

Electronic Publishing

Digital Basics

- Bit
 - Short for binary digit.
 - Smallest unit of information that the computer can work with.
- Byte
 - Eight bits equals one byte.
 - Most information a computer handles is organized into bytes.
 - One byte usually equals one character.

Digital Basics

- Kilobyte (K)
 - Series of 1024 bytes.
 - Used to measure:
 - size of documents
 - space on hard disk
 - memory of your computer

Digital Basics

- Megabyte (Meg or MB)
- 1000 kilobytes
- Used to measure:
 - hard disk storage
 - programs
 - documents or memory

Digital Basics

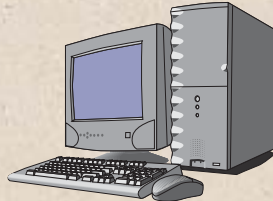
- example: 620 pages of double-spaced typing take up about one megabyte of disk space.
- RAM
 - Random Access Memory
 - Measured in megabytes
 - Acts as your desktop

Hardware & Software

- Hardware
 - the various parts of the computer system. computer, printer, scanner
- Software
 - sets of instructions that tell the computer system what to do.
 - InDesign, Illustrator, Photoshop

Input Devices

- Keyboard
 - Shortcut keys
- Mouse - selecting, input, moving images
- Digitizing tablet
- Scanner
- Network



Storage Devices

- Hard Drive
 - Acts as your filing cabinet for the information you store.
 - Measured in megabytes or gigabytes.
- Used to store:
 - software applications
 - documents
 - files



Removable Storage

- Floppy Disks
 - Used to store information magnetically.
 - Any magnet can destroy data on disk.
- Disk Capacity
 - 3.5", 1.4 megabyte.
 - ZIP disks, 100 megabytes.
 - JAZZ disks, 2 gigabytes.
 - gigabyte = 1 billion bytes



Output Devices

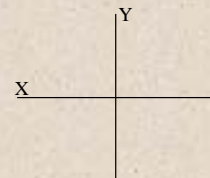
- Dot matrix - slow, poor quality, 72 dpi
- Ink jet - slow, better quality, color
- Laser - 300, 600, 1200 dpi
- Imagesetter - 1200, 2400, 3600 dpi
 - Raster Image Processor (RIP)
 - Converts image from computer to bitmapped image
 - Imagesetter - info from RIP to medium
- Platesetter

Software

- Text based
 - Word processing
 - Word
 - WordPerfect
 - Preferred for entering a lot of type
- Graphics based
 - Page makeup programs
 - InDesign, PageMaker, Quark Xpress

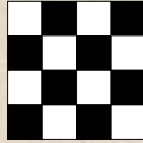
Images

- Object-oriented
 - Vector based
 - Images defined by mathematical equations
 - Each point plotted on X & Y axis
 - Programs
 - Illustrator
 - Freehand
 - Corel Draw



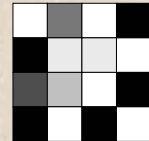
Images

- Bitmapped
 - Pixel based - picture element
 - Black or white, on or off
 - Gives jaggies in curves and diagonals
 - Superpaint



Images

- Raster based
 - A bitmap of pixels with specific values and locations
 - Photoshop - an image editing program
 - Individual pixels can be manipulated



Images

- Use the right image type!
 - Artwork-use vector based
 - Photos-use raster based

File Formats

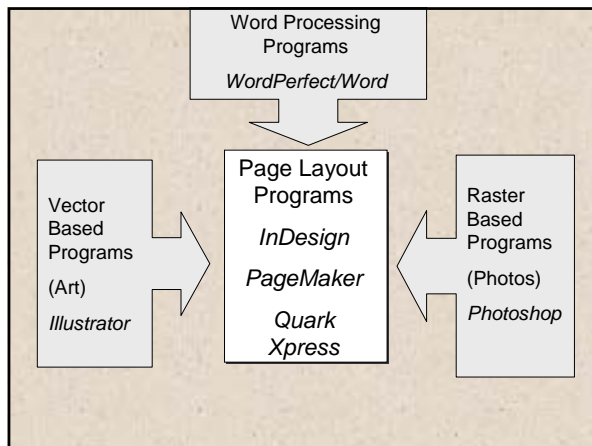
- TIFF or TIF
 - Tagged image file format
 - Used for photos
- EPS
 - Encapsulate PostScript
 - Easy to work with images

File Formats

- GIF
 - Graphics Interchange Format
 - Web use, low resolution
- JPEG
 - Joint Photographic Experts Group
 - Can't be manipulated on the computer
 - Low resolution

File Output

- Page description languages
 - Interface between computer and RIP
 - RIP – interpreter of page information
- Adobe PostScript
 - Hidden
- Portable Document Format (pdf)
 - Document distribution
 - Compresses the file



Page Composition

- InDesign - page layout program
- Terminology
 - ◆ Menu bar
 - ◆ Dropdown menu
 - ◆ Icon
 - ◆ Dialog box
 - ◆ Pasteboard
 - ◆ Pasteboard
 - ◆ Scroll bars
 - ◆ Text frame
 - ◆ Toolbox
 - ◆ Anchor points
 - ◆ Palettes

Typographic DON'TS

- The computer is not a typewriter
- Don't use script or text in all caps
- Single space after periods, colons
- Don't underline
- Don't use the space bar to move the cursor