CHAPTER - 1
INTRODUCTION TO PUBLISHING

▶▶ **PUBLISHING :** The creation, compilation and mass reproduction of graphic and text images making information available to the public.

Types of publishing : Publishing through print media, Publishing through electronic media

1. Publishing through Print Media

3 Stages : **1.1 Pre-press,   1.2. Printing,   1.3. Post press**

1.1 Pre-press : Making the document ready for printing.
  Eg: Deciding the layout & size of page
  DTP (**D**esk**T**op **P**ublishing):It is the creation of page layouts for documents using DTP
  software. Eg: Scribus, Adobe InDesign, QuarkXPress, etc.

Pre-Press Activities

A.Designing,   B.Pre-Flighting,   C.Creating Proof,   D.Printing Plates

1.1.A. Designing : It is the arrangement of visual elements in a page.

1.1.A.1. Elements of design

1.Line : To divide space and to draw attention. Direction of a line conveys mood.
2. Shape : Used to emphasize a portion of a page.
3. Color : Color creates a mood.
4. Space : Creates the feeling of actual depth.
5. Typography : It is the art and technique of arranging letters to make the document readable and beautiful.

**Two styles of fonts are:
Sans-serif: Fonts without feet.
Serif : Fonts with a little feet.

1.1.A.2. Principles of design : The concepts used to arrange the elements of design.

1. Balance: It is the distribution of visual weight of objects,colors,texture and space.
2. Repetition : Make artwork attractive by repeating patterns on the page.
3. Contrast : Association of opposite elements like color,tone,direction to highlight key elements.
4. Harmony : It is the visually satisfying effect of combining similar, related elements.
5. Unity : It refers to the visual linking of various elements of the work
6. Dominance : Gives emphasis to elements on the page by giving them color and size.

1.1.B Pre-Flighting : Activity to ensure that all necessary elements are contained in the page.
**Process of making a document ready for printing is : Prepress / Pre-fighting / Designing

1.1.C. Creating Proof : It visualizes how the finished design will appear when printed.
1.1.D. Printing plates : Objects to be printed on pages become images on the printing plate. Used in off-set presses.

1.2 PRINTING

1.2.1. Lithographic printing : It is an offset printing technique using plates & also popular for commercial printing of newspapers, books.

1.2.2. Digital printing : Image editing is possible as there are no printing plates. Cost and quality are higher than lithographic print. ***CMYK** - Cyan,Magenta,Yellow, Key (black)

1.2.3. Gravure printing : It is used in package printing. Print on material like polyester,nylon aluminum foil,paper etc.It has low cost and good quality. Eg: Lays Cover.

1.2.4. Flexography : It is a widely used method for printing on packaging materials such as films,Labels,cardboard boxes, bags, and flexible packaging .

1.2.5. Screen printing : It uses a woven mesh to support an ink blocking stencil to receive a desired image. Print on paper, plastic ,glass ,metals, fabrics etc.

1.3 Post press

1.3.1. Folding : Method of folding the printed pages.

1.3.2. Assembling   : Arranging printed pages in correct order.

1.3.3. Binding : Binding techniques are hard cover binding ,punch and binding thermally activated binding ,stitched binding etc

1.3.4. Cutting : Cutting is done according to the crop marks printed on the paper.

2.Publishing through Electronic Media

It is the digital publishing of e-books,digital magazines and the development of digital libraries and catalogs.

2.1 Two type of electronic publishing ?

2.1.1 Web based publishing : It is the process of publishing the content on the Internet. Users can browse and read.
Eg: wikipedia, online newspapers, blog etc.

2.1.2. Digital distribution / Digital Publishing: These documents are downloadable & can be read using e-reading devices. Eg: e-books, e-journals etc.

2.2. e-book reader : It is a portable electronic device for reading digital books.
Any 3 popular e-book readers : Amazon Kindle , Barnes & Noble Nook , Apple iPad

2.3. Name softwares used to read PDF documents ?
Ans : Adobe Reader ,Open Office.org , Nitro PDF, google Chrome
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