A Brief Illustrated History of Desktop Publishing

Bonnie Barrett, MFA

Resource links at the bottom added by: Lori A. Cullen, Natick High School, Natick, MA
(Links were added for educational purposes only and not in connection with Bonnie Barrett.)

The light which has been shed on mankind by the art of printing has eminently changed the condition of the world...
And while printing is preserved, it can no more recede than the sun return on his course

Thomas Jefferson to John Adams, 1823.

This presentation is for educational purposes only All images and trademarks remain the property of their owners.

MANUSCRIPT

Hand Copied Manuscripts

Required highly skilled scribes and illumination painters.

Materials were expensive.

Manuscripts were very slow to produce. Each book was precious.

Only an elite few could possess or read books.

STOP

Article to Read

Where Does Ink Come From?

http://www.ehow.com/about_4676439_does-ink-come.html

LETTERPRESS
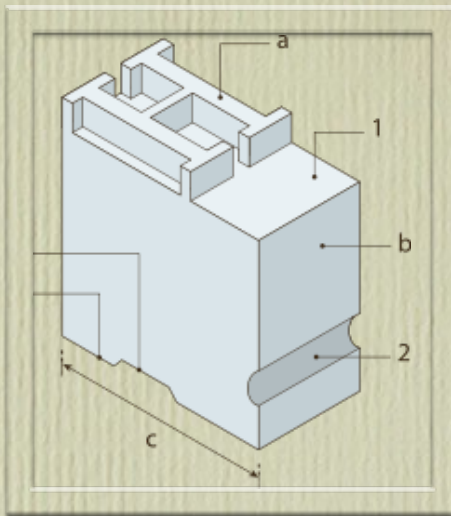
Also Referred to as MOVABLE TYPE

Maintz, Germany Johannes Gutenberg, 1455

Germany, the mid 15th century
Movable type and the hand press combined to create numerous nearly identical Bibles.
This was the beginning of mass production.

In 1455, the **Gutenberg Bible,** black text was printed, and the decorative initials were added by hand.

The look of a hand written manuscript created with a fraction of the labor.

Watch this Video

China Moveable-type Printing Technique

http://www.youtube.com/watch?v=SzHXXF0YLS8

MACHINE PRESS

Hand composing type

Type case and composing stick

Many digital typographic terms come from lead type technology:

Upper and lower case referred to how the types were sorted in the type case.
Leading refers to the lead strips that were placed between lines of type.
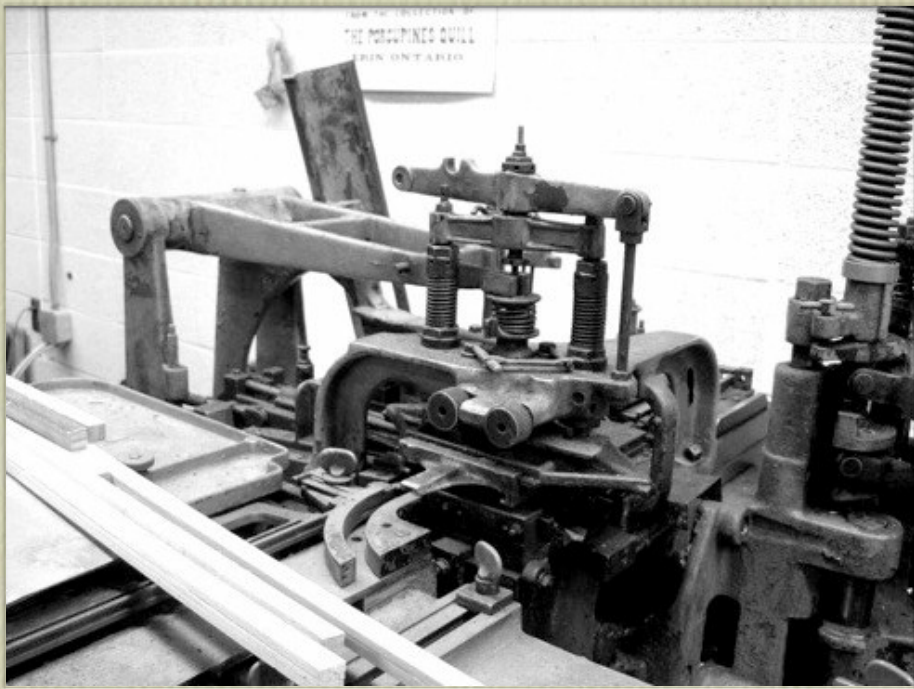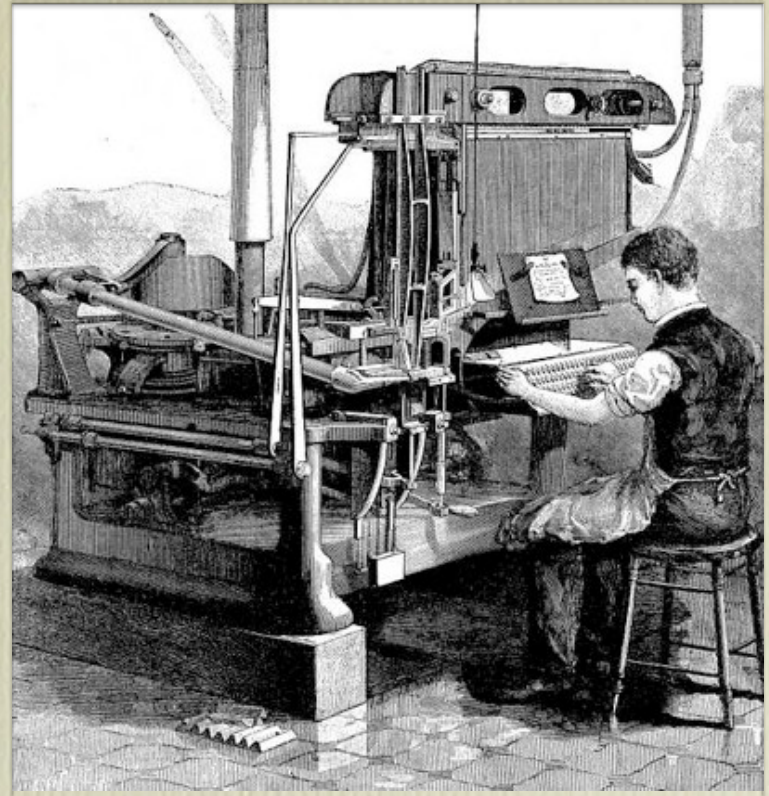**Kerning** was the art of filing down lead type to improve spacing between pairs of letters.

STOP

Watch this Video

Machines Press in Action!

http://www.youtube.com/watch?v=_crNYl5TO4I

LINOTYPE

Monotype Caster introduced in 1897

Linotype, introduced in 1866

The **Monotype** caster automated the production of individual pieces of type.

Linotype eliminated sorting individual letters into drawers by casting a **Line-'O-Type** into a single lead slug which was melted down after use.
    Note the first use of a **keyboard** in typesetting.
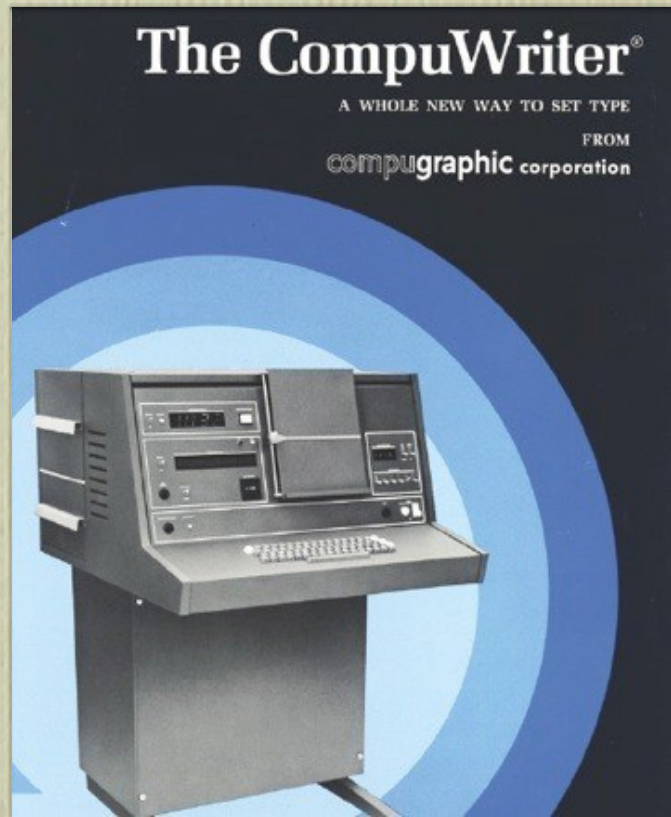   One Linotype operator could do the work of many hand compositors.

STOP

Watch this Video

Linotype Machine in Action

http://www.youtube.com/watch?v=PRYxOs1oCRY

COLD TYPE

Also Referred to as TYPESETTING

The CompuWriter®
A WHOLE NEW WAY TO SET TYPE
FROM
compugraphic corporation

1970s era photo-typesetter

Paste-up to create pre-press "mechanicals".   Photo: D. Wybrant

Photographic **"cold type"** came into wide use in the 1970s and early 1980s. Phototypesetters had only a one-line display Typesetters had to re-type the copy while entering coding for formatting

Cold Type did not rival the quality of lead type and letterpress, but it was the most radical change in typography in 500 years.

Museum of Printing: http://museumofprinting.org/

Read About the Process

Cold Type/Typesetting Day in the Life

http://commfaculty.fullerton.edu/woverbeck/dtr5.htm

DIGITAL

Where we are today!

Mac circa 1984   Laserwriter II

The Macintosh Computer was introduced in 1984. The "Mac" introduced the **G**raphic **U**ser **I**nterface to consumer computing.
The Mac's built in fonts were bitmap. Cost: $2495 with 128k of RAM

The Laserwriter debuted in 1985 with built in Postscript fonts.
At almost $7,000 it was the first "affordable" high resolution printer.
It printed 8 pages per minute and weighed a hefty 77 pounds.

Early desktop publishing systems integrated hardware, software and the skill of the designer to create publishable documents such as books, magazines, brochures, packaging, outdoor ads at a much lower cost.
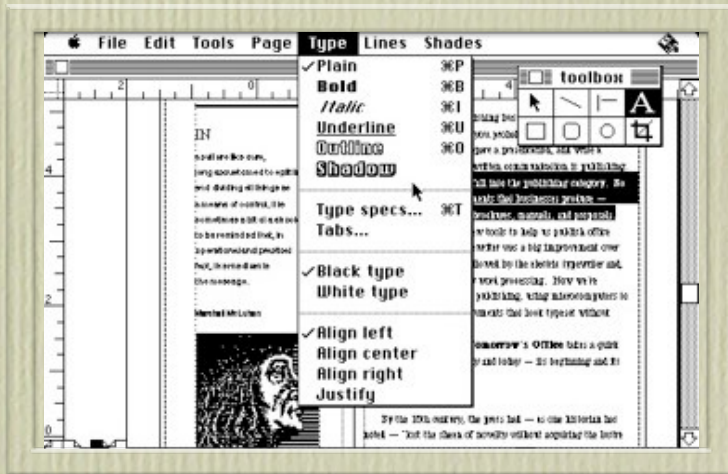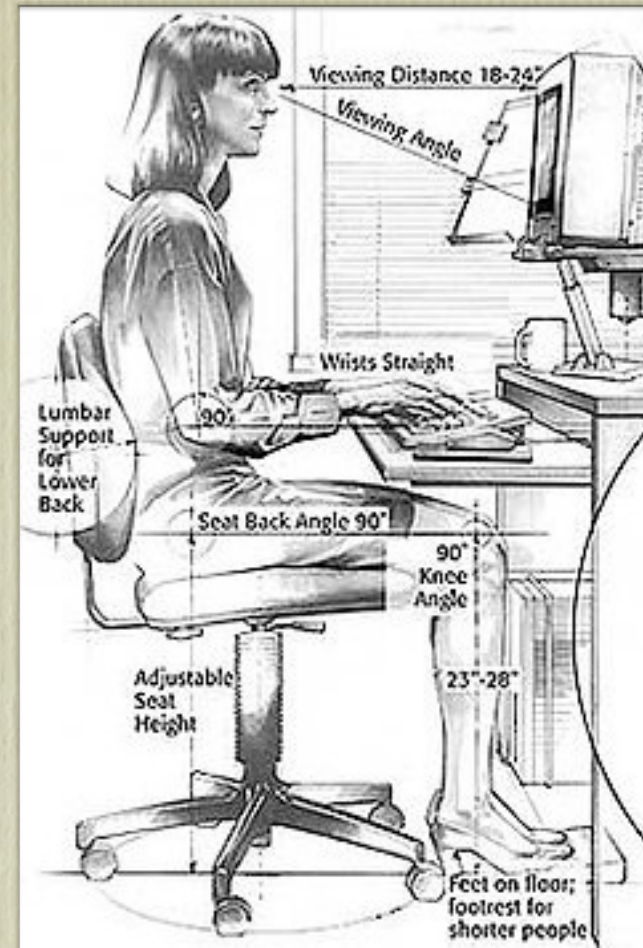

WSIGWYG page layout software

The Graphic User Interface

Scalable Postscript Fonts

Laser Printer

With DTP, designing for print takes less muscle.
The designer is also the typesetter, image-editor and pre-press technician.

400k Floppy disk,
holds less than of 1/2 a megabyte

The Mac development team shot for Rolling Stone Magazine.
Computers were starting to be seen as "cool".

Aldus Pagemaker

What **Y**ou **S**ee **I**s **W**hat **Y**ou **G**et page design software was introduced in 1985.

WYSIWYG depended on Apple Computer's **GUI**.

Page designers could **visually** assemble images and text as publishable documents. Copy could be transferred "on disk" from word processing documents, eliminating the need for re-typing.

Timeline from 1985 – 2008: http://preflight.wordpress.com/2010/01/22/desktop-publishing-turns-25-a-dtp-historical-timeline/

QuarkXpress debuted in 1986, it quickly developed superior typographic and long document features and became the industry standard for print publishing.

Newspapers, magazines, and brochures were almost universally produced in Quark.

Quark XPress®
Version 1

© 1986, 87 Quark Inc.

Personnalisé pour:

QuarkXPress Version 2.11

© 1986-89 Quark Inc. — All Rights Reserved

QuarkXPress™ est protégé par les lois de copyright des Etats-Unis.
Toute copie non autorisée est illégale.

Les simulations vidéo par ordinateur PANTONE® * utilisées dans ce produit risquent de ne
pas correspondre aux normes de couleurs unies identifiées par PANTONE. Veuillez vous
reporter aux manuels de référence de couleurs PANTONE pour la couleur exacte.

*PANTONE® est une marque déposée de Pantone, Inc. pour la reproduction des
couleurs et les matériels de reproduction des couleurs.

Adobe Illustrator 1.0

debuted in 1987
It was soon followed by
Illustrator 88

Adobe Photoshop 1.0

debuted in 1989
Scanners and color
printers were high-end
professional equipment.

Tandy 5000 MC Professional System

NEW FOR 89 **8499**⁰⁰

Monitor and mouse not included

- 20 MHz Intel® 80386™ Microprocessor ■ VGA Graphics
- 2 MB RAM (16 MB Capacity) ■ Cache Memory

Our most powerful computer ever! The Tandy 5000 MC Micro Computer is strictly business, from the look of its 256,000-color VGA graphics to the tactile feel of its newly-designed keyboard. Its Intel 80386 processor operates at a lightning-fast 20 MHz, and a memory cache controller provides RAM-fast access to your data. IBM® Micro Channel™ compatible architecture provides a 32-bit wide data path for virtually simultaneous data transfer between peripherals. Will operate MS-DOS® 3.3, MS® OS/2, SCO® XENIX® 386 and network operating software. The 5000 MC's technology, performance and price all add up to an incredible value. VGA graphics, serial and parallel ports and mouse support included.

Even Radio Shack, offered "complete" Tandy DTP system operating at a "lightning-fast" 20 MHz.

Monitor and mouse were not included.

Price put early systems out of the budget of most individuals.

Many businesses and organizations saw great value in bringing typesetting and document design "in house".

Adobe purchased Aldus and Pagemaker in 1984.

Pagemaker was last updated 2004. It is no longer supported.
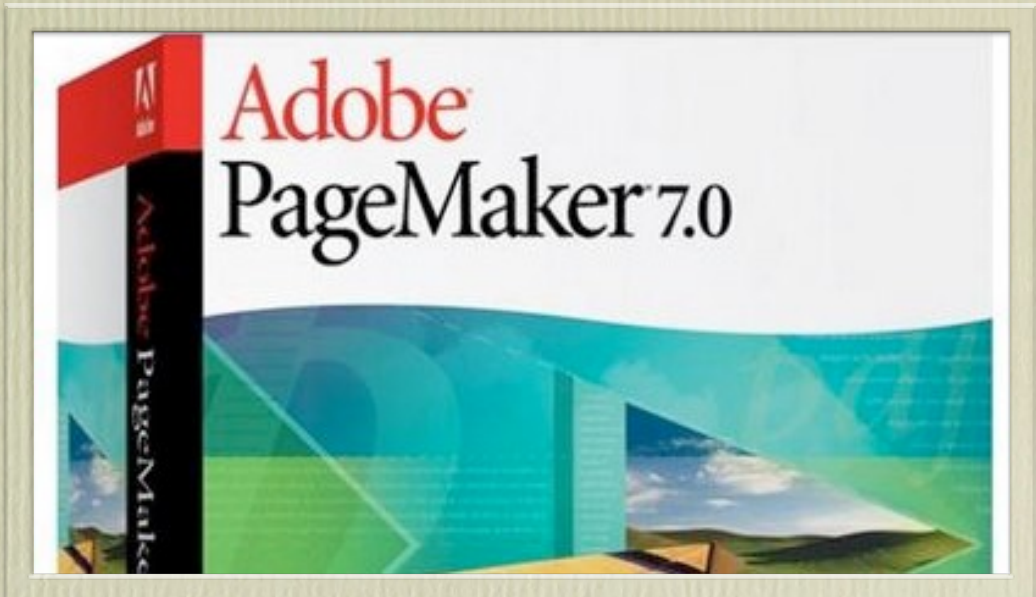
Adobe InDesign 1.0 debuted in 2002.

It took several versions to be accepted by the design and pre-press communities.

Modern DTP Systems

- Page layout software
- Mac and Windows computers
- Digital fonts
- Digital cameras
- Scanners
- Color printers
- Black and white printers

Today's designers have tools that previous generations could only dream of.

We have the greatest ability to publish information the world has ever seen.

***The question is:* What will we do with it?**

*The light which has been shed on mankind by the art of printing
has eminently changed the condition of the world...
And while printing is preserved, it can no more recede than the sun return on his course*
Thomas Jefferson

Timeline from 1985 – 2008: http://preflight.wordpress.com/2010/01/22/desktop-publishing-turns-25-a-dtp-historical-timeline/

Time to Meet with your Group

1. It is now time to meet with your assigned group and become an expert on your assigned topic. Complete the Website page for your topic at the class Google Site for "History of Desktop Publishing" which can be found at:
https://sites.google.com/a/natickps.org/history-of-desktop-publishing-2016/home

Please see the rubric for page requirements (page 2):
http://mrscullen.com/images/ipp_historyoutline.pdf

2. When each group is done completing their pages you will meet with each group to learn about their topics. Once you are done learning about a topic you must leave a comment at the bottom of their page. The comment must provide positive and detailed feedback about their site page and one new fact which you learned about the topic. (at the end of this activity you will have met with each group and left a comment on each page.)

Saturday, July 11, 2009