Desktop Publishing Course
LEARN TO USE FREE AND OPEN SOURCE SCRIBUS TO CREATE BUSINESS CARDS, BROCHURES, LEAFLETS, FULL SIZE POSTERS, NEWSLETTERS, MAGAZINE PUBLICATIONS, AND EVEN BOOKS.

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CLICK TO BEGIN: ALL SECTIONS ARE BOOKMARKED. ALL LINKS ARE HOT-LINKED. TRY FULL-SCREEN MODE IN YOUR PDF READER (CTRL-L).

THE COURSE PACKAGE

This Course Includes

RUNNING TIME: 5hr 51min of step-by-step video tutorials with voice instruction

LANGUAGE: English

PLATFORM: Windows, Mac and Linux

ASPECT RATIO: 16:9 widescreen

FILE FORMAT: HD 720 WMV

COURSE INDEX: 40-page interactive PDF including table of contents, resources, definitions, index and more

VIDEOS: 32 instructional videos

EXERCISES: 19 exercise and 4 demonstration folders, approximately 100 files, totalling roughly 300 MB

COURSE NOTES: 94 printable course notes PDF, plus an interactive PDF format

SPECIAL FEATURES: Steve Czajka, the managing editor for GIMP Magazine, provides a review of self-publishing an international magazine. This review covers the major steps to start up a magazine, build a following via social media, and provide amazing content. Steve shares the publishing workflow procedures that GIMP Magazine utilizes for each issue of the publication, typography style guides and several design considerations to creating a clean and appealing magazine layout. Check out GIMP Magazine at: http://gimpmagazine.org/issues. Check out Steve's portfolio at http://flickr.com/steveczajka

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IMPORTANT NOTES

Download Free and Open Source Scribus

http://wiki.scribus.net/canvas/Download

Readme File

This file you are reading is intended to be your guide throughout the entire course, including hyperlinks to course resources and more. Simply launch this document each time you start up the course.

Note to MAC Users

Most Mac operating systems now read WMV video files. If yours does not, then simply visit:

http://windows.microsoft.com/en-US/windows/windows-media-components-quicktime

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Did You Know?

This entire course was actually created using Scribus 1.4.1. This included: 94 pages of course notes, 94 image slides for video production, and this 40-page interactive readme guide. GIMP was used for image manipulation, and Inkscape was used for vector graphics.

About the Digital Arts Course DVD

Perhaps you would like to complete the Open Source triple-play (GIMP, Inkscape and Scribus) with the Digital Arts Course DVD.

It is NOT a prerequisite to this Desktop Publishing Course, but it does help to round out your knowledge. It is available online at http://gimpmagazine.org/courses

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COURSE NOTES

Course Notes

A high-resolution, printable set of course notes (94 pages) is a companion to the videos. You can print these out and take notes along the way if you wish. These notes print best in color with spiral binding along the top (or long edge) of the notes. Use PDF setting "Fit to Page" (landscape letter size 8.5" x 11").

An interactive version of the course notes is also included with a built in navigation system to help you move between pages and sections. All links are hyper-linked to make your learning experience more convenient.

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VIDEOS

5hr 51min of learning videos that show you how to perform various desktop publishing operations step-by-step. Windows users can benefit from simply clicking on the video links to launch them.

Videos by Section

Introduction

Pages 01 - 04: Welcome, Examples of Desktop Publishing, Quick Demonstrations
Pages 05 - 08: Considerations, Topics, Course Format, About Me
Pages 09 - 14: Definition of DTP, Graphics Packages, Resolution, Images, Graphics, Summary

Part 1 - Getting Started

Pages 15 - 18: Workflow, Downloading & Installing Scribus, Organization, User Interface Tour
Pages 19 - 22: Printing Concepts, Page Layout, Page, Bleeds, Trim, Safe Zone
Pages 23 - 25: Text Frame Basics, Pages, Summary

Back to Table of Contents

Part 2 - Images

Pages 26 - 28: Image Frame Properties, Ex1 - Image Gallery
Pages 29 - 32: Case Study: Colorize, Ex2 - Project Folders. Ex3 - Image Overlay, Vector Graphics
Pages 33 - 34: Ex4 - Understanding Trim, Summary

Part 3 - Text

Pages 35 - 38: Text Frames, Ex5A - Working with Text Frames, Ex5B - Linking Text Frames
Pages 39 - 39: Text Properties, Font, Color, Special Effects, Typography Settings
Pages 40 - 42: Document Setup, Scribus Preferences, Summary

Part 4 - Advanced Text

Pages 43 - 44: Story Editor
Pages 45 - 46: Inserting Special Characters, Page Numbers, Glyphs, Search and Replace
Pages 47 - 49: Ex6 - Creating a PDF Slide Presentation, Ex7 - Using Search and Replace, Summary

Back to Section

Part 5 - Objects and Shapes

Pages 50 - 51: Object Properties, Fill, Color, Line, Position, Levels, Layers, Text Wrapping, Rotation

Pages 52 - 52: Drawing Rectangles, Squares, Circles, Shapes, Curves, Freehand, Text Along Path

Pages 53 - 53: Ex8 - Creating a Stitching Effect, Magic Wand Tool

Pages 54 - 56: Node Editor, Ex9 - Wrapping Text Around an Object, Snapping - Grid, Guide

Pages 57 - 59: Case Study: Creating a Professional Brochure, Align and Distribute, Summary

Part 6 - Advanced Scribus

Pages 60 - 63: Page Numbers, Table of Contents, Ex10 - Working with Master Pages

Pages 64 - 65: Styles, Spacing, Font, Color, Optical Margins, Drop Caps, Tabs Indentation, Case Study: Styles in GIMP Magazine

Pages 66 - 67: Ex11 - Creating, Editing, Importing, Saving Styles, Color, Color Pallet, Color Management

Pages 68 - 70: Tables, Ex12 - Create Image Gallery using Tables, Ex13 - Importing Spreadsheets into Tables

Pages 71 - 71: Rotate, Magic Wand, Eye Dropper, Measure, URL, Bookmarks, Notes, Plugins, PDF Forms

Pages 72 - 73: Book Construction - Special Considerations, Summary

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Part 7 - Printing and Output

Pages 74 - 76: Save As PDF, Embedding Fonts, Image Resolution, Registration Marks, Transitions, Ex14 - Preflight Verifier

Pages 77 - 78: Case Study: PDF Transitions for Slide Presentations, Quirky Scribus Items You Need to Know

Pages 79 - 81: Image Output (Save as JPG, PNG, TIFF, etc.), Ex15 - Image Exporting, Summary

Part 8 - Scribus vs Adobe InDesign

Pages 82 - 83: A Review of Scribus Pros and Cons as Compared to Adobe InDesign

Part 9 -Bonus: Self-Publishing a Magazine

Pages 84 - 88: Establishing Goals, Forming a Team, Website, Social Media, Case Study: Graphic Novels, Case Study: Workflows

Pages 89 - 94: Course Closing, Overall Summary, Resources For You After This Course, Thank You

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EXERCISES

Exercises and Demonstration Data

This course includes four demonstration folders and 15 folders of exercise data. This data corresponds to the demonstration and exercise videos. This includes Scribus .SLA files, and Inkscape .SVG files along with various other supporting files. Open these folders upon the completion of watching a chapter of videos.

PLEASE NOTE:

TO SAVE ON YOUR COURSE DOWNLOAD TIME SOME EXERCISES REFERENCE IMAGES FROM OTHER EXERCISES. THIS IS NOT A GOOD SCRIBUS PRACTICE TO FOLLOW, BUT FOR THE PURPOSE OF THIS COURSE IT WAS DONE THIS WAY.

BEFORE STARTING ANY EXERCIESES PLEASE MAKE SURE THE ENTIRE EXERCISES FOLDER IS DOWNLOADED AND UNCOMPRESSED.

I ALSO RECOMMEND THAT YOU MAKE A BACKUP OF THE ENTIRE COURSE ONTO A DVD BEFORE YOU BEGIN THE EXERCISES.

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Demonstration Folders

- Demo - Calendar
- Demo - Magazine Cover
- Demo - Two-Page Spread
- Demo - Create Image Gallery

Exercise Folders

- Ex 01 - Image Gallery
- Ex 02 - Scribus File and Folder
- Ex 03 - Image Effects
- Ex 04 - Understanding Trim
- Ex 05 - Text Frames
- Ex 06 - PDF Slide Presentation
- Ex 07 - Search and Replace
- Ex 08 - Stitching Effect
- Ex 09 - Wrap Text Around Shape
- Ex 10 - Master Pages
- Ex 11 - Working with Styles
- Ex 12 - Gallery Using Tables
- Ex 13 - Article With Table
- Ex 14 - Preflight Verifier
- Ex 15 - Image Export

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RESOURCES

Scribus Basic Resources

Scribus Website
http://wiki.scribus.net
Scribus Help Topics
http://wiki.scribus.net/canvas/Help:TOC
Scribus on Wikipedia
http://en.wikipedia.org/wiki/Scribus
Success Stories - Publications Created Using Scribus (By Year)
http://wiki.scribus.net/canvas/Category:Success_Stories
Made with Scribus
http://wiki.scribus.net/canvas/Made_with_Scribus

Scribus Community

Scribus on Twitter
https://twitter.com/scribus

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Scribus on Google Plus
https://plus.google.com/u/0/b/116869971719072318131/109612024486187515483/posts
Join the Scribus User Mailing List
http://lists.scribus.net/mailman/listinfo/scribus
Support / Feedback
https://bugs.scribus.net/
Scribus Forums
http://forums.scribus.net/

Scribus Reviews

Scribus CNET Review
http://download.cnet.com/Scribus/3000-6675_4-10655204.html
Softronic Review
http://scribus.en.softonic.com/

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Scribus Shortcuts

Scribus Shortcuts

http://wiki.scribus.net/canvas/PagePlus_Shortcuts

Keyboard Shortcuts

http://wiki.scribus.net/canvas/Keyboard_Shortcuts_by_Key

Scribus Templates and Utilities

Scribus Templates

http://scribusstuff.org/

Scribus Advanced Features

Scribus Versions

http://libregraphicsworld.org/blog/entry/scribus-1-4-3-released-haiku-port-available

Spell Check - Available at version 1.4.2 via (Story Editor / Edit / Check Spelling...)

http://wiki.scribus.net/canvas/1.4.2_Release

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Image Gallery
http://wiki.scribus.net/canvas/Photo_Albums
Custom Image Frames
http://wiki.scribus.net/canvas/Creating_custom_image_frames_with_GIMP_and_Inkscape
Three-Panel Brochure Scribus Link
http://www.youtube.com/watch?v=Jd1-tqoxiVk&feature=share&list=UU9CKJReOOfEHoTlpvC_XvyQ
Three-Fold Brochure
http://wiki.scribus.net/canvas/Creating_a_threefold_brochure
Master Pages
http://wiki.scribus.net/canvas/Help:Manual_Masterpages
Drop Caps
http://wiki.scribus.net/canvas/Advanced_Drop_Caps
Text on Path
http://wiki.scribus.net/canvas/Text_on_a_Path
Tables - Complex tables
http://wiki.scribus.net/canvas/Complex_tables_in_Scribus
Tables - Import Spreadsheet to Scribus
http://wiki.scribus.net/canvas/Import_Spreadsheet_Tables_to_Scribus

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Table of Contents
http://wiki.scribus.net/canvas/Creating_a_Table_of_Contents
Table of Contents Web Video
http://linux.hanski.info/static/scribus_promotion/movies/toc/TOC_howto.htm
Footnotes
http://wiki.scribus.net/canvas/Footnotes
Managing Sections - Page Numbers Not Starting at 1
http://wiki.scribus.net/canvas/Pagination
Adding Hyperlinks to your PDF document
http://wiki.scribus.net/canvas/Adding_Hyperlinks_to_your_Scribus_PDF_document

Advanced Scribus Import / Export

Importing Text - Using a Text Filter
http://wiki.scribus.net/canvas/Laying_out_articles
MS Publisher Importer
http://lists.scribus.net/pipermail/scribus-dev/2013-May/001846.html
InDesign Importer

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No Importer Available according to a Scribus Forum Member. Try PDF Importer, but my experiences with PDF importer have not been successful.

e-Pub Exporter. A recommended path would be to output to PDF, then transfer your PDF to e-Pub using an on-line service. I recommend that you plan this out in advance and do some testing prior to authoring your document.

Scribus does not have an e-Pub converter, but I understand from a Scribus forum user "a.l.e." that he is working on one as of fall 2012.

Advanced Scribus Printing

Hitting the 300MB File Size Limit (try Lossy JPG, Maximum, 300, 300 Preflight resolution settings rather than reducing dpi)

http://wiki.scribus.net/canvas/Scribus_Output

http://wiki.scribus.net/canvas/Image_DPI_and_Scaling,_and_Resultant_File_Sizes

Understanding Pre-Press including Preflight Verifier

http://wiki.scribus.net/canvas/Pre-Press

CMYK Printing (vector and raster images)

http://fedoraproject.org/wiki/How_to_set_CMYK_color_on_a_design_for_printing

(File / Document Setup / PDF Export / Pre-Press)

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(Save as PDF / Pre-Press / Output Profile)
Overprint Support (via Object Properties F2 / Color)
Force Overprint Mode (Save as PDF / Color)

Desktop Publishing Resources

Desktop Publishing Measurements
http://en.wikipedia.org/wiki/Point_(typography)
Trim Specifications
http://www.magcloud.com/create/gettingstarted
Designing for Perfect Binding (Two Page Image Spreads)
http://blog.magcloud.com/2011/06/16/designing-for-perfect-binding/
Common PDF Publishing Mistakes
http://blog.magcloud.com/2011/06/28/pdf-101-ten-common-pdf-problems/
GIMP Magazine Workflow - LGM2013 Presentation
http://gimpmagazine.org/lgm2013/

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CREDITS

Editing Credit

Editing / Proofing by Debi Dalio, http://clownfishcafe.blogspot.ca/

Image Credits

Scribus Image Graphic - http://scribus.net

Exploration by T.S Eliot, calligraphy by Steve Czajka - http://flickr.com/steveczajka

Wilber Image Graphic - http://gimp.org

GIMP Magazine Cover - http://gimpmagazine.org

Letters Interacting, calligraphy by Steve Czajka - http://flickr.com/steveczajka

The Raven by Edgar Allan Poe, calligraphy by Steve Czajka - http://flickr.com/steveczajka

Calligraphy is Good for the Soul, calligraphy by Steve Czajka - http://flickr.com/steveczajka

Inkscape Graphic - http://inkscape.org

Brochure publishing and calligraphy by Steve Czajka, calligraphy by Mark Lurz - http://flickr.com/steveczajka

GIMP Magazine Issue #2 Cover, illustration by Yeshua Nel - http://yeshuanel.deviantart.com/

Mozart, calligraphy by Steve Czajka - http://flickr.com/steveczajka

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VoxPopCon, calligraphy by Steve Czajka - http://flickr.com/steveczajka

Warsawpack, calligraphy by Steve Czajka - http://flickr.com/steveczajka

The Hunt for Wilber, illustration by Yeshua Nel, story by Dave Lepek - http://yeshuanel.deviantart.com/

Calligraphy Border, calligraphy by Steve Czajka - http://flickr.com/steveczajka

Typography Guide, by Steve Czajka

GIMP Magazine Cover Issue #3, photography by Andrea Zanovello - http://www.flickr.com/people/anzanov/

Music Credits

Opening Music - Ghost, Empty Rooms (Small Themes) CC-BY

http://ccmixter.org/content/_ghost/_ghost_-_Empty_rooms_(small_theme).mp3

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Trademarks

InDesign, Illustrator and Photoshop are registered trademarks of the Adobe Corporation. MS Publisher is the registered trademark of Microsoft.

Special Note

If you stumbled across this course on the internet (perhaps bit torrent) and found it useful, consider purchasing a copy. It takes significant time and effort to prepare one of these courses and the sale proceeds go towards the production efforts of future courses. If you are unemployed and cannot afford to make a purchase, then apply what you learned and possibly some day you can pay it forward. Tell a friend about the course. I would like to make new courses so that other people can benefit from the efforts of the open source community. Thanks! Steve

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CONTACT

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Google+: https://plus.google.com/u/0/118345133621782380342/posts
Flickr: http://flickr.com/steveczajka
LinkedIn: http://ca.linkedin.com/in/steveczajka

A Note About Assistance

Please feel free to contact me if you have any questions along the way. I can be reached at steveczajka@hotmail.com. I would also like to see some of the amazing works that you create after taking this course -- feel free to share them with me. I am also available on Skype.

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Help Spread the Word

If you found this course useful, drop a comment on the blog at http://gimpmagazine.org/courses, send a tweet, or tell a friend and help spread the word about Scribus and open source software. Cheers! Steve

Steve Czajka
Desktop Publishing Course Author

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DEFINITIONS

Adobe InDesign

Adobe InDesign is a desktop publishing software application produced by Adobe Systems. It can be used to create works such as posters, flyers, brochures, magazines, newspapers and books.

(Source: https://en.wikipedia.org/wiki/Adobe_InDesign)

Bleed (see also full bleed)

Bleed is a printing term that refers to printing that goes beyond the edge of the sheet before trimming. In other words, the bleed is the area to be trimmed off. The bleed is the part on the side of a document that gives the printer a small amount of space to account for movement of the paper, and design inconsistencies. Artwork and background colors can extend into the bleed area and after trimming, the bleed ensures that no unprinted edges occur in the final trimmed document.

It is very difficult to print exactly to the edge of a sheet of paper/card, so to achieve this it is necessary to print a slightly larger area than is needed and then trim the paper/card down to the required finished size. Images, background images, and fills which are intended to extend to the edge of the page must be extended beyond the trim line to give a bleed.

(Source: http://en.wikipedia.org/wiki/Bleed_(printing))

Background texture

The part of a pictorial representation that appears to be in the distance and that provides relief for the principal objects in the foreground.

(Source: http://www.thefreedictionary.com/background)

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Baseline (typography)

In European and West Asian typography and penmanship, the baseline is the line upon which most letters "sit" and below which descenders extend.

(Source: http://en.wikipedia.org/wiki/Baseline_(typography))

Bézier curve

A Bézier curve is a parametric curve frequently used in computer graphics and related fields.

(Source: http://en.wikipedia.org/wiki/B%C3%A9zier_curve)

Blurb, Inc.

Blurb is a creative self-publishing platform that enables anyone to create, self-publish, promote, share, and sell his or her own print and ebooks. Blurb offers book-making tools for every skill level – from first-time book makers to experienced design professionals.

(Source: http://en.wikipedia.org/wiki/Blurb,_Inc.)

Color management

In digital imaging systems, color management is the controlled conversion between the color representations of various devices, such as image scanners, digital cameras, monitors, TV screens, film printers, computer printers, offset presses, and corresponding media.

The primary goal of color management is to obtain a good match across color devices; for example, the colors of one frame of a video should appear the same on a computer LCD monitor, on a plasma TV screen, and as a printed poster. Color management helps to achieve the same appearance on all of these devices, provided the

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devices are capable of delivering the needed color intensities.

(Source: http://en.wikipedia.org/wiki/Color_management)

Desktop Publishing

Desktop publishing (abbreviated DTP) is the creation of documents using page layout skills on a personal computer. When used skillfully, desktop publishing software can produce text and images with attractive layouts and typographic quality comparable to traditional typography and printing, so DTP is also the main reference for digital typography. This technology allows individuals, businesses, and other organizations to self-publish a wide range of printed matter—from menus and local newsletters to books, magazines, and newspapers—without the sometimes-prohibitive expense of commercial printing.

(Source: http://en.wikipedia.org/wiki/Desktop_publishing)

Digital printing

Digital printing refers to methods of printing from a digital-based image directly to a variety of media. It usually refers to professional printing where small-run jobs from desktop publishing and other digital sources are printed using large-format and/or high-volume laser or inkjet printers. Digital printing has a higher cost per page than more traditional offset printing methods, but this price is usually offset by avoiding the cost of all the technical steps required to make printing plates. It also allows for on-demand printing, short turnaround time, and even a modification of the image (variable data) used for each impression. The savings in labor and the ever-increasing capability of digital presses means that digital printing is reaching the point where it can match or supersede offset printing technology's ability to produce larger print runs of several thousand sheets at a low price.

(Source: http://en.wikipedia.org/wiki/Digital_printing)

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Dots per inch

DPI is used to describe the resolution number of dots per inch in a digital print and the printing resolution of a hard copy print dot gain, which is the increase in the size of the halftone dots during printing. This is caused by the spreading of ink on the surface of the media.

(Source: http://en.wikipedia.org/wiki/Dots_per_inch)

Full bleed printing

Full bleed is printing from one edge of the paper to the other without the standard borders by which most personal printers are limited. This is useful for printing brochures, posters, and other marketing materials. Often the paper is trimmed after printing to ensure the ink runs fully to the edge and does not stop short of it.

(Source: http://en.wikipedia.org/wiki/Bleed_(printing))

GIMP

GIMP (GNU Image Manipulation Program) is an image retouching and editing tool and is released under the GPLv3 license as free and open source software. There are versions tailored for most operating systems including Linux, OS X, and Microsoft Windows.

(Source: http://en.wikipedia.org/wiki/GIMP)

grep

Grep is a command-line utility for searching plain text datasets for lines matching a regular expression. Grep was originally developed for the Unix operating system, but is available today for all Unix-like systems. Its name comes from the ed command g/re/p (globally search a regular expression and print), which has the same effect: doing a global search with the regular expression and printing all matching lines.

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(Source: https://en.wikipedia.org/wiki/Grep)

Interlinear spacing

The spacing between lines

(Source: http://dictionary.reverso.net/english-definition/interlinear%20spacing)

Issuu

Issuu is an online service that allows for realistic and customizable viewing of digitally uploaded material, such as portfolios, books, magazine issues, newspapers, and other print media. It integrates with social networking sites to promote uploaded material.

(Source: http://en.wikipedia.org/wiki/Issuu)

Kuler (by Adobe)

Adobe Kuler is an internet application from Adobe Systems that lets individuals try out, create and save various color schemes, each of which consists of a set of five colors.
(Source: http://en.wikipedia.org/wiki/Adobe_Kuler)

Inkscape

Inkscape is an open source vector graphics editor. Its goal is to implement full support for the Scalable Vector Graphics (SVG) 1.1 standard. The word Inkscape is a portmanteau of the words ink and landscape.

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(Source: http://en.wikipedia.org/wiki/Inkscape)

Lorem ipsum

In publishing and graphic design, lorem ipsum is a placeholder text (filler text) commonly used to demonstrate the graphic elements of a document or visual presentation, such as font, typography, and layout, by removing the distraction of meaningful content. The lorem ipsum text is typically a section of a Latin text by Cicero with words altered, added, and removed that make it nonsensical and not proper Latin.

(Source: http://en.wikipedia.org/wiki/Lorem_ipsum)

Lulu

Lulu (Lulu Enterprises, Inc. and Lulu Press, Inc. are collectively called "Lulu") is a company offering publishing, printing, and distribution services with headquarters in Raleigh, North Carolina. Since their founding in 2002, Lulu has published over 1.1 million titles by authors in over 200 countries and territories and adds 20,000 new titles to their catalogue a month. In addition to printing and publishing services it also offers online order fulfillment. The company's CEO is Red Hat co-founder Bob Young.

(Source: http://en.wikipedia.org/wiki/Lulu_(company))

MagCloud

MagCloud is a web service from Hewlett-Packard that allows users to self-publish and distribute content—for business or personal use—as a professional-quality print publication or digitally for mobile and online viewing. Magazines are printed in full color via HP's indigo printers on high quality paper in a variety of sizes and formats at a cost of US $0.16 or $0.20 per page. Authors set the cost for the publication and receive profits from the MagCloud service periodically. MagCloud offers users a variety of publishing and distributions services including automated ordering, print management, worldwide shipping, direct mail services, digital distribution and an online

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storefront all free of charge. The service is used by existing magazines and publications with a more traditional distribution method to make back issues available for sale.

(Source: http://en.wikipedia.org/wiki/MagCloud)

Master Pages

Master pages are templates used to automatically copy or link elements and graphic design styles to some or all of the pages of a multipage document. Linked elements can be modified without having to change each instance of an element on pages that use the same element. Master pages can also be used to apply graphic design styles to automatic page numbering. Cascading Style Sheets can provide the same global formatting functions for web pages that master pages provide for virtual paper pages.

(Source: http://en.wikipedia.org/wiki/Desktop_publishing)

Microsoft Publisher

Microsoft Publisher is an entry-level desktop publishing application from Microsoft, differing from Microsoft Word in that the emphasis is placed on page layout and design rather than text composition and proofing.

(Source: http://en.wikipedia.org/wiki/Microsoft_Publisher)

Negative Space

Negative space, in art, is the space around and between the subject(s) of an image. Negative space may be most evident when the space around a subject, and not the subject itself, forms an interesting or artistically relevant shape, and such space is occasionally used to artistic effect as the "real" subject of an image. The use of negative space is a key element of artistic composition. The Japanese word "ma" is sometimes used for this concept, for example in garden design.

(Source: http://en.wikipedia.org/wiki/Negative_space)

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Offset printing

Offset printing is a commonly used printing technique in which the inked image is transferred (or "offset") from a plate to a rubber blanket, then to the printing surface. When used in combination with the lithographic process, which is based on the repulsion of oil and water, the offset technique employs a flat (planographic) image carrier on which the image to be printed obtains ink from ink rollers, while the non-printing area attracts a water-based film (called "fountain solution"), keeping the non-printing areas ink-free.

(Source: http://en.wikipedia.org/wiki/Offset_printing)

Optical Margin Alignment

Optical margin alignment outdents letters like A, V, W, Y, and punctuation into the margins to align the text border optically. Some users remark that it makes the text margin look crooked, but this is because text frames or margin guides are visible. If text frames are not visible, e.g. in print preview, or when printed, the edge of a block of text looks more even if optical margin alignment is enabled.

(Source: http://en.wikipedia.org/wiki/Optical_margin_alignment)

Page Spread

A basic unit in book design is the page spread. The left page (called verso) and right page (called recto) are of the same size and aspect ratio, and are centered on the gutter where they are bound together at the spine.

The design of each individual page, on the other hand, is governed by the canons of page construction.

(Source: http://en.wikipedia.org/wiki/Gutter_(typography)#Page_spread)

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Pica (p)

A pica is a typographic unit of measure corresponding to 1/72 of its respective foot, and therefore to 1/6 of an inch. The pica contains 12 point units of measure.

(Source: http://en.wikipedia.org/wiki/Pica_(typography))

Point (pt)

In typography, a point is the smallest unit of measure, being a subdivision of the larger pica. It is commonly abbreviated as pt. The point has long been the usual unit for measuring font size and leading and other minute items on a printed page. The original printer's point, from the era of foundry metal typesetting and letterpress printing, varied between 0.18 and 0.4 mm depending on various definitions of the foot. By the end of the 19th Century, it had settled to around 0.35 to 0.38 mm, depending on one's geographical location.

(Source: http://en.wikipedia.org/wiki/Point_(typography))

Portable Document Format

Portable Document Format (PDF) is a file format used to represent documents in a manner independent of application software, hardware, and operating systems. Each PDF file encapsulates a complete description of a fixed-layout flat document, including the text, fonts, graphics, and other information needed to display it.

(Source: http://en.wikipedia.org/wiki/Portable_Document_Format)

Print on demand

Print on demand (POD) is a printing technology and business process in which new copies of a book (or other document) are not printed until an order has been received,

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which means books can be printed one at a time. While build to order has been an established business model in many other industries, "print on demand" developed only after digital printing began, because it was not economical to print single copies using traditional printing technology such as letterpress and offset printing.

(Source: http://en.wikipedia.org/wiki/Print_on_demand)

Pull quote (otherwise known as call out quote)

A pull quote (also known as a lift-out quote) is a quotation or excerpt from an article that is typically placed in a larger or distinctive typeface on the same page, serving to entice readers into an article or to highlight a key topic. The term is principally used in journalism and publishing.

(Source: http://en.wikipedia.org/wiki/Pull-quote)

Scribus

Scribus is a desktop publishing (DTP) application, released under the GNU General Public License as free software. It is based on the free Qt toolkit, with native versions available for Linux, Unix-like operating systems, Mac OS X, Haiku, Microsoft Windows, OS/2 and eComStation. It has a number of page layout features and competes with leading commercial applications such as Adobe PageMaker, PagePlus, QuarkXPress, and Adobe InDesign.

(Source: http://en.wikipedia.org/wiki/Scribus)

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Style sheet

A style sheet is a feature in desktop publishing programs that stores and applies formatting to text. Style sheets are a form of separation of presentation and content: they create a separate abstraction to keep the presentation isolated from the text data.

Style sheets are a common feature in most popular desktop publishing and word processing programs, including Arbortext, Corel Ventura, Adobe InDesign, Scribus, PageMaker, QuarkXPress and Microsoft Word, though they may be referred to using slightly different terminology.

(Source: http://en.wikipedia.org/wiki/Style_sheet_(desktop_publishing))

Style guide (otherwise known as house style)

A style guide or style manual is a set of standards for the writing and design of documents, either for general use or for a specific publication, organization or field. The implementation of a style guide provides uniformity in style and formatting within a document and across multiple documents.

(Source: http://en.wikipedia.org/wiki/Style_guide)

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Desktop Publishing Course
LEARN TO USE FREE AND OPEN SOURCE SCRIBUS TO CREATE BUSINESS CARDS, BROCHURES, LEAFLETS, FULL SIZE POSTERS, NEWSLETTERS, MAGAZINE PUBLICATIONS, AND EVEN BOOKS.