

## 0855-331 • Desktop Publishing I

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### **Objectives**

By the end of this project you will have learned to:

1. Manage fonts with font management utility software.
2. Place text files in a document.
3. Apply frames.
4. Create and apply a spot color.
5. Set multiple text columns.
6. Use text fitting techniques.
7. Create rules (lines).

### **Given**

Fonts: ITC Cheltenham, Revue"Uf "Dqf

Image files: "printing\_press.tif"  
"bible.tif"

Document specifications, see next page

### **Required**

Using the page layout program assigned by the instructor:

1. Create a document exactly as specified on the following spec sheet.
2. Print to any color printer.

### **Terminology**

<i>column</i>	Columns are vertical frames of text layed out on a page. Columns reduce the width of text thereby making it easier to read.
<i>gutter</i>	A gutter is the spacing between columns of text.
<i>spot color</i>	Spot colors are pure colors applied to and printed on documents. They differ from CMYK colors in that they are not a mixture of other colors. The color applied in the document is the exact ink color used on the printing press.
<i>CMYK</i>	Refers to cyan, magenta, yellow, and black. By "mixing" these four colors on a printed page, virtually a rainbow of colors can be simulated. Also refered to as process color.

## Criteria and Grade Sheet for Desktop Publishing

Score	Value	Criteria
		<b>Document</b>
	5	5 correct setup specifications (size, orientation, margins, columns, etc.)
		master pages set up and applied correctly
		styles set up and applied correctly
		layers set up and applied correctly
		colors set up and applied correctly
		efficient use of margins and guidelines
		correct arrangement of elements (front, back, etc.)
		group/ lock elements
		<b>Text</b>
	15	5 correct frame sizes, shapes, and locations
		5 text placed and flowed correctly
		5 correct text specifications (font, size, leading, etc.)
		text fitted correctly and follows good design principles
		<b>Images</b>
	15	5 correct frame sizes, shapes, and locations
		correct text wrap (run around)
		5 correct specifications (color, tint, etc.)
		5 images linked to document
		<b>Elements</b>
		rules (stroke) to correct specifications
		tints to correct specifications
		<b>Output</b>
	5	3 correct output (print, PDF, PostScript, etc.)
		correct number of pages, and/or copies
		2 correct paper size and orientation
		<b>File Management</b>
	10	3 project folder created
		2 folder organized correctly
		3 files and folders named correctly
		2 folder compressed
	-10%	<b>Failure to Meet Deadline</b>
	50	<b>TOTALS</b>

# Johannes Gutenberg

Text: Johannes Gutenberg  
RevueÅ (bold), 49 pt./auto, centered, tracking full width  
Text: Inventor of the Printing Press  
RevueÅ (bold), 34 pt., brown 161 U, centered, tracking full width

## Inventor of the Printing Press

4 pt. rule, brown

Johannes Gutenberg was a 15th century German craftsman and inventor who originated a method of printing from movable type that was used without important change until the 20th century. Gutenberg was born in Mainz, Germany sometime during the last decade of the 14th century. He died in Mainz, Germany probably on Feb. 3, 1468.

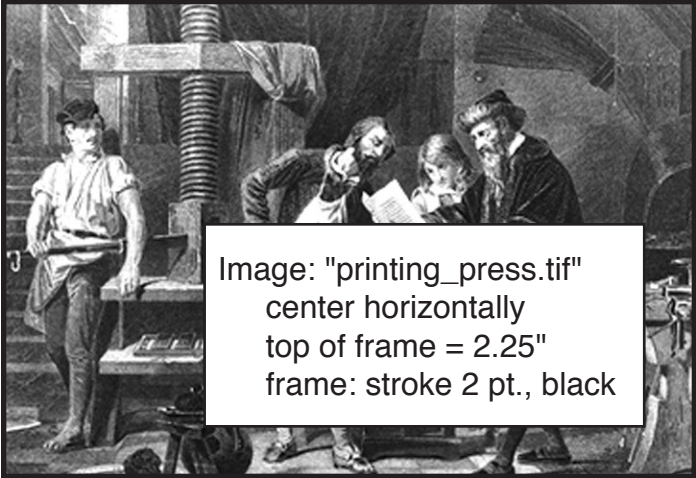


Image: "printing\_press.tif"  
center horizontally  
top of frame = 2.25"  
frame: stroke 2 pt., black

Johannes Gutenberg's printing press was an important invention. Gutenberg is needed for the printing press. Second, was the concept of the printing press itself.

Text: from text file, "gutenberg.doc"  
Cheltenham Book, 12/14, justified  
space after paragraph = .1"  
first letter drop cap 3 lines, brown  
top of frame = 2.25"

The Gutenberg Bible was printed by Johannes Gutenberg in Mainz, Germany around 1454-5. This is the first major book printed in the west. We have reason to believe that about 180 copies were printed and significant parts of 48 copies still survive.

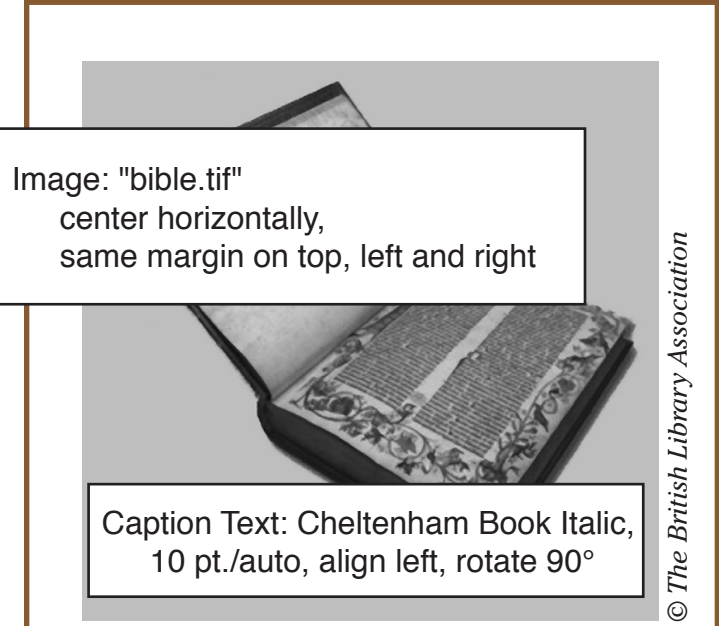


Image: "bible.tif"  
center horizontally,  
same margin on top, left and right

Caption Text: Cheltenham Book Italic,  
10 pt./auto, align left, rotate 90°

© The British Library Association

*The British Library has two complete copies of the Gutenberg Bible and a small but important fragment of a third copy. One copy shown above, printed on paper, was transferred in 1829 to the British*

DOCUMENT LAYOUT  
letter size, portrait  
margins: all 1/2"  
2 columns, 1/4" gutter  
Snap all text and images to margins and guides.

Printing the Gutenberg Bible had been established in Europe. The public needed. For the first time, books were available in clear, large quantities, and never possible by the copying all books. The invention of the printing press helped spread knowledge and started the growth of industry and enlightenment called the Renaissance.

Text: Times Italic, 12 pt./auto, centered, brown  
Frame: 1 pt. brown, 1.15" high x column width

*This page was produced in Desktop Publishing I by ??????? using Adobe InDesign*

Text: Cheltenham Book Italic, 12/14, justified, align bottom  
Frame: 2 pt. brown, inset spacing 1/4" all sides