

Chapter-1

Introduction to publishing

Publishing

Publishing is the process of creation, compilation graphics and text images, thereby making information available to public. Books, newspapers, notices are different forms of publications.

Publishing can be through print media, electronic media (internet, CD, DVD) etc. Today electronic publishing has gained popularity and acceptance.

Publishing through print media

Publishing through print media can be in the form of posters, books, magazines, newspapers etc. It starts with the editing of content. Once the content is ready, it is assumed to be in its production stage. The different activities in production are, press jobs, printing and post press jobs.

Prepress

Prepress jobs make the document ready for printing. It is an important stage in which the visual layout is decided. Today Desktop Publishing (DTP) softwares such as Scribus, Adobe InDesign, QuarkXPress etc are available for layout designing.

Postpress

Post press jobs include binding, cutting etc.

Designing

The design of a book has an impact on the readability and success of publication. More attention is given in designing layout. Page layout deals with arranging visual elements in page. Some elements and principles of design are,

Elements of design

i) **Line:** Lines are used for dividing space and drawings. They are used to create edges, outline objects etc. Lines are created by moving pen.

ii)Shape :Shapes are defined by boundaries.they are used to emphasize a portion of page.Shapes have two dimensions,length and width.

iii) Colours:Colour is one of the noticeable element of design.Background colours can be applied to lines,shapes,text etc.

iv)Space:A space is an area in a document where there is no text or graphics.White spaces are used to guide attention of readers etc.Space can be 3D,it has width,height etc.Different techniques are used to create depth or space in documents.

v)Typography:Typography is the art and technique of arranging type(letters) to make written language readable and beautiful.It includes selecting typefaces(Font),spacing etc.

Principles of design

Principles are concepts used to organise or arrange elements of design.It affects the expressive content or message of work.The principles of design are balance,proportion,rhythm,emphasis and unity.

i)Balance:Balance is the distribution of weight,colour,texture and space.Balance is formal when both sides are symmetrically arranged and informal when both sides are not symmetrical.Informal balance is more dynamic than formal balance.

ii)Repetition:Repetitive works with a pattern makes the work more attractive.Repetition with variation is interesting otherwise it will be monotonous(dull).

iii)Contrast:Contrast is the association of opposing elements like colour,tone,direction etc.Contrast in tone can be dark and light.Contrast in direction can be horizontal and vertical.Contrast allows to highlight key elements in design.It emphasise on size,colour,direction etc.

iv)Harmony:Harmony is the combined effect of related elements such as colour,shapes etc.

v)Unity:Relating design elements to idea strengthens unity.Unity in painting refers to visual linking of various elements of work.

vi)Dominance:Dominance reduces confusion,monotony etc.It can be applied to one or more elements.Dominant elements creates balance,symmetry etc.

Once the page layout and design is set,the document is reviewed for modification.The correction involves proof reading and retouching.

b)Preflighting

Preflighting is the process of confirming that the digital file for printing are all present,valid,correctly formatted.The process of preflighting helps to reduce production delay.

c)Creating a proof

Proof will help to view how the finished document will appear when it is printed.Often proof is created in PDF format.A physical proof will help to ensure the quality of printed material and also to avoid errors.

d)Printing plates

Printing plates are created during final stage of pre-press process.They are used for transferring inked images to paper.Printing plates are used for offset printing.

Printing

Printing is a pre-press job.The printing process can be lithographic,digital,gravure,flexography and screen printing.

i)Lithographic printing

It is an offset printing technique.In offset printing,ink is applied to printing plates to form an image,which is then transferred to paper.Lithographic process is based on repulsion of oil and water.It is commonly used for printing books,forms,newspapers etc.

ii)Digital printing

Digital printing refers to printing from a digital based image to a variety of media.It has higher cost than traditional offset printing.The main advantages of digital printing are,

- Faster.
- High quality.
- Can print variable data.
- Customizable.
- iii)Gravure printing

Gravure printing is used to print on materials such as nylon,polyethylene,papers etc.It produces good quality images and is cheaper.It uses depressed surface for desired image.The image area consists of honey comb shaped cells.

Application of Gravure Printing:

- Food Packaging
- Wall Paper
- Wrapping Paper
- Furniture Laminates
- Paneling
- Greeting Cards
- Magazines

iv)Flexography

Flexography often called flexo is a form of printing process which uses flexible relief plate.It is a modern version of letterpress.It is used to print containers,folding cartons,plastic bags etc.It is some times called surface printing.in Flexo the plates used in printing are often made of rubber or flexible plastic.

v) Screen printing

Screen printing is a printing technique where a mesh is used to transfer ink onto a medium.A rubber blade is moved across the screen stencil which forces ink on to the print surface.It can be used to print on a wide variety of materials including paper,plastic,glass etc.

Post press

Post press is the final stage in printing.It includes all modifications on final print.It includes folding,ass-embling,binding and cutting.Post pres activities helps to improve appearance of printed material.

Folding

Folding is done according to an imposition scheme.Imposition scheme is the arrangement of pages for printing.A folding machine automatically folds paper suitable for books,magazines etc.

Assembling

Assembling or gathering process brings all printed pages in the required order.Automatic assemblers are used to improve efficiency.

Binding

Book binding is the process of physically assembling a book from paper sheets.This is usually done based on page number and cost etc.Some of the binding methods are spiral binding,hard cover binding etc.

Cutting

Cutting is done according to crop mark on the printed paper.It can be done manually or using a machine.Cutting is generally considered as a post press operation.

Electronic publishing

Electronic publishing also called e-publishing or digital publishing.It includes publishing of e-books,digital magazines,catalogues etc.The advantages of electronic publishing are,

- 1)Eco-friendly.
- 2)Cost of publishing is low.
- 3)They provide greater interaction with user.

4)Saves time and storage.

Web publishing

Web publishing or online publishing is the process of publishing content on the internet. Wikipedia,blogs,online newspapers are examples of web based publishing. Web publishing includes building and uploading websites,posting content to webpages etc.The content of web publishing can include text,video,images etc.Developing a website requires web developing tool,HTML,CSS,JavaScript etc.

Digital distribution

Digital distribution is also called content delivery or electronic software distribution(ESD).It is the delivery or distribution of media content (audio,video,software etc) over internet.

e-book reader

An e-book reader also known as e-reader is a portable device designed for reading e-books.It is similar to a tablet computer.Any device that can display text on a screen may act as an e-reader.An e-book is a book in electronic format.It is downloaded into a PC or tablet and is read on the screen.The popular e-book reader are Amazon Kindle,Barnes&Noble Nook etc.