

using a personal computer to create documents



Desktop Publishing

aka DTP

which can be printed anywhere from a small home printer to a professional print shop.)

The **main** programs currently used in DTP are:

Adobe InDesign (b.2002)

Quark XPress (b.1987)

and to a lesser extent:

Microsoft Publisher

Apple Pages

Scribus (free)

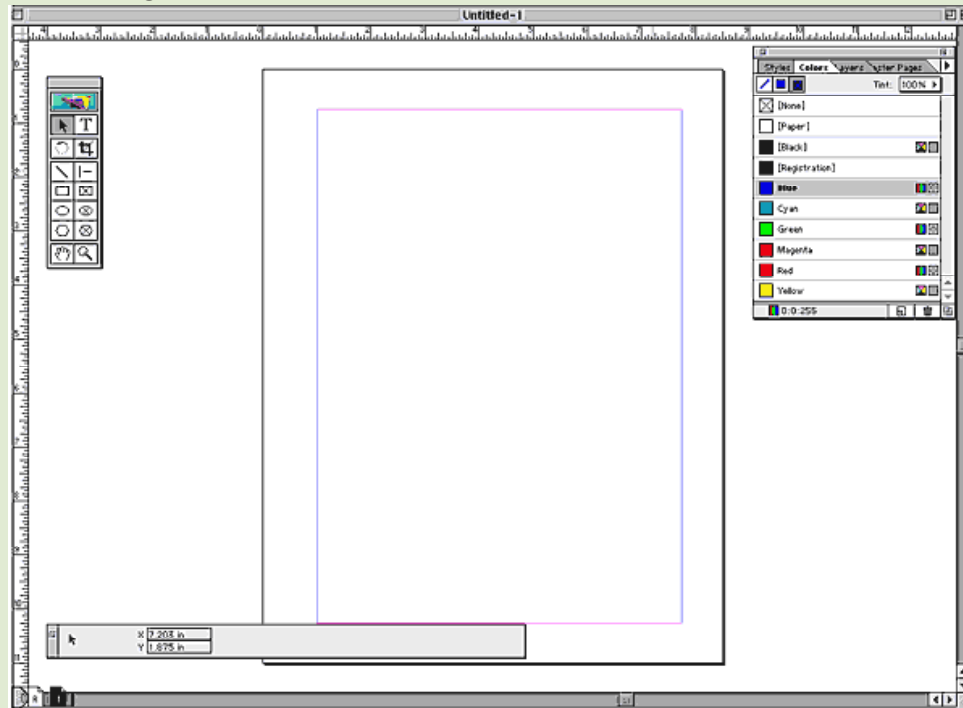
The first program (the predecessor of InDesign) was Aldus' ***PageMaker***, which appeared in **1985**



That and Apple's LaserWriter printer (for use with their Macintosh computer) allowed people to take the creation of printed documents into their own hands!

Aldus Corporation founder Paul Brainerd reportedly came up with the phrase “Desktop Publishing” to market PageMaker.

This is PageMaker 7.0



(**Adobe** eventually bought PageMaker from Aldus. During the late '90s and early '00s, Quark was more popular.)

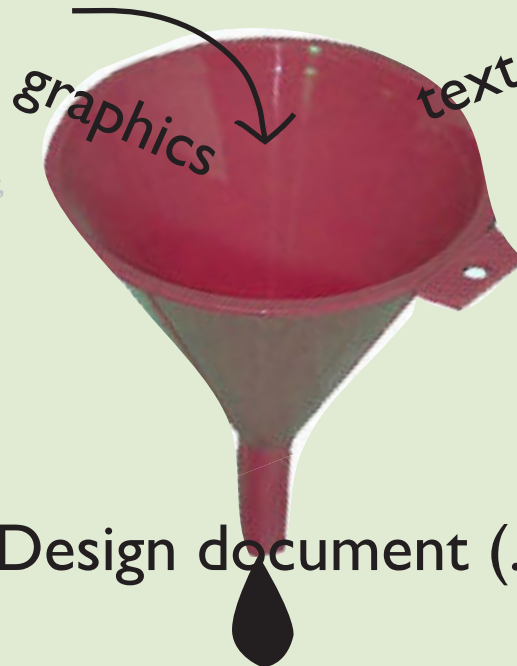
When Adobe replaced PageMaker with InDesign in 2002 it stole back quite a bit of the market share. (Largely because it beat Quark to releasing a MacOSX version and many print designers use Macs.)

*So what is
InDesign?*

InDesign is a place to bring all of the graphics and text you create or find elsewhere to turn them into layouts.

Image creation software of any type (Adobe Photoshop, Illustrator, Flash, Fireworks)
Firefox, Internet Explorer, other browsers, CDs of images, etc.

Wherever image files come from.



Any word processing software (MSWord, etc.), anywhere online you can grab text, etc.

Wherever text files come from.

InDesign document (.indd)

We're going to play with type just a little bit in InDesign.
We're also going to explore the interface.

Task:

1. Pick a font that represents YOU and type your name.
2. Now do the same for someone you love.
3. Do this a third time for a famous person.