UNIT-I

Desktop Publishing

Did you know that desktop publishing can help you increase productivity, minimize production cost and enhance the appearance of your documents? Read more to find out about the advantages of outsourcing DTP.

Desktop Publishing

Desktop publishing (usually abbreviated as DTP) is a process for producing printed content by using specialized software to link desktop computers with desktop and other printers. The quality is designed to equal or exceed typeset printing in books. While desktop publishing can include any office or home network that allows you to produce a printable document, DTP usually refers to professional computer-based publishing from expert providers such as Artwork Abode.

Desktop publishing software makes it easy to vary typefaces and margins while embedding graphs and illustrations — this feature involving images is especially important in an increasingly visual business world. DTP applications allow users to create and alter page layouts such as a book layout or magazine layout. With DTP, text formatting and typesetting can be accomplished with a click of a computer mouse.
Advantages of Desktop Publishing

Here are the primary desktop publishing advantages:

1. Increased productivity
2. Reduced production costs
3. Improved appearance of documents
4. Enhanced creativity with an element of fun
5. Ability to produce customized documents
6. Reduced time to print

Desktop publishing has effectively replaced the need for large printing presses. The ease of importing images from various sources and then resizing images allows desktop publishing software to produce professional-looking documents without graphic design skills.

If you thought that word processing is enough, then you will need to think again. Without Desktop Publishing, your business will lose out to competitors who can impress customers with better-looking documents and thereby generate more sales. If you are not convinced if DTP services are for your business, then read on to find out the advantages of desktop publishing.

With desktop publishing, you can increase productivity, minimize production cost, enhance the appearance of your documents, improve the level of creativity, reduce the time taken for printing and produce customized documents. The best part about DTP is that you can create professional-looking documents, without the need for graphic design.

Advantage # 1: Enhanced appearance with page layouts

A page layout refers to the process of arranging or re-arranging text/graphics on a page. A customer should read your content and then take the next step of buying your products/services. With the help of DTP, you can improve the page layout and create an effective design by balancing the contrast, space and colors that would grab the attention of your customers. An enhanced appearance with an attractive page layout on your sales brochure, booklet or flyer is sure to bring about an increase in sales.

Advantage # 2: Easy customization for any type of document
DTP can revolutionize the way in which your customers, suppliers, investors and employees think about your company. Trough desktop publishing, you can improve and customize any type of document that you want to target towards a specific audience. Whether it is a press release, menu, graph, statement, proposal, newsletter, flyer, catalog, schedule or name tags, you can effectively use desktop publishing to customize any document for your business.

Advantage # 3: Reduced production costs
Advanced desktop publishing usually requires investments on specialized publishing software like QuarkXpress, Adobe Photoshop, Adobe InDesign or Illustrator. However, when you outsource DTP, you will not have to make any investment on DTP equipment (Computers and printers) or the software and regular upgrades. This will minimize your production cost, while giving you access to top-notch quality desktop publishing services.

Desktop publishing and strong graphic design make documents look better, but there's more to desktop publishing than just appearance. Used properly, desktop publishing enhances visual communication and streamlines the process of disseminating information of all kinds. It's also the method of file preparation that ensures files print properly so that communications get out in a timely manner.

DESKTOP PUBLISHING IS AFFORDABLE
Desktop publishing is important as a tool that enhances communication by making it possible to efficiently produce printed and electronic—online or onscreen—documents, without the expertise and expensive equipment that was once required.
Although skilled graphic designers use desktop publishing, so do small business owners, freelancers, website owners and club presidents.

DESKTOP PUBLISHING IS A DESIRABLE SKILL SET
Employers are looking for employees with desktop publishing skills for many of their job openings. That means office managers, teachers, administrative assistants, real estate agents, restaurant managers, and just about any office or clerical job—and many that aren't—require some level of desktop publishing skills. In the office environment, that may mean at a minimum familiarity with the Microsoft Office Suite or Publisher.

Students, individuals on a tight budget and job-seekers can all save money by learning basic desktop publishing skills to improve the look and clarity of their papers or resumes. Adding desktop publishing to your resume may give you that extra something many employers look for.

DESKTOP PUBLISHING IS AVAILABLE TO EVERYONE
Before the mid-1980s, only trained graphic designers and high-end commercial printers and service bureaus produced the printed products available to the public.
That changed with the introduction of Aldus Pagemaker, the Mac computer and a Postscript printer in 1984 and 1985.

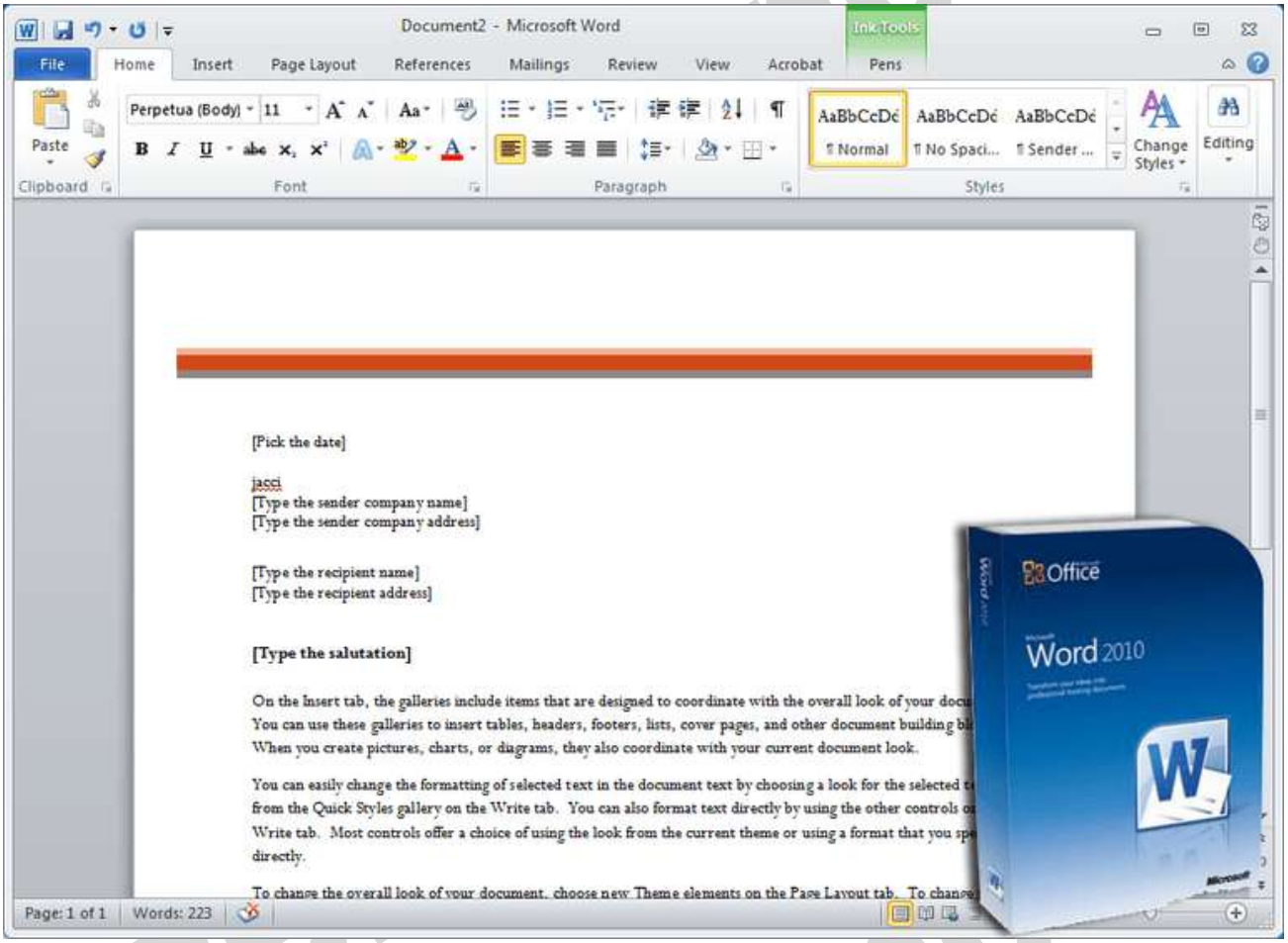
The combination of affordable software and desktop computers enticed people who had never before been able to create their own publications. Desktop publishing software allows the user to rearrange text and graphics on screen, change typefaces as easily as changing shoes, and resize graphics on the fly.

Just by following a few rules of desktop publishing, users were able to turn out professional-looking documents.

DTP Software and Hardware

Desktop publishers and graphic designers for print and web use four general groups of software. These types of programs make up the core of a designer's toolbox. Additional utilities, add-ons, and specialty software not covered here can enhance the basic desktop publishing software arsenal. Within some of the four general groups of software are sub-categories.

Word Processor

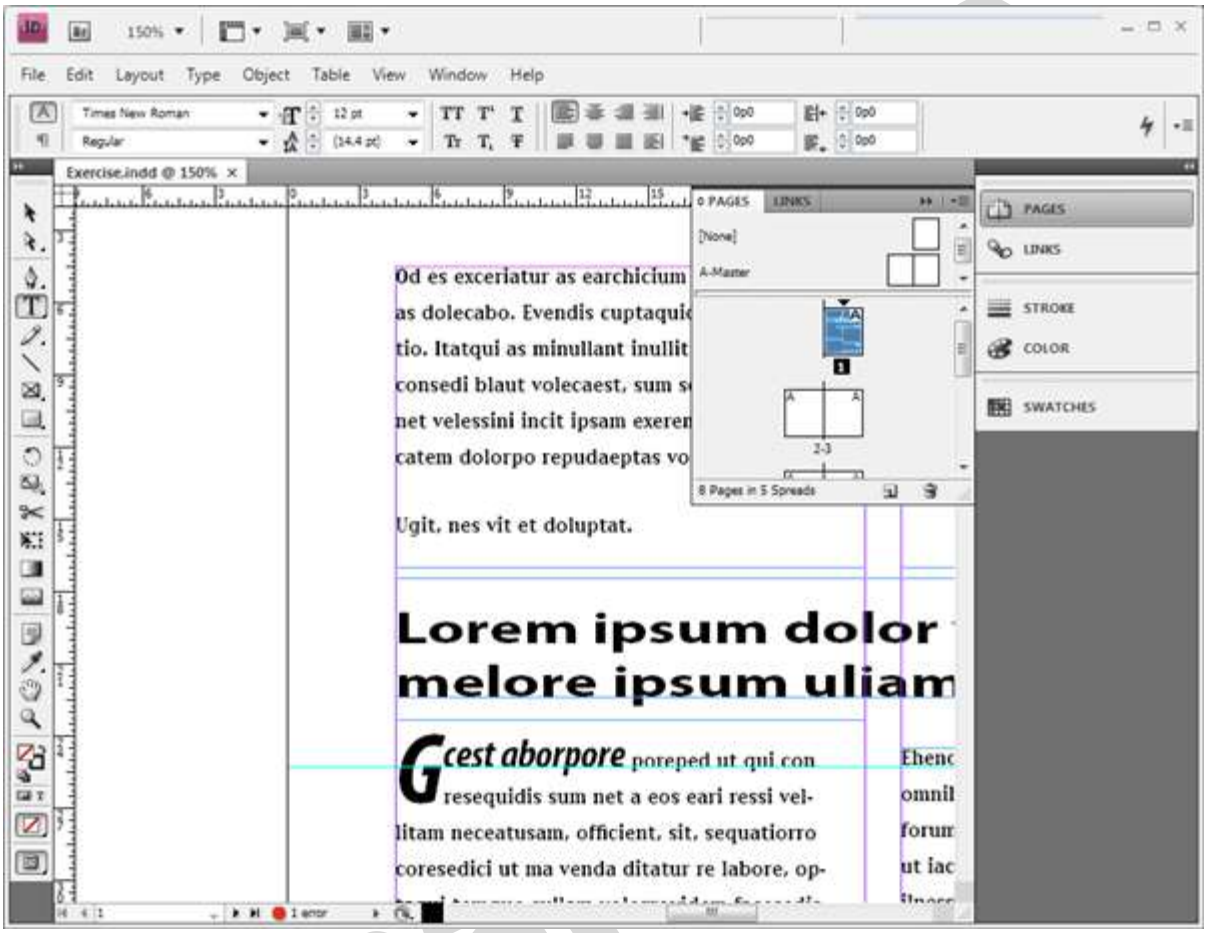


Microsoft Word 2010 Box Shot and Sample Template. Microsoft Word 2010 Box Shot and Sample Template; Box shot courtesy of PriceGrabber

You use a word processor to type and edit text including spell checking and grammar checking. You may even be able to format specific elements on the fly and include those formatting tags when you import text to your page layout program, simplifying some formatting tasks. While you can do some layout work in your word processor software, it is best suited to working with words, not for page layout. If your intent 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: Microsoft Word, Corel WordPerfect, AbiWord, Apple Pages More »

Page Layout Software



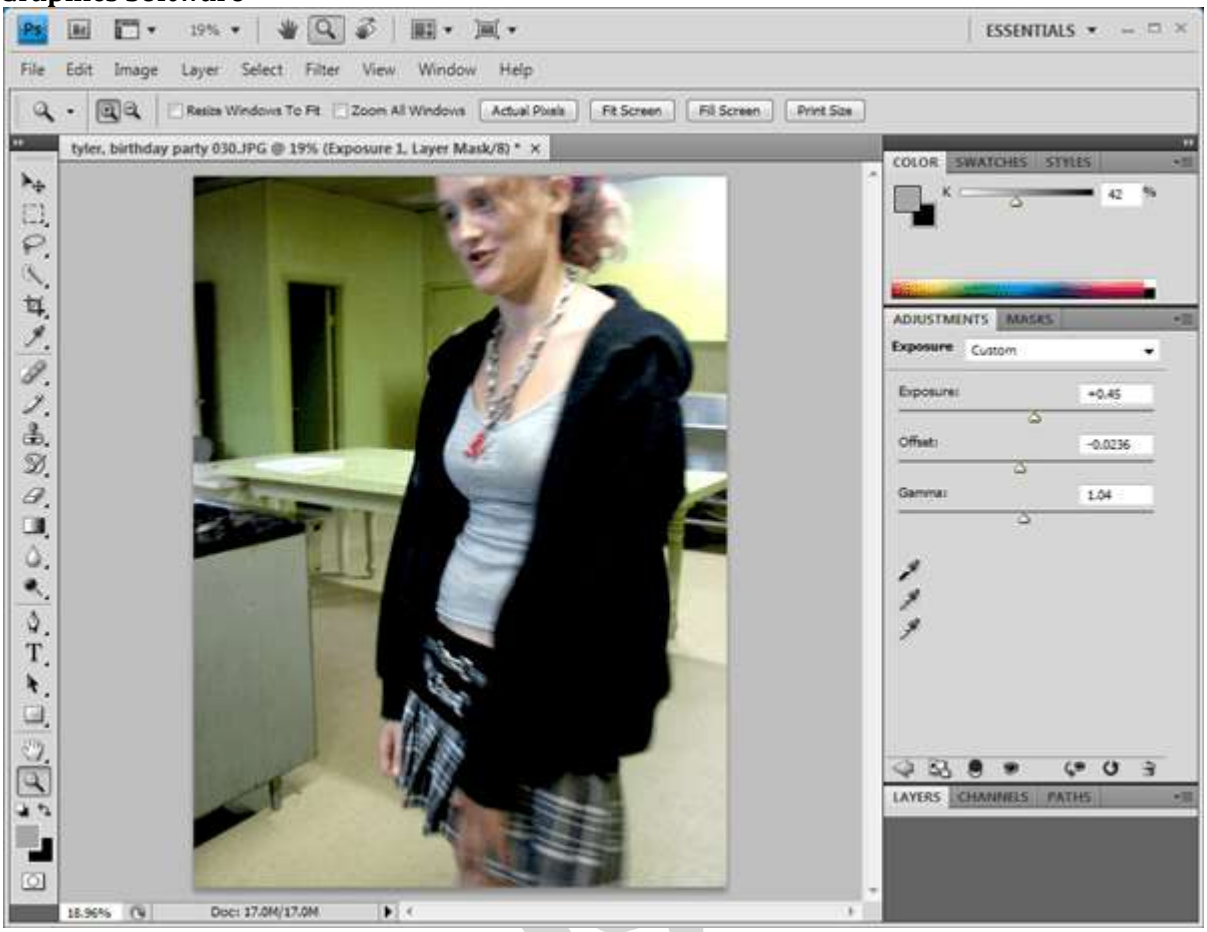
Adobe InDesign CS4 with open document. Adobe CS4 Screenshot by J. Bear

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

Professional page layout software is dominated by Adobe InDesign and QuarkXPress for PC and Mac. Other page layout software for PCs includes Serif PagePlus and Microsoft Publisher.

Home publishing software consists of many 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, Print Master and Print Artist.

Graphics Software



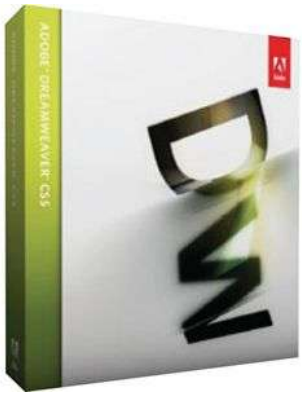
Adobe Photoshop CS4 with photo open for editing. Adobe CS4 Screenshot by J. Bear

For print publishing, a vector illustration program and a photo editor are the types of graphics software you need. Some graphics software programs incorporate a few features of the other type, but for most professional work, you'll need each one.

Illustration software works with scaleable vector graphicsthat allow flexibility when creating artwork that is to be resized or must go through multiple edits. Adobe Illustrator, CorelDraw and Inkscape are examples of

Photo Editing Software, also called paint programs or image editors, work with bitmap images such as scanned photos. Although illustration programs can export bitmaps, photo editors are better for web images and many special photo effects. Photoshop is a popular example. Other image editors include Corel PaintShop Pro and Gimp.

Electronic or Web Publishing



Adobe Dreamweaver CS5. Adobe Dreamweaver CS5; Image courtesy of PriceGrabber

Most designers today, even those in print, need some web publishing skills. Many of today's page layout programsand other software for desktop publishing now 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.

HARDWARE FOR DESKTOP PUBLISHING

The production of high quality documents can be achieved with computers large and small. However, the field of desktop publishing is normally associated with small computers, such as the ubiquitous microcomputer. DTP can be carried out on the full range of machines, ranging from the inexpensive home computer to the 32-bit microcomputer and powerful engineering 'workstations' seen today. For professional results, DTP requires a microcomputer with considerable power. This is partly because of the need to process, print and display information graphically.

Processor power. A 32-bit processor is recommended. Machines are obtainable with a variety of RAM configurations. Two megabytes is probably a reasonable amount, although five are likely to be needed for the new operating system OS/2.

Fixed disk drives.

Forty megabytes is the minimum amount acceptable and more should be obtained if possible, especially if images are to be stored. Not to be overlooked is the speed of access to the data on the disk.

The screen.

With DTP, it is essential to have a screen which can display data graphically. In addition, in order to design the page on the screen, it is Hardware and software for desktop publishing 71 convenient (possibly essential) to have a display which can show a whole A4 page, and possibly two on the screen. It will also be helpful to have a screen with a higher resolution than normally seen on a microcomputer. This will enable extremely small font sizes to be seen. A colour screen might also be necessary, if colour images are to be handled. If particular screen fonts need to be employed, it will be necessary to install them.

Printer.

The printer required depends, in part, on the quality of the output required. Laser printers are able to print a page graphically so that line drawings and halftone images can be printed. The quality of the

output is dependent on the resolution (how close the dots can be printed). Normally 300 DPI (dots per inch) is the resolution available, but up to 600 DPI can be obtained, at a price. Other printers can also print graphically, and even the humble dot-matrix printer or the ink-jet printer can be used in some circumstances. The output quality is likely to be less good than the laser printer, however. The speed of printing will also depend on how powerful the laser printer is. They normally contain a microprocessor and RAM memory; if graphical data is to be printed, two megabytes of RAM are likely to be needed. Storage of a range of fonts will also take up memory space in the printer, although they can be downloaded from the computer or stored in plug-in font cartridges. If the laser printer is to be used heavily, it is worthwhile investing in a more expensive model. Pages can be described by a page description language, the best known being PostScript. The language is processed by an interpreter in the printer. Even though PostScript printers tend to be more expensive that other types, there are advantages, such as the fact that fonts of different sizes do not need to be stored. They are generated mathematically from so-called outline fonts. In addition, a PostScript page can be printed on compatible printers with differing resolutions. It is even possible to use a phototypsetting device to produce the page at much higher resolution than the laser printer, all this without changing the actual data. Hewlett Packard produces laser printers which have also established themselves as a popular standard. Scanners. Scanners are used to capture data from the printed page. They can be categorised according to the way they carry out the scanning process. One kind moves the paper across the reading device, a second moves the scanner over the paper and the third is portable. Some scanners can handle different shades of grey or colour data. When the data has been captured, it can be treated in different ways. Characters can be analysed and recognised by optical character equipment. Captured images can be processed in a variety of ways (see software below). Phototypesetters. These machines, also known as image setters, give output with a resolution above a thousand dots per inch and hence are used to produce quality output.

Networks.
Microcomputers can be connected into local area networks (LAN). This allows different users to work on the same, or related files, which can then be brought into the same document.

Page Layout Programs
A program that enables you to format pages of text and graphics. Many word processing systems support their own page layout functions, but page layout applications designed specifically for this purpose generally give you more control over fine points such as text flow and positioning of graphics.
Page layout programs are the backbone of desktop publishing.
Application software for creating and precisely assembling text and graphic parts into a 'page' that can be printed exactly as seen on the screen. These programs (such as Adobe's Pagemaker and Quark's QuarkXpress) allow control of every element (such as fonts, character spacing, word spacing, and line spacing of text, and color, size, and resolution of graphics) of a page of any size the printing device can handle.

Lightweight page layout software help combine graphics and texts to create layouts for flyers, brochures, ads, newsletters, greeting cards, books, leaflets, certificate from templates.
A page layout program is the assembly area where all the parts of a project are put together. You can write text directly in the program, but you can also import it from any word processor. You can style and format the text professionally, and import graphics, then resize and position them.

Once you bring text into a page layout program (or write it directly on the page), you can do many of the same tasks you would in a word processor like :

- Style and format text, either manually or using style sheets
- Check your spelling
- Find-and-change to replace text phrases or formatting

However, because you are working in a page layout program there are other things you can do with text:

- Rotate and overlap text for special effects
- Use justification controls to fine-tune the spaces between letters, words, and lines
- Lock the text to a baseline grid so it automatically lines up across columns and pages
- Change the horizontal or vertical scale sizes of the text
- Convert text to paths (sometimes called outlines) so that it can be used for graphic elements
  Things you can do with graphics through Page Layout Programs:
  - Resizing graphics.
  - Scaling graphics down.
  - Rotating graphics.
  - Changing the colors of graphics.

Introduction to Word Processing

Word processing is the phrase used to describe using a computer to create, edit, and print documents. Of all computer applications, word processing is the most common. To perform word processing, you need a computer, a special program called a word processor, and a printer. A word processor enables you to create a document, store it electronically on a disk, display it on a screen, modify it by entering commands and characters from the keyboard, and print it on a printer.

Word processors vary considerably, but all word processors support the following basic features:

- insert text: Allows you to insert text anywhere in the document.
- delete text: Allows you to erase characters, words, lines, or pagesas easily as you can cross them out on paper.
- cut and paste : Allows you to remove (cut) a section of text from one place in a document and insert (paste) it somewhere else.
- copy :Allows you to duplicate a section of text.
- page size and margins :Allows you to define various page sizes and margins, and the word processor will automatically readjust the text so that it fits.
- search and replace : Allows you to direct the word processor to search for a particular word or phrase. You can also direct the word processor to replaceone group of characters with another everywhere that the first group appears.
- word wrap :The word processor automatically moves to the next line when you have filled one line with text, and it will readjust text if you change the margins.
- print: Allows you to send a document to a printer to get hardcopy.

Features of Standard Word Processors

Word processors that support only these features (and maybe a few others) are called text editors. Most word processors, however, support additional features that enable you to manipulate and format documents in more sophisticated ways. These more advanced word processors are sometimes called full-featured word processors. Full-featured word processors usually support the following features:

- file management :Many word processors contain file management capabilities that allow you to create, delete, move, and search for files.

- font specifications: Allows you to change fonts within a document. For example, you can specify bold, italics, and underlining. Most word processors also let you change the font size and even the typeface.
- footnotes and cross-references: Automates the numbering and placement of footnotes and enables you to easily cross-reference other sections of the document.
- graphics graphics: Allows you to embed illustrations and graphs into a document. Some word processors let you create the illustrations within the word processor; others let you insert an illustration produced by a different program.
- headers , footers , and page numbering: you to specify customized headers and footers that the word processor will put at the top and bottom of every page. The word processor automatically keeps track of page numbers so that the correct number appears on each page.
- layout :Allows you to specify different margins within a single document and to specify various methods for indenting paragraphs.
- macros : A macro is a character or word that represents a series of keystrokes. The keystrokes can represent text or commands. The ability to define macros allows you to save yourself a lot of time by replacing common combinations of keystrokes.
- merges: Allows you to merge text from one file into another file. This is particularly useful for generating many files that have the same format but different data. Generating mailing labels is the classic example of using merges.
- spell checker : A utility that allows you to check the spelling of words. It will highlightany words that it does not recognize.
- tables of contents and indexes:Allows you to automatically create a table of contents and index based on special codes that you insert in the document.
- thesaurus:A built-in thesaurus that allows you to search for synonyms without leaving the word processor.
- windows : Allows you to edit two or more documents at the same time. Each document appears in a separate window. This is particularly valuable when working on a large project that consists of several different files.
- WYSIWYG (what you see is what you get): With WYSIWYG, a document appears on the display screen exactly as it will look when printed

Desktop Publishing vs. Word Processing

Word processors are meant to create and edit documents while desktop publishing possess basic word processing with enhanced formatting and layout features. Learn more about the differences between the two applications.

What is Word Processing?

A word processor like Microsoft Word is basically an electronic typewriter application with the option of editing content whenever needed. Word processing allows documents to be typed for printing or viewing electronically and has some extra features like spell checking, formatting and lists. These extra features give the user more document control than that of simple text editors. The general idea for any word processing application is to be able to edit and format the final document. Thus, the advantages include:

- Easy to edit, move, delete, save, print, spell check, and format.
- It also allows the expression of ideas clearly as these can be changed or deleted later.
- Allows organization of ideas in one single file.
- Easy sharing and storage features.

What is Desktop Publishing?

Desktop publishing is as good as having a mini-printing press within a personal computer. Publishing software helps design the page layout for each document. Tools in desktop publishing applications can help the user to configure the layout, where things are printed in the final design and how things are printed. Desktop publishing tools are simple to understand and use, plus with having the absolute layout control it is distinguished from word processing applications. A list of open source desktop publishing tools are listed here. Advantages over word processing use include:

- Desktop publishing at home or office can be less expensive.
- The tool allows full control on the final output.
- Easy to edit and make changes.
- More mediums (text, pictures, and graphics) to communicate ideas.

Word Processing vs. Desktop Publishing

Both word processing and desktop publishing are similar in many ways but different in areas that cover the publication of documents.

The similarities between the two are:

- Both tools deal with text that can be formatted.
- Both tools can work with tables and pictures.
- Both tools have many similar features like WordArt, Clip Art, and text styles.

The differences between DTPs and Word Processors are:

- Word Processing programs are designed to focus on texts whilst Desktop Publishing devices are designed to focus more on the structure or display of a document.
- WPs are generally more condensed then DTPs and so are better suited for transferrals across the internet.
- DTP programs give the user the tools required to greatly edit a piece of graphic whilst WPs only allow the most simple edits to graphic such as changing of its size inside a file. However WP programs allow one to more effectively edit text then a DTP.
- DTPs also make it possible for people to save money on the designs of their documents. WPs do not essentially offer this because whilst there are professionals who are experts in using DTP programs WPs have never been an industry in its own. E.g one cannot really make money from being an expert in Word processing programs.
- Word processing involves creation, editing, and printing of text while desktop publishing involves production of documents that combine text with graphics.
- Word processing is difficult to layout and design as compared to desktop publishing. Thus, desktop publishing is used to work on things like newsletters, magazines, adverts, and brochures where layout is important. Word processing documents are common for simple memos, letters, manuscripts, and resumes.

Commercial DTP Software Packages and their uses with suitable example.

DTP (Desktop Publishing):- Desktop publishing (DTP) is a comparatively recent concept which captured the imagination of a large number of microcomputer users.

DTP is generally associated with a term known as WYSIWYG which means What You See Is What You Get approach. The page it self can be seen on the screen as it will appear in print. For magazine design, individual page can be built up the data. When we discuss more about DTP software package. A wide range of typefaces, styles and fonts that allow image to be sized in various ways. There are number of DTP software available in the market.

Like: - 1. Adobe PageMaker, 2. Coral Draw, 3. Adobe Photoshop, 4. Adobe In design, 5. Corel Ventura, 6. Adobe Frame Maker 7. Microsoft Publisher, 8. QuarkXPress, 9. IStudio Publisher, 10. Scribus.

1. Adobe PageMaker: - Adobe PageMaker is a desktop publishing program. These make by ALDUS CORPORATION in 1985. Initially for the then-new Apple Macintosh and in 1987 for PCs running Windows 1.0.PageMaker was awarded an SPA Excellence in Software Award for Best New Use of a Computer in 1986.PageMaker relies on Adobe Systems' PostScript page description language, and in 1994 Adobe Systems acquired Aldus and PageMaker. As an application relying on a graphical user interface, PageMaker helped to popularize the Macintosh platform and the Windows environment.

Versions of the Adobe PageMaker:-

a. **PageMaker 1.1:-** Running on the window 1.0 (1985).
b. **PageMaker 1.2:-** Running on the Manthos & Window (1986).
c. **PageMaker 3.0:-** Running on the window 2.0 (1988).
d. **PageMaker 4.0, 5.0, 6.0 and 6.5:-** Running on the window between (1988 to 2000).
e. **PageMaker 7.0:-** Running on window XP (2001).

2. Coral Draw: - Corel DRAW is a vector graphics editor developed and marketed by Corel Corporation of Ottawa, Canada. It is also the name of Corel's Graphics Suite, which bundles CorelDraw with a bitmap image editor, Corel Photo Paint, and other graphics-related programs (see below).

Versions of the Coral Draw:-

a. **Coral Draw 1:-** Running on window 2.1 (1989).
b. **Coral Draw 2:-** Running on window 3.0 (1991).
c. **Coral Draw 3:-** Running on window 3.1 (1992).
d. **Coral Draw 4:-** Running on window 3.1 (1993).
e. **Coral Draw 5:-** Running on window 3.1 (1994).
f. **Coral Draw 6:-** Running on window 95 (1995).
g. **Coral Draw 7, 8, 9, 10, 11, and 12:-** Running on window 95, window 98, window 2000, window XP, window anti (1996-2004).
h. **Coral Draw 16:-** Running on window XP, window Vista, window 7 (March 2012).

3. Adobe Photoshop: - Adobe Photoshop is a DTP Software. Which make by Adobe System. In the market, 2 available addition of Adobe Photoshop are:

i. Adobe Photoshop
ii. Adobe Photoshop Extended.

Versions of Adobe Photoshop:-

a. **Adobe Photoshop 1.0:-** Run on Macintosh (1990).
b. **Adobe Photoshop 2.0:-** Run on Macintosh (1991).
c. **Adobe Photoshop 2.5:-** Running on Window & Macintosh (1992).
d. **Adobe Photoshop 3.0, 4.0, 5.0, 5.5, 6.0:-** Running on Window, Macintosh, Selron, IRIX (1994-2000).
e. **Adobe Photoshop 7.0:-** Running on Window, Mac OSX, Classic (2002).
f. **Adobe Photoshop 7.0.1:-** Running on Window, Mac OSX, Classic (2002).

4. Adobe InDesign: - Adobe InDesign is a software application produced by Adobe Systems. It can be used to create works such as posters, flyers, brochures, magazines, newspapers and books. In Design can also publish content suitable for tablet devices in conjunction with Adobe Digital Publishing Suite. Graphic designers and production artists are the principal users, creating and laying out periodical publications, posters, and print media. It also supports export to EPUB and SWF formats to create digital

publications, and content suitable for consumption on tablet computers. The Adobe in Copy word processor uses the same formatting engine as In Design.

Versions of Adobe in Design

a. **In Design 1.0 (codenamed Shuksan, then K2):-** August 31, 1999.
b. **In Design 1.0J (codenamed Hotaka):-** Japanese support.
c. **In Design 1.5 (codenamed Sherpa):-** April 2001.
d. **In Design 2.0 (codenamed Annapurna):-** January 2002 (just days before QuarkXPress 5). First version to support Mac OS X and native transparencies & drop shadows.
e. **In Design CS (codenamed Dragon tail) and In Design CS Page Maker Edition (3.0):-** October 2003 on Windows XP.
f. **In Design CS2 (4.0) (codenamed Firedrake):-** shipped in May 2005.
g. **In Design Server (codenamed Bishop):-** released October 2005.
h. **In Design CS3 (5.0) (codenamed Cobalt):-** April 2007. First Universal binary versions to natively support Intel-based Macs, Regular expression, Table styles, new interface.
i. **In Design CS3 Server (codenamed Xenon):-** released May 2007.
j. **In Design CS4 (6.0) (codenamed Basil):-** Introduced September 23, shipped in October 2008.
k. **In Design CS4 Server (codenamed Thyme).**
l. **In Design CS5 (7.0) (codenamed Rocket):-** released April 2010.
m. **In Design CS5.5 (7.5) (codenamed Odin):-** released April 2011.
n. **In Design CS6:-** released 23. April 2012.

5. Corel Ventura: - Ventura Publisher was the first popular desktop publishing package for IBM PC compatible computers running the GEM extension to the DOS operating system. The software was originally developed by Ventura Software, a small software company founded by John Meyer, Don Heiskel and Lee Jay Lorenzen, all of whom met while working at Digital Research. It ran under an included run-time copy of Digital Research, Inc.'s Graphical Environment Manager (GEM).The first version of Ventura Publisher was released in 1986.Ventura Publisher was distributed worldwide exclusively by Xerox from its first shipment in 1986 until Ventura Software sold the source code to Xerox in 1990. The original Ventura Software ceased operations in February 1990, and a new Ventura Software Inc., an affiliated company of Xerox, was formed at that time. The developers from the original company worked with the new Xerox Ventura Software company to produce Version 3.0 Gold. This was released in late 1990. Besides DOS/GEM it was also available for Win16, Mac and OS/2. The three founders of the original Ventura Software no longer worked on the product after November 1990. Version 4.0 was released in 1991. The last version released by Ventura Software Inc. was 4.1.1 in 1993.Ventura Publisher, while it has some text editing and line drawing capabilities of its own, was designed to interface with a wide variety of word processing and graphics programs, rather than supplant them. To that end, text, rather than being incorporated into the chapter files, is stored in, loaded from, and saved back to, word processor files in the native formats of a variety of word processors, including WordPerfect, Word star, and early versions of Microsoft Word. This allows users to continue using their favorite word processors for major text changes, spelling checks, and so forth. Paragraphs other than default body text are tagged with descriptive tag names that are entirely user-defined, and characters and attributes that have no native equivalent in a given word processor are represented with standardized sequences of characters. When working with the files outside of Ventura Publisher, these paragraph tags and special character and attribute codes can be freely changed, the same as any other text. These tags look very much like HTML tags. Because it was the first major typesetting program to incorporate the concept of an implicit "underlying page" frame, and one of the first to incorporate a strong "style sheet" concept, Ventura Publisher produces documents with a high degree of internal consistency, unless specifically overridden by the user. Its concepts of free-flowing text, paragraph tagging, and codes for attributes and special characters anticipated similar concepts

inherent in HTML and XML. Likewise, its concept of "publication" files that tie together "chapter" files gave it the ability to handle documents hundreds (or even thousands) of pages in length as easily as a four-page newsletter. The major strengths of the original DOS/GEM edition of Ventura Publisher are:

a. Its ability to run, with reasonable response times, on a wide range of hardware (including 8086 and 80286-based computers).
b. Its ability to produce, by default, documents with a high degree of internal consistency.
c. Its automatic re-exports of text to word-processor-native formats.
d. Its ability to print to a wide variety of devices, including PostScript, PCL, and Inter Press laser printers and image setters, as well as certain popular dot-matrix printers.

The application was acquired by Corel in 1993. It was repackaged and soon released as Corel Ventura 4.2 without any major change in the application, other than to drop all support for platforms other than Microsoft Windows. The first real Corel version was 5.0, released in 1994, and made fundamental changes to both user interface and document structure. Because of this, and because of escalating requirements of the various Corel versions, the original DOS/GEM edition still has a small number of die-hard users. The application was rewritten for the Win32 platform and was released in 1996, labeled Corel Ventura 7 (instead of 6) so that it would match the version number of Corel DRAW. Corel Ventura 8 was released in 1998.The latest version (as of June 2011) is Corel Ventura 10 (2002), this version runs in Windows 7 (x86/64) with compatibility mode (w2k).

As an application with strengths in more structured documents, its main competitors are Frame Maker, In Design and QuarkXPress.

6. Adobe Frame Maker: - Adobe Frame Maker is a document processor for the production and manipulation of large structured documents. It is produced by Adobe Systems. Frame Maker maintains a strong following among professional technical writers. Frame Maker has more or less kept up with the times in supporting new standards such as XML and Web DAV, but at heart it is a proprietary single-desktop-oriented system based on a binary file format. While problems exist in Frame Maker's XML implementation, the application supports authoring in an XML-based workflow. Frame Maker became an Adobe product in 1995 when Adobe purchased Frame Technology Corp. Adobe added SGML support, which eventually morphed into today's XML support. In April 2004, Adobe ceased support of Frame Maker for the Macintosh. This reinvigorated rumors surfacing in 2001 that product development and support for Frame Maker were being wound down. Adobe denied these rumors in 2001, later releasing Frame maker 8 at the end of July 2007, Frame maker 9 in 2009, and Frame maker 10 in 2011.Frame Maker has two ways of approaching documents: structured and unstructured. Structured Frame Maker is used to achieve consistency in documentation within industries such as aerospace, where several models of the same complex product exist, or pharmaceuticals, where translation and standardization are important requirements in communications about products. Structured Frame Maker uses SGML and XML concepts. The author works with an EDD (Element Definition Document), which is a Frame Maker-specific DTD (Document Type Definition). The EDD defines the structure of a document where meaningful units are designated as elements nested in each other depending on their relationships, and where the formatting of these elements is based on their contexts. Attributes or Metadata can be added to these elements and used for single source publishing or for filtering elements during the output processes (such as publishing for print or for web-based display). The author can view the conditions and contexts in a tree-like structure derived from the grammar (as specified by the DTD) or as formatted in a typical final output form. Unstructured Frame Maker uses tagged paragraphs without any imposed logical structure, except that expressed by the author's concept, topic organization, and the formatting supplied by paragraph tags. If the user opens a structured file in the unstructured Frame Maker, the structure will be lost.

Versions of Adobe Frame Maker:-

a. **Frame Maker 1.11b:-** Released in 1986 (Solaris and AEGIS)
b. **Frame Maker 2.0 and 1:-** Released in 1989 (Mac version released in 1990). 2.1 were running on OSF/Motif. First version to include the Paragraph Designer, Character Designer, Cross Reference capability, and the equation editor (same version that ships with Frame Maker today). First version to support book level generated lists.
c. **Frame Maker 3.0:-** Released in 1991. First Windows version available in 1992. Frame Maker 3 introduced table support, hypertext support, and improved book support. In 1992 Sun introduced Frame Builder (Frame Maker with SGML support).
d. **Frame Maker 4.0:-** Released in 1993. Frame Maker 4 introduced Change Bars, Side Head support, run in headers and improved on the Table Designer.
e. **Frame Maker 5.0, 5.1, 5.1.2:-** Version 5.1 was released in 1995, and 5.1.2 in 1996. Frame Maker 5 introduced online help, long filename support in Windows 95, OLE support, Save to HTML, and import text by reference. This major version also introduced Frame Maker and Frame Maker+SGML (to replace Frame Builder).
f. **Frame Maker 5.5/5.5.6:-** Released in 1997 (Frame Maker 5.5.6 was released in 1998) Frame Maker 5.5 introduced drag and drop dialogs, first Japanese localized version with double byte support, PDF Mark support (PDF Mark embeds bookmarks, links, and cross-references into PDF files automatically), color libraries (DIC, Focal tone, Munsell, Pantone, Toyo and Traumatic), language is embedded into Paragraph Designer and Character Designer, and Table designer now supports sorting by row or column. Frame Maker 5.5.6 beta was also the only version to run on Linux, however there was never a final version released due to poor feedback from potential customers. It was also the last version available for IRIX.
g. **Frame Maker 6.0:-** Released in 2000. Frame Maker 6.0 introduced completely rewritten user guide, book wide find/replace and spell check, introduced new and improved chapter/book numbering system, compare document tool and bundled Quadra lay Web Works Publisher.
h. **Frame Maker 7.0:-** Released in 2002. Frame Maker 7.0 introduced combined SGML and unstructured version, XML application support introduced, Save As PDF fixed, tagged PDF support, improved running header/footer support, document info stored in XMP format. Frame Maker 7.0 was the last version to run on the Macintosh (OS 8/9), HP/UX and IBM AIX.
i. **Frame Maker 7.1:-** Released in 2003. Frame Maker 7.1 was bundled with Distiller 6, and included more Open Type fonts and can import Quark and PageMaker documents. Frame Maker 7.1 on UNIX now uses PDF Lib and no longer relies on Distiller. Frame Maker 7.1 is only released on Windows and Solaris.
j. **Frame Maker 7.2:-** Released in 2005. Frame Maker 7.2 introduced multiple undo, and included an unsupported DITA (Darwin Information Typing Architecture) application pack. It is bundled with Web Works 8, and Distiller 7 (UNIX version uses PDF Lib). In 2006 Adobe released officially supported Frame maker 7.2 application packs for DITA (Darwin Information Typing Architecture) and S1000D.
k. **Frame Maker 8:-** Released in 2007. Frame Maker 8 introduced Unicode, Flash, 3D and built-in DITA support. A patch (8.0.1) was released during November, 2007 to fix a number of bugs and errors.
l. **Frame Maker 9:-** Released in January, 2009. Frame Maker 9 contains a brand-new user interface and several productivity enhancements. The top new features include: full support for DITA, rich media incorporation, pristine PDF, importing comments from PDF, Asian language support and enhanced Web DAV based CMS integration through native HTTP path support.
m. **Frame Maker 10:-** Released in January, 2011. Frame Maker 10 included changes such as: DITA 1.2 support, DITA usability enhancements, author XML content, content management system support, scripting, automatically checking spelling, finding and changing overrides, using the table catalog,

repeating the last operation, setting a poster: In videos, drag and drop editing, creating read/write rules, configuring the maker.ini file, text drag and drop, background color and suppressing alerts.

n. **Frame maker 11:-** Released in July 2012. Frame maker 11 new features are Native XML Code View, Author View, XSLT 2.0 support, X Path 2.0 support, Rapid authoring, Comprehensive DITA support, Integration with Content Management Systems (CMSs), Publishing virtually anywhere, Smart Paste, WYSIWYG View, Object Styles, Enhanced video support, Hotspots, Assisted authoring with Banner Text and Linked 3D graphics.

7. Microsoft Publisher: - Microsoft Publisher is an entry-level desktop publishing application from Microsoft, differing from Microsoft Word in that the emphasis is placed on page layout and design rather than text composition and proofing. The current version is Microsoft Publisher 2010 for Windows; there is no version for Macintosh.

Versions of Microsoft Publisher:-
In Microsoft Office 2007, Publisher retained the traditional toolbar of previous Office versions, unlike other Office 2007 programs, which featured the new ribbon interface. Microsoft Publisher 2010 contains the new ribbon interface.

8. QuarkXPress: - QuarkXPress (often referred to as Quark) is a computer application for creating and editing complex page layouts in a WYSIWYG (What You See Is What You Get) environment. It runs on Mac OS X and Windows. It was first released by Quark, Inc. in 1987 and is still owned and published by them. The most recent version, QuarkXPress 9, allows publishing in English ("International and U.S.") and 36 other languages, including Arabic, Chinese, Japanese, Portuguese, German, Korean, Russian, French, and Spanish. QuarkXPress is used by individual designers and large publishing houses to produce a variety of layouts, from single-page flyers to the multi-media projects required for magazines, newspapers, catalogs, and the like. QuarkXPress once dominated the market for page layout software with over 95% market share among professional users. While one publisher estimates that share has fallen to below 25% and Adobe in Design is now the market leader, QuarkXPress still has significant market share. There are open source competitors in the page layout space, the most notable of which is Scribus.

Version of QuarkXPress: -
In the beginning of 2003 Quark released a server version of QuarkXPress, called Quark DDS. This enables page editing and page layout in a web browser. QuarkXPress Server is often used for web-to-print in corporate intranets to enable customization and ordering of printed materials, advertising automation workflows in advertising agencies, catalog generation for retailers and variable digital printing for personalized marketing. It enables companies to print copies digitally when they need them, often with customized content. The system relies on XML. The server is often embedded in print on demand software. In 2006 Quark renamed Quark DDS to "QuarkXPress Server.

9. IStudio Publisher: - IStudio Publisher is a desktop publishing (DTP) application developed by c: four. Studio Publisher 1.0 was released on 6 January 2009 at the Macworld Conference & Expo in San Francisco. The most recent version, I Studio Publisher 1.1.8, runs on Mac OS X 10.4 Tiger, 10.5 Leopard, 10.6 Snow Leopard and 10.7 Lion. I Studio Publisher can be used for the page layout and word processing of brochures, newsletters, magazines, posters, adverts, reports, essays, greeting cards and many other document types, of any page size, and with the option of spread editing facing pages. Studio Publisher has been designed to simplify desktop publishing and enable users to get started

quickly. Users are required to understand one main principle - each element of document content is held by a

shape. All shapes act as content containers and can contain any combination of text in columns, text around their outline path, an image, a line style, a fill style, a drop shadow and a text runaround ("wraparound"). Users can select and draw standard shapes from the Shape Library, construct shapes using the drawing tools provided, or create default shapes automatically when pasting, dragging in or inserting new content. Inspectors are provided to examine and adjust style and format settings of shapes, text and images. IStudio Publisher can export color managed PDF files suitable for use in a prepress workflow for professional print jobs. It can also export to EPUB or RTF file. IStudio Publisher has an XML based file format and supports Unicode character encoding. However, it does not yet support complex script rendering and cannot be used for languages written with Arabic, Hebrew, Indic and East Asian (CJK) writing systems. The official user guide "Introduction to IStudio Publisher" has been produced using IStudio Publisher and can be downloaded from the developer's website as an IStudio Publisher format (.ispx) document file, allowing users to see how it's been created. The user guide is also available in PDF format. Video tutorials and a Rapid Start Guide are also available. IStudio Publisher 1.0.4 received a generally favorable review by Macworld on Mar 9, 2009, although several expected features were found to be missing. The software developers have published a Development Roadmap of future IStudio Publisher updates, and users are invited to submit requests for improvements and new features.

10. Scribus: - Scribus is a desktop publishing (DTP) application, released under the GNU General Public License as free software. It is based on the free Qt tool kit; therefore native versions are available for Linux, Unix-like operating systems, Mac OS X, Microsoft Windows, OS/2 and e Com Station. It has a number of page layout features and competes with leading commercial applications such as Adobe PageMaker, Page Plus, QuarkXPress or Adobe In Design. Scribus is designed for layout, typesetting and to prepare files for professional quality image setting equipment. It can also create animated and interactive PDF presentations and forms. Example uses include writing small newspapers, brochures, newsletters, posters and books. An official Scribus manual, published through FLES Books, has been available since 19 January 2009. Scribus supports all major bitmap formats, including TIFF, JPEG and Adobe Photoshop. Vector drawings can be imported or directly opened for editing. The long list of supported formats includes Encapsulated PostScript, SVG, Adobe Illustrator, or X fig. Professional type/image setting features include CMYK colors and ICC color management. It has a built-in scripting engine using Python. It is available in more than 24 languages. High-level printing is achieved using its own internal level 3 PostScript driver, including support for font embedding and sub-setting with TrueType, Type 1 and OpenType fonts. The internal driver supports full Level 2 PostScript constructs and a large subset of Level 3 constructs. PDF support includes transparency, encryption and a large set of the PDF 1.5 specification, as well as PDF/X-3, including interactive PDFs form fields, annotations and bookmarks. The file format, called SLA, is based on XML. Text can be imported from OpenDocument text documents, as well as OpenOffice.org Writer, Microsoft Word, PDB (Palm OS) and HTML formats (although some limitations apply). ODT files can typically be imported along with their paragraph styles, which are then created in Scribus. HTML tags which modify text, such as bold or italic will also be handled pretty well. So far, Word and PDB documents will only be imported as plain text. Although Scribus supports Unicode character encoding, it currently does not properly support complex script rendering and so cannot be used with Unicode text for languages written with Arabic, Hebrew, Indic and South East Asian writing systems. In August 2012 it was announced that a third party had developed a system to support complex Indic scripts. The 1.6 version is expected to provide a better table implementation, PDF/X-1a, PDF/X-4 and PDF/E support. Footnotes, marginal notes and e Pub exporting are under development. Support for other programs and formats. Scribus cannot read or write the

native file formats of other DTP programs like QuarkXPress, Microsoft Publisher, or In Design; the developers feel that reverse engineering those file formats would be prohibitively complex and could risk legal action from the makers of those programs. Nonetheless, basic support for QuarkXPress Tag files and In Design's IDML, as well as In Copy's ICML formats has been added to the development branch. Due to licensing issues, the software package does not include support for the Pantone color matching system (PMS), which is included in some commercial DTP applications. Nonetheless, there are legal ways to obtain and incorporate Pantone colors within Scribus. Scribus is already being shipped with more than 100 color palettes, most of which have been donated by various commercial color vendors, but also include scientific, national or government color standards.