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: Page Layout in Pictures
Module No : 05

Outline
Introduction to:
        • Elements of Page layout
        • Fonts and font anatomy

Learning outcomes
Student will be able to:
        • Identify different elements of page layout from any given document
        • Choose the required fonts
        • Compose a better page layout

Elements of Page Layout

Running head is a heading printed at the top of each page of a book or a chapter. In APA format the page number is also included, right aligned.

Deck is a short article summary, written below the heading and above the body in a news paper article.

Drop cap (an initial cap) is a large capital letter used as a decorative element, placed at the beginning of a paragraph.

Pull quote is a key phrase, quotation, or excerpt that has been pulled from an article and used as a page layout element, to highlight a key topic.

Eyebrow is a descriptive keyword or phrase, placed above the main headline in a page, used to attract attention and improve comprehension.
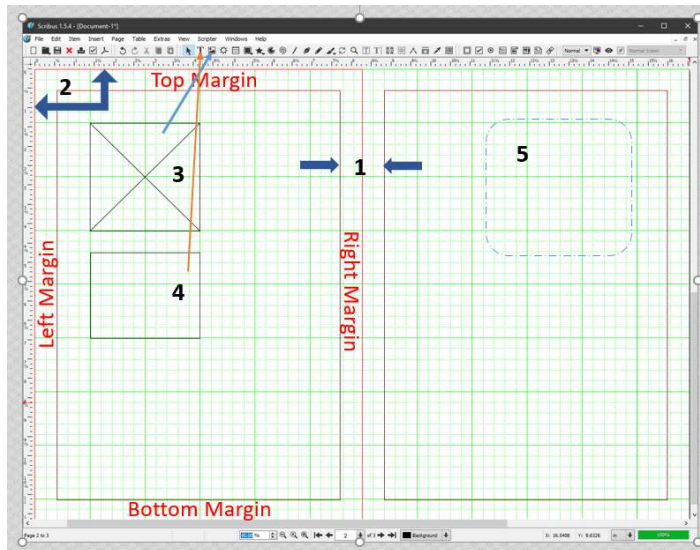
Folio is a sheet of paper folded once or more to form leaves; each fold of paper will double the number of pages. A book consists of one or more folios stitched together.

Spread is nothing but two or more facing pages viewed together, where text and images are spread across the pages.

Body type is used to set the main contents of text in a book or web page. Usually a serif font with size from 6pt to 14pt is used.

Display type is used for large headings, used to entice readers to a particular portion of text. These fonts can be eccentric and designed to standout.

Banner usually consists of **name**, a logo, some times a punch line and other information in a news paper or a news letter.

Gutter: It is the extra margin added to compensate the area that goes in to binding.

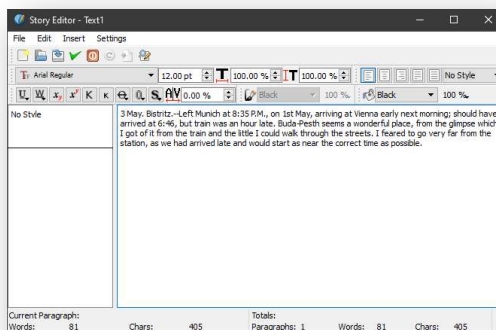**Ruler**: Helps in setting and adjusting margins and placing other objects.

Image Frame: Place holder for image on a page.

Text Frame: Place holder for text on page.

Grid: Are a series of vertical and horizontal lines that are not printed but used to arrange other items on a page.

Typography is the art of arranging text in any publication to make it legible, readable, and appealing when displayed.
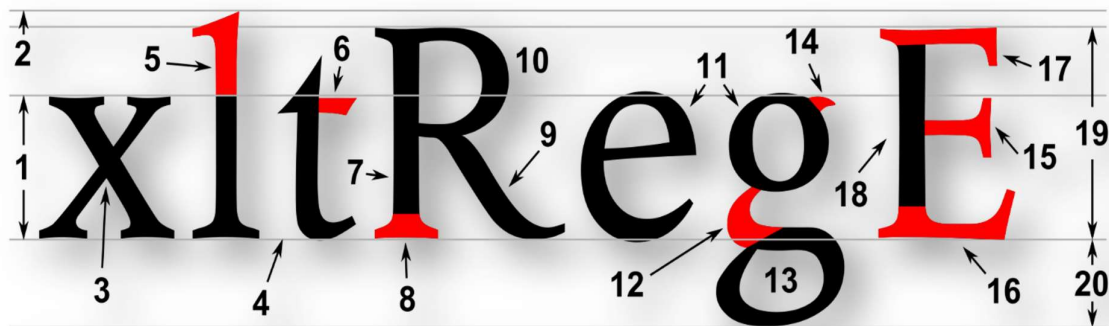

The arrangement of text involves selecting -

- Fonts / typefaces
- Font sizes
- Column width (Line lengths)

- Line-spacing (Leading)
- Spacing between letters (Tracking)
- Space between pair of letters (Kerning)

Font anatomy describes the graphic elements that make up letters in a font or a type family. **Typographic parts of a glyph:**

1. x-height	11. Counter
2. Ascender line	12. Collar/link/neck
3. Apex	13. Loop
4. Baseline	14. Ear
5. Ascender	15. Tie
6. Crossbar	16. Horizontal bar
7. Stem	17. Arm
8. Serif	18. Vertical bar
9. Leg	19. Cap height
10. Bowl	20. Descender line

A **font** is a delivery mechanism for the typefaces or **glyph**. Fonts with decorative elements at the edges are called **Serif or Roman**, and those without are called **Sans Serif or Gothic** fonts.
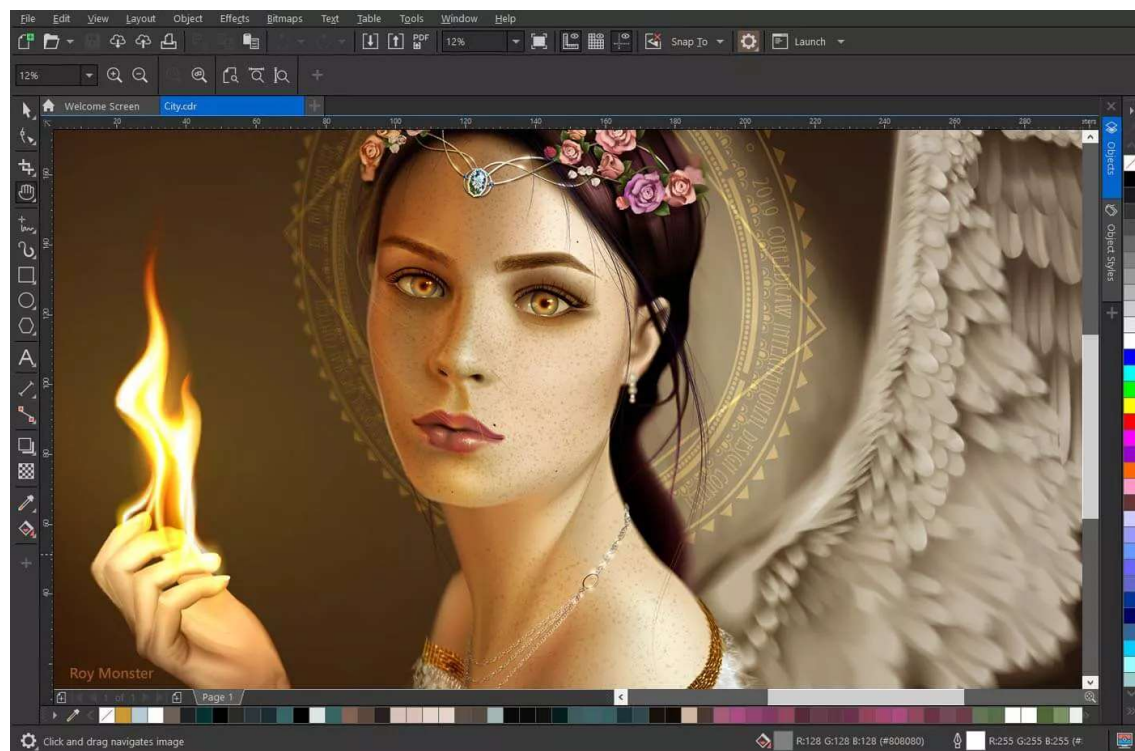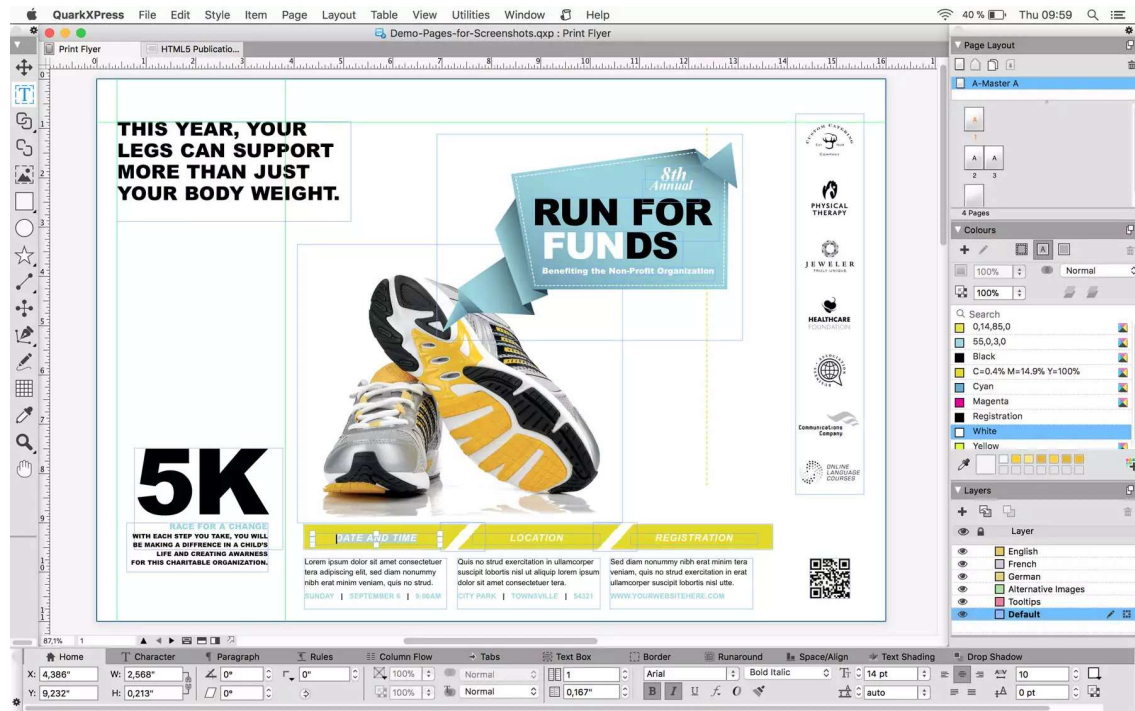
Desktop publishing (DTP) software

Desktop publishing (DTP) software is designed for creating visual communications such as brochures, business cards, greeting cards, web pages, posters, and more for professional or personal printing online or on-screen.

Generally, four types of software make up the tools for desktop publishing: *word processing, page layout, graphics,* and *web publishing*. The lines between them are blurry, though.

Programs such as Adobe InDesign, Microsoft Publisher, QuarkXPress, and Scribus are examples of desktop publishing software. Professional graphic designers and commercial printing technicians use some of these, whereas office workers, teachers, students, small-business owners, and non-designers use others. Their choices depend on capabilities, budget, and personal preference.

Among professionals, "desktop publishing software" refers primarily to high-end professional page layout software applications including Adobe InDesign, Scribus and QuarkXPress.

Corel is best known for its CorelDRAW Graphics Suite, which includes apps and tools for vector illustration, layout, photo editing, and typography.

Anyone interested in producing designs for commercial printing or for publication on the web can benefit from the following kinds of software.

Word Processing Software

You use a word processor to type and edit text and to check spelling and grammar. You can usually format elements on the fly and include those formatting tags when you import text to your page layout program.

While you can do some simple layout work, word processors are best suited for working with words, not for designing a page layout. If your goal is to have your work commercially printed, word processing file formats are usually not suitable. Choose a word processor that can import and export a variety of formats for maximum compatibility with others.

Word processing software examples include: Microsoft Word, Google Docs, Apple Pages, and Corel WordPerfect.

Page Layout Software

Page layout software is closely associated with print and desktop publishing. This kind of software allows for the integration of text and images on the page, easy manipulation of page elements, the creation of artistic layouts, and multipage publications such as newsletters and books. High-end or professional-level tools include prepress features, while software for home publishing or creative projects often involves more templates and clip art.

Professional page layout software is dominated by Adobe InDesign, which is available for Windows and macOS computers. Other page layout software includes QuarkXPress for PCs and Macs, along with Serif PagePlus and Microsoft Publisher for Windows PCs.

Home publishing software includes special-purpose applications for calendars, T-shirt transfers, digital scrapbooks, and greeting cards. Home publishing programs that aren't limited to one purpose include The Print Shop and Print Artist for Windows PCs and PrintMaster for PCs and Macs.

Graphics Software

Print publishing and webpage design often require a vector illustration program and a photo editor. Some graphics software programs incorporate a few photo editing features, but for most professional work, you will need each one.

Illustration software makes use of scaleable vector graphics to create artwork that can be resized and edited through multiple iterations. Adobe Illustrator and Inkscape are examples of professional vector illustration software for PCs and Macs. CorelDraw is available for PCs.

Photo editing software

Photo editing software—also called paint programs or image editors—works with bitmap images, such as scanned photos and digital images. Although illustration programs can export bitmaps, photo editors are better for web images and many special photo effects. Adobe Photoshop is a popular cross-platform example. Other image editors include Corel

PaintShop Pro for Windows PCs and Gimp, the free open-source software available on Windows, macOS, and Linux.
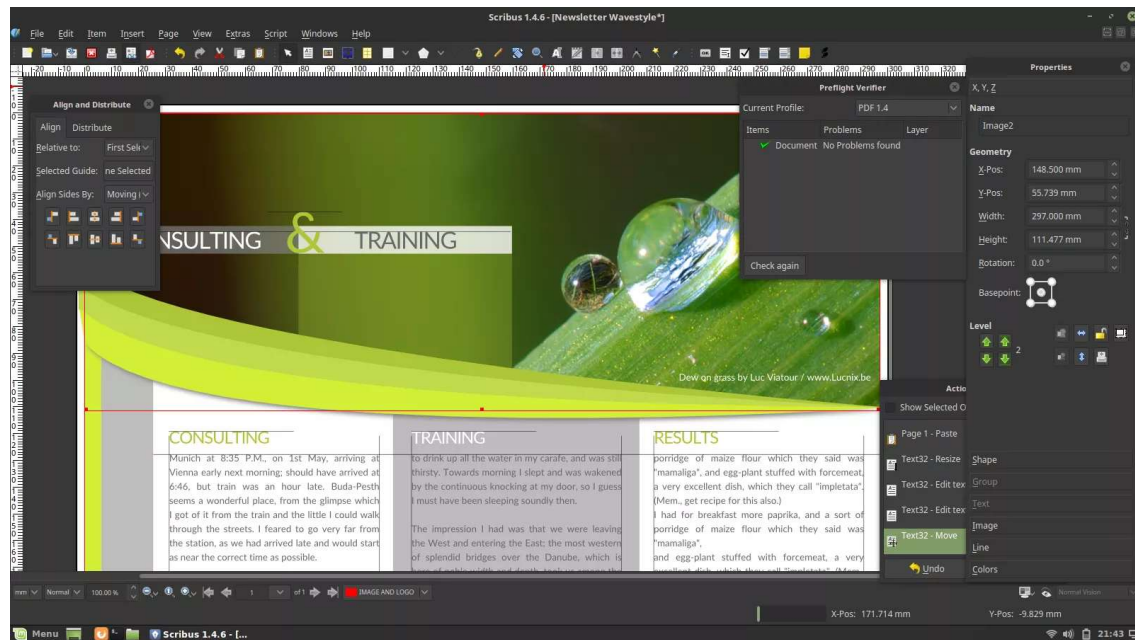
Electronic or Web Publishing Software

Most designers today, even those in print, need web-publishing skills. Many of today's page layout or other desktop publishing programs include some electronic publishing capabilities. Even dedicated web designers still need illustration and image-editing software. If your work is exclusively web design, you may want to try a comprehensive program such as Adobe Dreamweaver, which is available for PCs and Macs.

Free Open Source desktop publishing software

Many free desktop publishing software downloads are fine for a specific job, such as labels or business cards, but they aren't full-featured design tools. However, a few free programs for Windows have powerful publishing capabilities, including page layout, vector graphics, and image editing programs. The three listed here are some of our favourites.

01 - Professional-level Features: Scribus

Advantages
- Familiar interface for Adobe InDesign and QuarkXpress users.
- Available for Windows, Linux, macOS, BSD, and Unix.
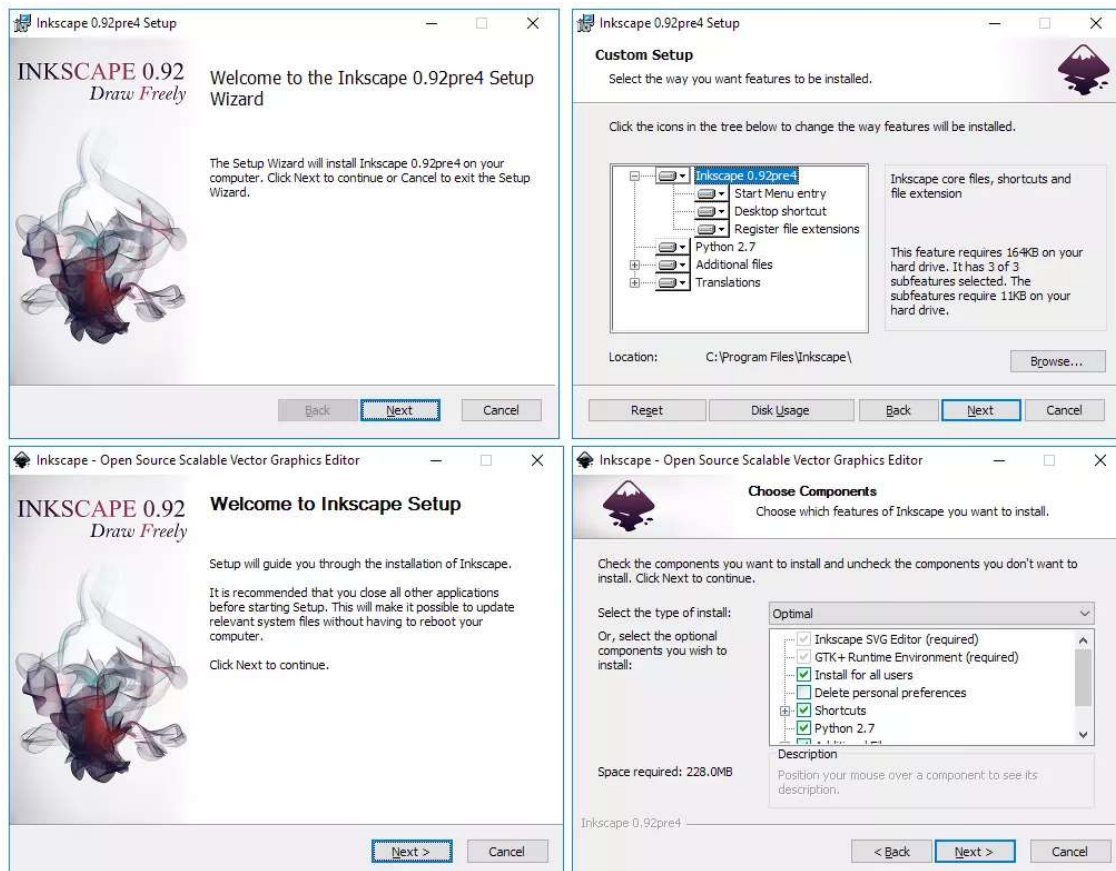- Drawing tools more capable than other similar programs.

Disadvantages
- No spell-check.
- Steep learning curve for those new to graphics programs.
- No support for InDesign and QuarkXpress file formats.

Scribus is a free desktop publishing application with many of the features of pro packages. Scribus offers CMYK support, font embedding and subsetting, PDF creation, EPS import/export, basic drawing tools, and other professional-level features.

Scribus works in a fashion similar to Adobe InDesign and QuarkXPress with text frames, floating palettes, and pull-down menus, but without the hefty price tag. As great as free is, this might not be the software you want if you have no prior experience with desktop publishing software and don't want to devote time to the learning curve. If you do, however, there are many tutorials available to get you started.

02 - Flexibility for Many Types of Tasks: Inkscape

Advantages
- Similar in capabilities to Adobe Illustrator.
- Intuitive interface, especially for those familiar with Illustrator.
- Works on Windows, macOS, and Linux.

Disadvantages
- Can be buggy when working with other file formats.
- Documentation is not as organized as it could be.
- Would benefit from more keyboard shortcuts.

A popular, free, open-source vector drawing program, Inkscape uses the scalable vector graphics (SVG) file format. You can use Inkscape for creating text and graphics compositions including business cards, book covers, flyers, and ads. Inkscape is similar in capabilities to Adobe Illustrator and CorelDRAW. It's a graphics program that's more flexible than a bitmap photo program for performing many desktop publishing page layout tasks.