choose will depend on the amount of text and the type of document you are preparing.

### **Place Graphics in Your Document**

If your document is mostly graphics-based, you may want to place the images before adding bits of text. Import your graphics from a file, copy them from another program, or create them directly in your page layout software (simple boxes, rules, etc.). You can even do some drawing and graphics creation right in your page layout program. Draw with shapes in InDesign shows you how to create all kinds of vector drawings without leaving InDesign.

### **Tweak Your Graphics Placement**

Move your graphics around so that they line up the way you want them. Set up your graphics so that text wraps around them. Crop or resize graphics if necessary (best done in your graphics software, but for desktop printing, it can be acceptable to crop and resize in the desktop publishing software).

### **Apply the Rules of Desktop Publishing**

Once you have your initial layout, improve and fine-tune. Simply applying these tried and true methods of arranging a page and doing desktop publishing ("the rules") will result in more attractive pages even without formal graphic design training. In brief: drop typewritten conventions such as two spaces after periods and double hard returns between paragraphs; use fewer fonts, less clip art; leave white space in the layout; avoid most centred and justified text.

### **Print a Draft and Proofread It**

You can proofread on-screen but it's always a good idea to print out your project. Proof your printout not only for colours (colours on screen don't always print as expected), typographical errors, and placement of elements. If it is to be folded or trimmed, make sure it folds properly and that trim marks print correctly. Think you've caught all the errors? Proofread it again.

### **Print Your Project**

Once you're happy with your layout and your proofs are printing properly, print your creation on your desktop printer. Ideally, even before you finalize your design you've gone through all the preparatory steps for desktop printing including calibration, print options, previews, and troubleshooting.