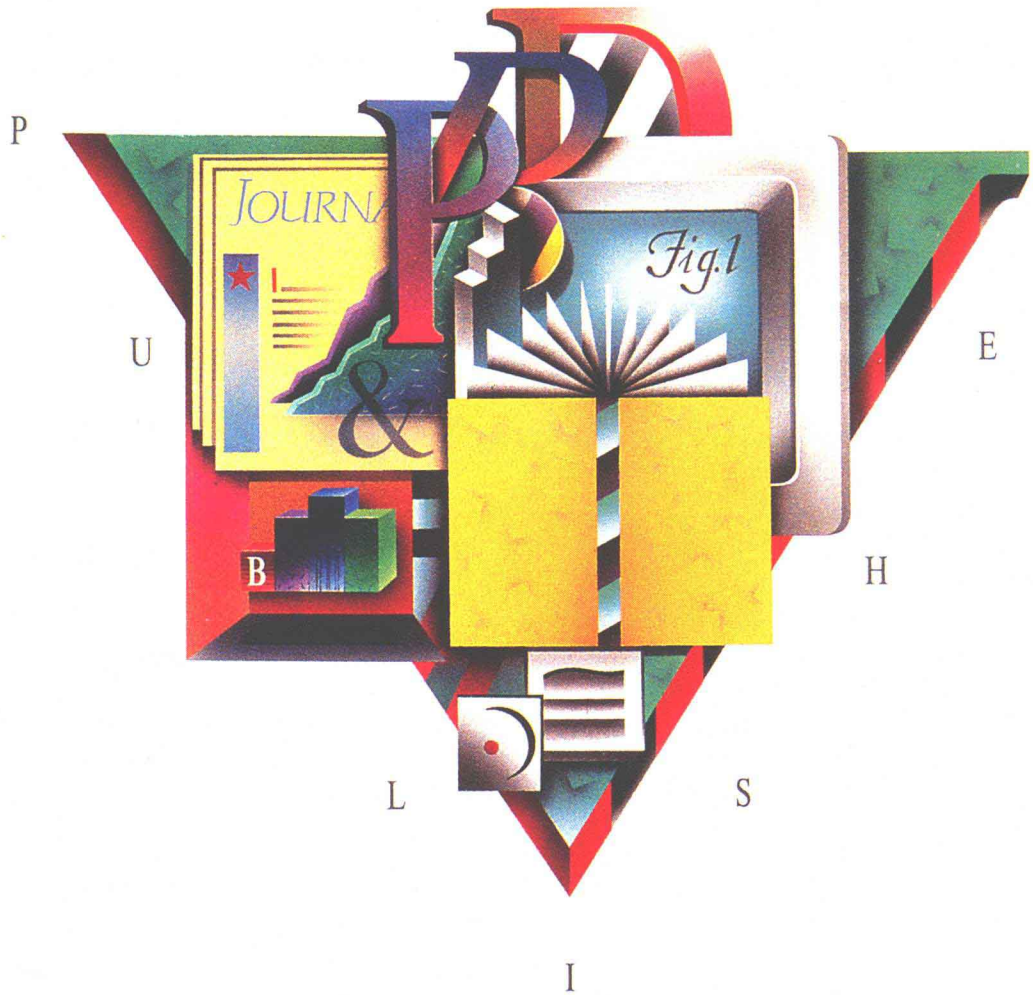
desktop publishing

using:

VENTURA publisher

4.0

IBM Windows Version



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Preface

Audience

Desktop Publishing Using Ventura Publisher provides a training program in a tutorial format. It is designed to be both a teaching and a learning tool. While presentation assumes that the student has an understanding of basic computer commands and concepts or has completed an introductory course in microcomputer operations, provision has been made in the first chapter for reviewing (or learning) necessary computer skills.

Approach

The style of this text is simple and straightforward. Since desktop publishing with Ventura Publisher is a skill, many practice exercises are included, constructed in a building-block format.

The exercises are intended to be fun. The theme of wildlife appreciation and rustic environmental concerns, which is carried throughout the activities, provides a topical interest to students.

Many illustrations are interspersed throughout the text, making instructions easy to understand and easy to follow

Chapter Template

Objectives

Each chapter begins with identifiable objectives that are fully met within the chapter.

Narrative

The narratives present and discuss topics pertinent to desktop publishing and then fully explain Ventura Publisher features. At strategic places within the chapters, design tips and hints are graphically highlighted to aid students in the completion of their assignments. Figures are included to illustrate points being made.

Chapter Summary

The complete, clearly stated summaries can be used as a review. Advanced students will find that they can read *only* the summaries, directing their attention to any areas needing more clarification. Instructors find this type of summary ideal for writing test questions.

Key Terms

The list of key terms will help students identify new and important terms and serve as a further review.

Review Questions

Each chapter includes approximately fifteen questions that test the student's understanding and serve as a springboard for classroom discussions or as written assignments.

Step-By-Step Activities

Step-by-step activities are designed to give students practice (and lots of it) using the features discussed in the narrative. Each successive exercise builds on the previous topics so that students can indeed develop a skill.

On-Your-Own Activities

Many additional exercises are included in the "On-Your-Own Activities" section. Instructors can use these and/or give additional assignments. Students are encouraged to create their own original documents, utilizing the features they have practiced.

Boxes

As appropriate, boxed tips and shortcuts are included as "nice-to-know" extras.

The Text

The text is:

Extremely Clear and Understandable

The vocabulary used is both brief and descriptive, so that complex material becomes not only easy, but interesting. In addition, topics of increasing difficulty are introduced gradually, enabling the student to build on skills just mastered in previous chapters.

Comprehensively Designed

Both basic and advanced design concepts (theory and terminology) are presented in a context of desktop publishing fundamentals.

Filled with Hands-On Exercises

Each chapter's narrative is followed by an abundance of practical, easy-to-follow exercises. The step-by-step techniques featured allow the student to apply the concepts just introduced, a proven learning technique.

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A unique, consistent chapter design aids in understanding.

Well Suited for Semester or Quarter Scheduling

The fifteen comprehensive chapters lend themselves to easy adaptation to the average college term.

A Springboard for Student Creativity

Inventiveness is not only allowed, it is encouraged as readers are urged to use their new skills in practical ways that can be of immediate benefit to them. New and different applications for desktop publishing are introduced in each chapter, while at the same time the student is urged to creatively construct his own.

Richly Illustrated

More than 700 figures and illustrations make the discussions easy to follow.

Generously Supplemented

The student data disk supplied with the instructor's manual includes all textual and graphic materials needed to complete the Step-by-Step and On-Your-Own Activities at the end of each chapter.

The instructor's manual contains chapter lecture outlines, answers to review questions, teaching tips, a bank of test questions, and transparency masters.

Contents

Chapter 1, "Getting Acquainted With Desktop Publishing," provides a background for desktop publishing. It describes the components of desktop publishing and the types of publications that can be created with desktop publishing. It also provides an introduction to, or review of, the necessary Windows commands. Instructions are given for initializing diskettes used for storing documents created in the activities.

Chapter 2, "Understanding the Complexity of Desktop Publishing," includes a discussion of the hardware and software requirements for desktop publishing. It also presents the Ventura Publisher software, the mouse, dialog boxes, and menus.

Chapter 3, "Designing Page Layouts," gives design tips and fundamental instructions in page layout. It also covers the Ventura Publisher modes, and creating and manipulating frames.

Chapter 4, "Creating Graphics Using Ventura Publisher Graphic Tools," teaches the use of Ventura Publisher's basic drawing tools to create and manipulate lines, circles, squares, and rectangles. Students begin using their own creativity by creating some simple graphics using these tools.

Chapter 5, "Importing and Manipulating Graphics," features working with graphics, understanding differences in various graphic file formats, and importing graphics from other applications, and resizing and cropping them.

Chapter 6, "Creating and Manipulating Text," includes a discussion of typefaces, fonts, and printing using laser printers. Creating and manipulating text is introduced.

Chapter 7, "Designing Effective Publications," covers the basic design concepts of proportion, balance, contrast, unity, and restraint. A six-panel brochure is completed in the step-by-step activities, using the Ventura Publisher features learned thus far.

Chapter 8, "Working with Imported Text and Graphics," includes combining text and graphics, flowing text around graphics, and formatting imported text.

Chapter 9, "Formatting Paragraphs, Tables, and Lists," gives comprehensive, detailed descriptions for formatting paragraphs with paragraph tags, and using indents and tabs and for creating and importing tables and lists. Ventura Publisher's table creation features are also covered.

Chapter 10, "Adding Special Effects," introduces finishing touches, special effects, "prettying up" documents, and adjusting spacing between lines, characters, and words. It also features instructions for pull quotes, drop caps, rotated text, and reversed text.

Chapter 11, "Adding a Splash of Color," covers the design and use of color in publications, with step-by-step instructions for creating and applying colors and printing spot color overlays. Color monitors are helpful for this chapter but are not necessary. Although you cannot see the colors on the black-and-white monitor, they can be applied, and spot color overlays can be printed on a non-color laser printer.

Chapter 12, "Refining the Printing Process," introduces more advanced printing concepts, including selecting printers and width tables, differing options for printing, and preparing publications for the commercial printer.

Chapter 13, "Working with Multi-Chapter Publications," covers Ventura Publisher's multi-chapter features. Students learn to plan and produce a multifile publication with a table of contents and an index.

Chapter 14, "Working with Scanned Images," is an overview of the role of scanners in preparing camera-ready copy. Also featured is a discussion of copyright law. A scanner is not necessary for this chapter. However, if a scanner is available, you may wish to scan images and use them in publications.

Chapter 15, "Reviewing Ventura Publisher," includes a comprehensive review project incorporating most of the concepts and techniques learned in the first fourteen chapters. The On-Your-Own Activities include additional projects students can create.

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c h a p t e r

1

Getting Acquainted with Desktop Publishing

Objectives

At the conclusion of this chapter, you will be able to:

1. Explain what is meant by desktop publishing.
2. Describe the differences between traditional publishing and desktop publishing.
3. Describe the elements of Microsoft Windows.
4. Use menus, icons, and windows.
5. Describe the use of directories for storing files.
6. Format a diskette.
7. Create a directory on your diskette.

What is Desktop Publishing?

Desktop publishing (**DTP**) is here to stay—but just what is it? It has been defined as both computer-aided page layout and microcomputer-assisted publishing. The *Random House Dictionary of the English Language* offers the following definition:

> The writing, assembling, and design of publications, as business reports, newsletters, and trade journals, in a business or editorial office by the use of computers, esp. microcomputers. Also called computer-aided publishing.[1]

Simply put, desktop publishing is using a microcomputer to assemble words and illustrations on pages and print those pages on a high-quality printer, such as a laser printer. Hopefully, the words will be well-written and the page layout artistically done. However, learning about desktop publishing will not make you a writer or an artist. What you will learn is how to use the computer to combine words and graphic elements—along with some tips from graphic artists to assist you in making wise choices. Along the way, you will learn many terms from the publishing and printing industries, in addition to terminology from graphic artists and photographers, with a healthy dose of computer jargon for good measure.

What kinds of documents can you create with desktop publishing? All kinds: business cards, flyers, reports, forms, brochures, pamphlets, manuals, journals, newsletters, invitations, announcements, greeting cards, overhead transparencies, catalogs, directories, and entire books.

Desktop Publishing—An Industry with a Past

Desktop publishing has its roots in the traditional printing industry. The **typesetting** language used in computerized **page layout** comes from the print shop. We refer to line spacing in terms of the lead strips that the printer inserted between the lines of lead characters placed into trays. When you learn about the sizes and styles of type characters available, the words will come from the printing industry.

The printing industry began using computerized typesetting in the 1940s. Later, in the 1960s, larger publishing firms began using large, expensive computers—costing hundreds of thousands of dollars and requiring a high level of technical expertise—to assist with page layout.

Not until the advent of the microcomputer in the late 1970s was inexpensive computer power available. At that time computer expertise was still required to operate a computer. The programs available to drive the computers were quite primitive, written by programmers, for programmers—not for those who didn't "speak the language."

As more and more individuals and businesses discovered the power of the microcomputer, the term ***user friendly*** came into vogue, and software developers began writing computer programs that did not require computer experts to operate them. We started seeing programs for writers, graphic artists, musicians, real estate investors, secretaries, students, teachers—each could use the computer as a tool to do a task. No longer was it necessary to be a computer expert to use a computer. In fact, the computer has replaced the typewriter as the second most common device in offices (telephones are still number one).

Finally Feasible

Not until the mid-1980s did all of the components come together to make desktop publishing feasible for individuals. These components are inexpensive microcomputers; low-cost, high-quality laser printers; and easy-to-use page composition software that allows pasteup artists to concentrate on their work, not their computers.

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