Type & Media

COMD 1127 Section LC46 Fall 2018
Prof. Hitchings
Website: https://openlab.citytech.cuny.edu/hitchingscomd1127fa2018/
Email: mhitchings@citytech.cuny.edu

Desktop publishing is the process of arranging text and graphics on the page and producing a file for printing. Typographic or text composition is a step in that process that takes the text and ensures that its appearance is appropriate and that it enhances the overall page composition. Text composition involves numerous individual tasks that break down into four general areas: placement, style, spacing, and embellishment. We will be looking at all of these over the course of the semester.

Software: PageMaker/ QuarkXPress/ InDesign
Are all desktop publishing (DTP) software applications used to create things such as posters, flyers, brochures, magazines and books. Designers and graphics production artists are the principal users, creating and laying out periodical publications, posters, and print media, basically multiple page layouts.

InDesign is the successor and alternative to Adobe's PageMaker. InDesign is perhaps the most popular today because it is part of the Adobe suite. Longer documents are often still designed with QuarkXPress (books, catalogs, etc.), which was the industry leader about 10 years ago.

Differences between:	**Print** ~ High Res	**Web** ~ Low Res
Color:	CMYK	RGB
Measurements:	Inches	Pixels
Resolution (Res) or dpi:	High quality (300dpi)	Low quality (72dpi)
	Photoshop	**Illustrator**
	Pixel Based	Vector Based
	Dots	Lines

Cross Platform -Mac/PC
Limited Monitors (4 bit or 16 bit color)
Color Calibration –monitors do not always display colors accurately
Gamma –dictates the brightness and contrast of computer display
(Macs typically brighter than PCs.)

Working with desktop publishing (DTP) software**:**
Images are often created in other programs like Illustrator and Photoshop. Images that you import into InDesign must always be saved in the same folder as your layout file.
The typefaces that you chose to work with must always be loaded on the computer before you launch the application to work on your file.

File extensions that are recognized by all programs are known as universal file extensions: These include: .tif, .gifs, .eps, .jpeg, .PNG, .PDF… 'Universal file extension' means you can view the files on any computer even if you do not have the software that originally made the file. Web file formats are compressed file formats (gifs, jpegs, PNG). This means they are low quality and have small file sizes.

Not all file extensions are universally recognized. For example .ai (Illustrator), .psd (Photoshop), .indd (InDesign) are only recognized by Adobe programs, because they are made by Abobe. So if you do not have the program on your computer you are not able to view the files.