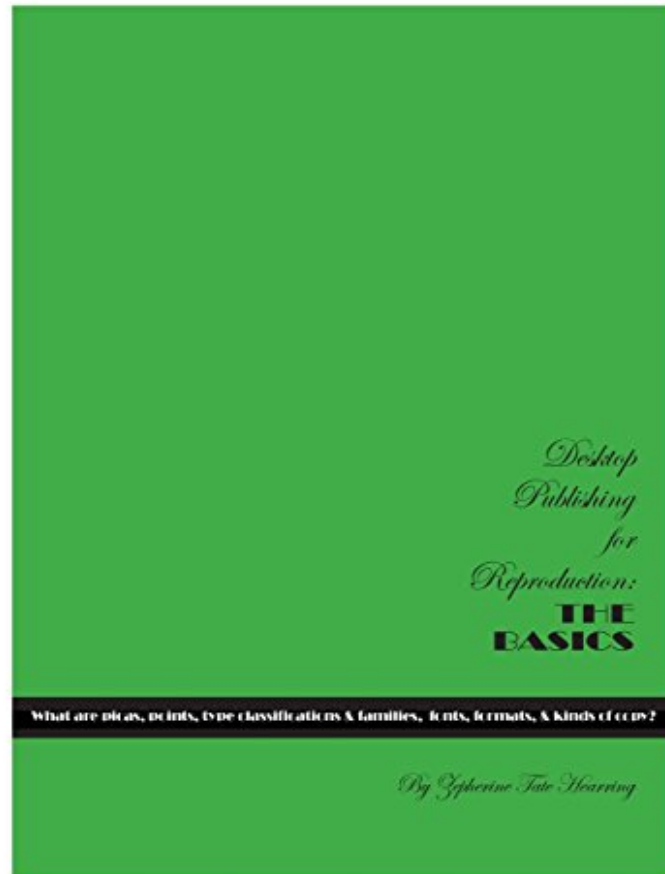


## Desktop Publishing for Reproduction: The Basics

*Zepherine Tate Herring*  
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**Zepherine Tate Herring : Desktop Publishing for Reproduction: The Basics** before purchasing it in order to gage whether or not it would be worth my time, and all praised Desktop Publishing for Reproduction: The Basics:

**OVERVIEW OF THE BASICS BOOK** The minute one is confronted with the task of producing a flyer, brochure, business card, etc., the first inclination is to go directly to the computer and open a software application. Most often it is a data processing application such as Microsoft Word. These programs are alright to use if you are planning to reproduce the documents from your laserjet or inkjet printer or copier. The most widely used graphics programs for digital reproduction are the Adobe graphics programs Pagemaker 7.0, InDesign CS6, Illustrator, and Photoshop. Successful use of these programs requires instruction at an institution there these programs are taught. Unfortunately, even though you take the classes, you may not get all the necessary basics to get you through the digital printing

process. Preparing copy for reproduction does not begin at the computer. It begins at the light table. The building of a house requires an architect to draw plans for that building. His drawings indicate where each room is to be placed, the size of each room, where windows and doors are to be placed, and where electrical outlets, heating and airconditioning vents are to be placed. His plans also include the kind of materials to be used for floors and walls. Without these plans, the contractor could not begin to build the house. The same is true for each graphic arts document. You must make a rough layout that indicates where headings, text, photographs etc. are to be placed on the page. The layout sheet should also indicate where the page is to be trimmed and folded. Creating thumbnail sketches is a crucial part of the brainstorming aspect of the design work. Thumbnail sketches are pen or pencil rough drawings that allow the designer to try out several ideas and zero in on the most likely layouts before beginning a project. The layout is marked up to indicate the sizes and styles of type to be used and the amount of space to be allotted to the type. The amount of leading (pronounced ledding) has to be determined in order to fit the text type in the space allotted. Photographs are scaled for reduction and allotted a predetermined amount of space. In order to begin the layout, you need the proper tools with which to work, and learn the following topics that are covered in this book: Printers Measurements The Type Family Type Classifications The Anatomy of Type Type Fonts Typesetting Formats Choosing the Right Typeface Designing a Page Making Master Layouts Kinds of Copy Copyfitting Work and Turn Positioning Making Folding Dummies Working with Small Sheet Sizes Making Brochure Layouts Proofreading and Proofreaders Marks The above topics are probably not taught in the classes you take to learn how to get around in the graphics programs, however, they are taught in this book, "Desktop Publishing for Reproduction: The Basics."

About the AuthorThe author, Zepherine T. Herring, has over forty years of experience in the Offset/Digital Printing industry in layout, design, and typesetting as a supervisor in the art departments of several large Offset Printing Companies. She also earned life teaching credentials from the University of California Extension in cooperation with California State Department of Education Chancellor's Office, California Community Colleges, subject area "Techniques of Teaching." State Commission on Teaching Credentialing teaching in the subject area of Designated Subjects, Vocational, Full Time, for life. Teaching Credential in the subject area of Communication Services and Related Technologies, including Printing from the California Community Colleges, valid for life. Ms. Herring also operated a Printing business for about 20 years known as Zephie's Graphics, preparing camera-ready and print-ready documents for printing companies that didn't have their own pre-press departments. She taught at Friedman Occupational Center, an Adult Trade School under the Los Angeles Unified School District, and taught in the Printing Department of the Los Angeles Trade Technical Community College.