HISTORY OF DESKTOP PUBLISHING

GRA2203 ELECTRONIC PUBLISHING
What is Publishing?

- Publishing
  - The idea of spreading information onto a general public arena
Early forms of publishing

- **Cylcon/message stone**
  - 20,000 – 3,000 BCE

Cylcon, possibly recording distances as travel-days of 10 different paths in the aborigines’ mythological landscape. Australia, ca. 20000-3000 BC.
Early forms of publishing

- **Sumerian Cuneiform Tablet**
  - Circa 2056 B.C.E
Early forms of publishing

• **Egyptian Hieroglyphics**
  – Circa 2000 B.C.E
Early forms of publishing

• Egyptian scribes
Early forms of publishing

• Rosetta Stone
  – 196 B.C.E
Early forms of publishing

• Manuscripts
  – Handwritten texts, form much of early publishing (before block and press printing were invented)
  – A lengthy process, one manuscript text could take months, years to complete

• Portrait of Jean Mielot
Early forms of publishing

- Manuscripts
Early forms of publishing

• **Printing Press**
  – The movable type press was invented by Johann Gutenberg in the 1450s
    • Allowed for the creation of multiple copies of a text expeditiously
      – A precursor to the printing press was block printing, invented in Asia
Early forms of publishing

• Gutenberg Bible
  – Printed 1450-1455
Early forms of publishing

• Letterpress
  – Typesetters would use metal typecasts to “layout” a page of text. Ink would then be rolled over the text, and a sheet of paper pressed over the block of text to create an impression
  • Gutenberg’s method was used for centuries! Well into the 20th century!
Early forms of publishing

- Broadside

Clarke, F. N.
Will you fill your quota!
1863
Letterpress
Early forms of publishing

- Woodblock

Hokusai Katsushika
*Under the Wave off Kanagawa*
c.1829-1833
Color woodblock print
Early forms of publishing

• Engraving

J.C. Kayser
Commercial Directory
1823
Engraving
Modern forms of publishing

• Lithography
  – The development of lithography allowed the poster to bloom in the 19th century.
    • Lithography invented in 1798, adapted for mass reproduction of posters in Paris in the 1870’s
    • It was originally a drawing done on stone
      – Alois Senefelder, a Czech, invented it
      – It was popularized by Jules Cheret’s 3 Stone process using Red, Yellow, Blue stones
Modern forms of publishing

• Lithography

Jules Cheret
*Job Cigarette Papers*
c.1889
Lithograph
Modern forms of publishing

• Lithography

Alphonse Mucha
*Job Cigarette Papers*
c.1898
Lithograph
Modern forms of publishing

- Lithography

Leonetto Cappiello at working on a limestone
Modern forms of publishing

• Lithography

Norman Rockwell
Saturday Evening Post
c.1916-1950
Lithograph
Modern forms of publishing

• **History of the poster**
  – Lithography began to phase out after the 1920’s, when photo offset started taking hold.
    • Used frequently in World War II posters
    • Used halftone patterns to reproduce images
      – Origins of present day offset printing
Modern forms of publishing

• Photo-offset

Nazi Propaganda
Election Poster
1932
Modern forms of publishing

- Photo-offset

Armin Hofmann
_Giselle_
1959
Modern forms of publishing

- Photo-offset

Muller-Brockmann
Less Noise
1962
Modern forms of publishing

- Linotype machine
  - Used for layout of newspapers from ~1870 - 1980

*Layout of Daily News, New York*  
*Library of Congress*
What is Desktop Publishing?

• Desktop Publishing (DTP)
  – The use of a personal computer and its accompanying software and hardware to create typeset-quality documents for printing or web
Desktop Publishing

• The Evolution of Desktop Publishing
  – Apple Macintosh
  – Adobe Systems and Postscript
  – Apple Laserwriter
  – DTP Software
    • Aldus Pagemaker
    • Ventura Publisher
    • Quark Xpress
    • Adobe InDesign
Desktop Publishing

- Macintosh - released in 1984
Desktop Publishing

• Macintosh- released in 1984
  – It is the first commercial desktop computer to have a mouse and a Graphical User Interface (GUI). It is one of the benchmarks of desktop publishing.
Desktop Publishing

- Chuck Geschke and John Warnock
  - Founders of Adobe, and the inventors of the PostScript language.
• **Postscript**
  
  - A page description language, a protocol that is used to communicate between applications (like QuarkXPress, or MS Word) and output devices, like laser printer or imagesetters, that are equipped with a PostScript interpreter. PostScript can also be used to exchange data between applications themselves and it forms the basis of the PDF file format.

```plaintext
%!PS
/Courier %
20 selectfont %

72 500 moveto  %

(Hello baby!) show %
showpage %
```
Apple Laserwriter

- In 1985, Apple partners with Adobe and licenses the Postscript language for its line of Apple Laserwriters - affordable laser printers that produced typeset-quality printouts. Together with the Apple Macintosh, the Laserwriter, and Postscript, the Desktop Publishing revolution begins.
• **Aldus Pagemaker**
  - The first desktop publishing program was created by Paul Brainard and a company called Aldus, the program called "Aldus Pagemaker 1.0" was released in July, 1985 for the "Macintosh" and in December, 1986, for the "IBM".
Desktop Publishing

- Aldus Pagemaker

Screenshot from Pagemaker 1, French Edition.
• **Aldus Pius Manutius**
  
  The Aldine Press revolutionized the production, accessibility, and use of the book. Founded by Aldus Manutius (ca 1452-1515), the press introduced a number of innovations that helped shape the development of the modern book, including italic type and the smaller, pocket-sized volume. By putting the Greek and Latin classics in a form that everyone could afford, it revolutionized scholarship: the uniform Aldine texts made comparison and collation universally available, and they were used in schools.
• **Ventura Publisher**
  
  – The first desktop publishing program widely available for DOS system PCs. Released in 1986, the last version came out in 1993. It was one of the first programs to introduce the “style sheet”. Ventura was bought by Corel in 1994 and is distributed under Corel Ventura.
• **Quark Xpress**
  - Quark Xpress debuted as a rival to Pagemaker in the late 1980’s. It was the industry standard for many years until InDesign’s release in the late 1990’s.
Desktop Publishing

- Quark Xpress
Desktop Publishing

- Quark Xpress
• Microsoft Publisher
  – A desktop publishing application meant for small enterprises. It’s strength lies in its integration to Microsoft Office products. Traditionally, it is not used throughout the professional DTP industry.
Desktop Publishing

• Adobe InDesign
  – InDesign was Adobe’s answer to Quark Xpress. It’s strengths lie in a tight integration with other Adobe applications, specifically Illustrator and Photoshop.
Pentagram
East Midtown Association
Annual report for a business-improvement district in Manhattan.
Desktop Publishing Samples
Promotional Design

Pentagram
Dean & Deluca

Product catalogues for a gourmet retailer selling food, kitchenware and gifts.
Pentagram

Lands’ End

Catalogue design for a manufacturer and merchandiser of apparel and home products.
Pentagram

America (The Book)

Satirical look at US politics by the creators of “The Daily Show with Jon Stewart.”
Desktop Publishing Samples
Editorial Design

Pentagram
NYC SEX: How New York City Transformed Sex in America

Social history published to accompany the inaugural exhibition at the Museum of Sex in New York.
Desktop Publishing Samples
Editorial Design

Pentagram
New York Magazine
National Magazine Award-winning design of the definitive urban weekly.
Pentagram

The Atlantic

Redesign of the 151-year-old general interest magazine.
Desktop Publishing Samples
Editorial Design

Pentagram
Vanidad
Monthly Spanish fashion magazine.
• **DTP samples**
  – Find a sample for each of the following:
    • Editorial Design- books, magazines, newspapers
    • Informational Design- brochures, maps, posters, signs. Anything that informs the public.
    • Promotional Design- advertisements, brochures. Anything that promotes
      – Paste these samples into your sketchbook for discussion next class.

• **Next class**
  – Introduction to QuarkXpress
Sources

- **Pagemaker**
  - [http://www.makingpages.org/pagemaker/history/](http://www.makingpages.org/pagemaker/history/)

- **Quark**
  - [www.quark.com](http://www.quark.com)

- **Adobe Indesign**

- **Pentagram**
  - [www.pentagram.com](http://www.pentagram.com)

- **Posters:**

- **On printing:**
  - [http://www.commarts.com/CA/coldesign/davL_175.html](http://www.commarts.com/CA/coldesign/davL_175.html)