

Introduction to Publishing

Session 1

The Evolution of Modern Publishing

The first publishing revolution

- Around 1440 Johann Gutenberg invented movable type ushering in the modern publishing era
- By adapting the process used for pressing grapes and cheese he invented the printing press
- This method of printing is known as Letterpress



Individual letters are arranged (backwards) into a frame, known as a chase

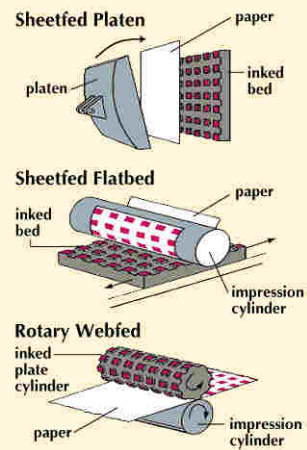


The chase is loaded onto the press



Ink and pressure is applied to print the image the right way round onto paper

TYPES OF LETTERPRESS PRINTING PRESSES

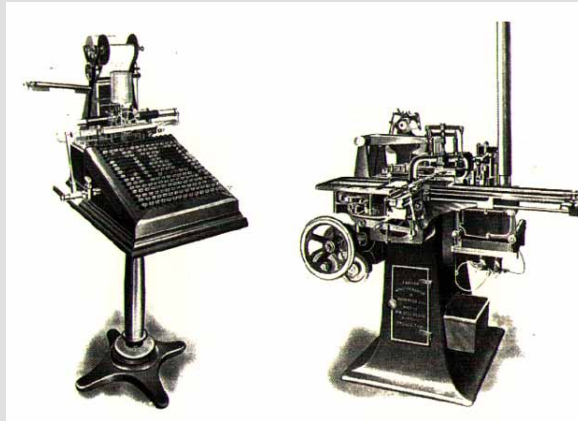


Letterpress large and small



Then there was Monotype...

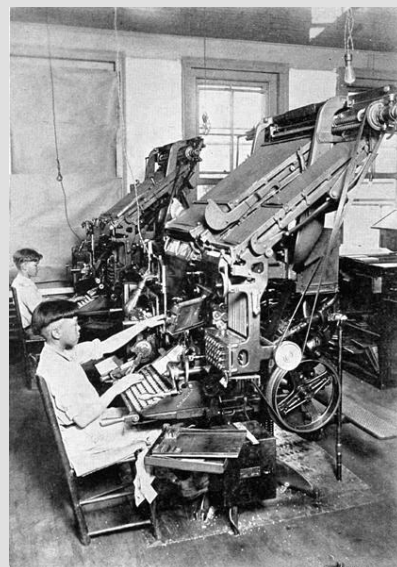
Apart from steam power the invention of keyboard style operation for single (mono) letters was the next major development in printing in the 19th century



And then came Linotype..

The most common form of printing until the 1950s

A development of monotype, operators can cast entire rows of type by pressing keys - 'lines of type', hence the name Linotype



Offset Litho printing

Popularised in the 1950s and is the process in use today

Letters are now able to be photographed instead of cast in type



Pre-DTP (early 1980s)

Very traditional printing industry, especially 'Fleet Street' newspapers

Demarcation / fragmented production cycle

Typographers still used letterpress

- Wooden box filled with lead characters
- Inserted lead strips to create additional line spacing
- DTP software calls line spacing 'leading' in recognition of the historical origins of this action

Typesetting

- Resistance to this new typographic technology by the industry as it undermined traditional expertise

Paste-up Techniques

Cut and paste
production
methods

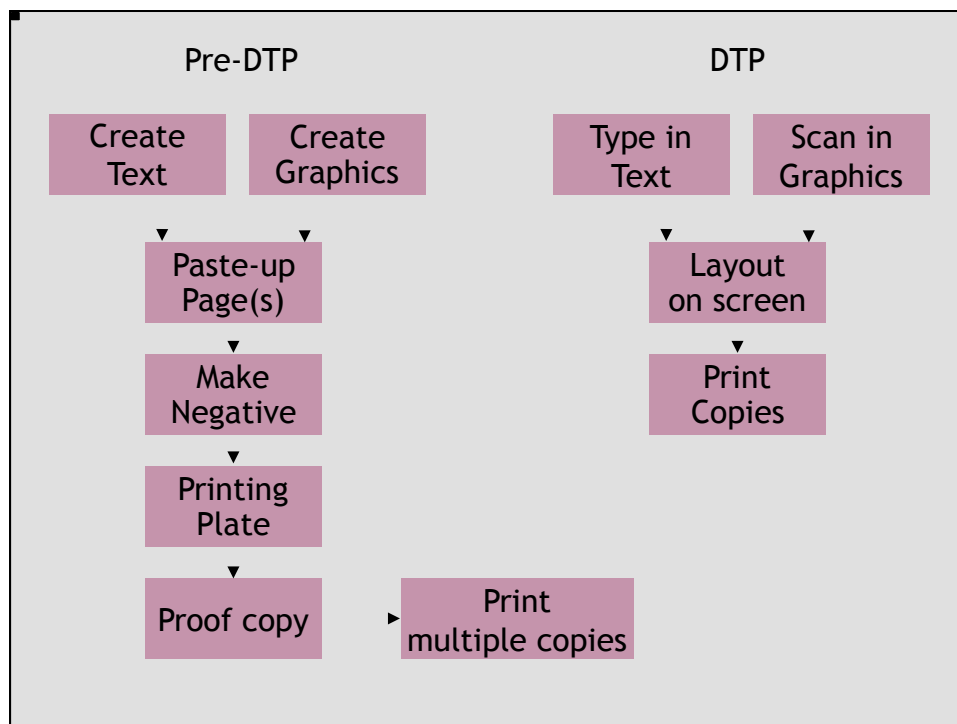
'Paste-up artists'
literally glued or
waxed blocks of
typeset text and
graphics onto
pages



- Photographic negatives made from the 'camera ready' artwork (the paste-up)
- Printing plates created from the negatives
- Multiple copies printed using the offset litho process
- 'Computer To Plate' technology now becoming available, further streamlining the printing process

The second publishing Revolution

- Computer software mimics traditional cut and paste approach on a computer screen
- Small organisations were able to reduce costs and take control of the print and publishing process
- Enabled DTP operators the creative freedom to design and layout pages
- Early DTP software not up to 'professional' standards for newspaper and magazine publishing



Desktop Publishing (DTP)

- What is DTP?
- Originally defined as
'The ability to combine text and graphics on the same page using a personal computer system'
- Now incorporates the ability to publish electronically
 - CDROM
 - WWW
 - Multi-platform Adobe Acrobat .pdf files

Origins of Professional DTP

- 1985 convergence of technologies from three key companies
 - Adobe Postscript printing language (1982)
 - Apple Macintosh and Apple LaserWriter (1984)
 - Aldus PageMaker software (July 1985)

Aldus and DTP

- Company formed in 1982
 - Named after Aldus Manutius (1449-1515), an Italian scholar, editor, and the founder of the Aldine Press
 - Aldus founder Paul Brainerd is credited with the original phrase 'Desk Top Publishing' or 'DTP' as it is commonly known today

Adobe and Postscript

- Company formed in 1982
- Co-founders John Warnock and Chuck Geschke left Xerox PARC to start their own company and pursue their vision of revolutionising printing
 - Named after the creek that ran behind John Warnock's Los Altos home in California
 - Original logo designed by John Warnock's wife, a graphic designer

The Machine that started a publishing revolution



Revolution / Evolution

Quark XPress revolutionised magazine publishing when it was released in 1988

Adobe took over struggling Aldus in September 1994 and continues to update Adobe PageMaker

Adobe still trying to challenge Quark's dominance (over 90% of DTP market) with Adobe InDesign

The Universality of DTP!



Apple and OSX issues

- The release of OSX and Adobe's early release of InDesign, with some superior features, caused users to think carefully about their software choice
- But Quark was still the top dog
- Apple were seen as being held back by the lack of an OSX version of Quark which was finally released in 2003,
<http://www.newsfactor.com/perl/story/17365.html>

Commercial suicide?

Dissatisfied with Quark's Mac commitment? Quark CEO says 'switch to something else'

Tuesday, November 26, 2002 - 8:55 AM (www.macdailynews.com)

"Publishing professionals who attended a Quark-convened 'executive summary' in New York last week are still abuzz over the performance of Quark CEO Fred Ebrahimi... [who] told his squirming guests that 'the Macintosh platform is shrinking,' and that 'publishing is dying.' He suggested that anyone dissatisfied with Quark's Mac commitment should 'switch to something else,' although he insisted that making the move to Adobe's long-Carbonized InDesign package is 'committing suicide.' 'Everyone was stunned, and most folks left by noon,' one attendee reported. 'It was awful,'" reports MacEdition.

Quark Xpress indecision

- Quark meanwhile appears to be trying to reinvent itself as a corporate publisher
- Company has a poor reputation, a la Microsoft, for ignoring its users and high prices
- Will Adobe's software expertise and Quark's lack of marketing nous shift the market towards InDesign?

Evidence for market shift

- Guardian and Observer print works
 - UKs trend setting newspaper publishing house
 - Switch from 'highly customised' Quark setup
 - OS X delay precipitated users to change
- BBC switched all 40 titles to InDesign in 2004
- IDG titles such as
 - PC Advisor
 - MacWorld
- Now seen as mature product that is no longer a wannabe upstart but a worthy product in its own right

Electronic publishing

- World Wide Web
- PDF
- Hybrid productions
 - Ceros media
<http://www.ceros.com/page/titles>
 - Magalogue
<http://www.microzine.co.uk/magalogue/>

The magazine market place

References

Magforum.com home page

<http://www.magforum.com/index.htm>

Glossary of magazine terms and jargon

<http://www.magforum.com/glossary.htm>

Digital magazines: a history timeline

http://www.magforum.com/digital_history.htm

The death of the magazine has been greatly exaggerated

1994 - 2004

Despite the growth of the WWW, sales
were up by 100m (DTI 2004) over the
10 year period

18K companies & 338K employees
£31bn per annum turnover

Customer magazine data

2004 (Does not include freebies or
business to business)

1.3bn copies sold

8,337 titles published - 25% up over 10
years

(Felix) Dennis Publishing

Turnover £50 in UK

One of 3 defendants in Oz obscenity trial in 1970

http://en.wikipedia.org/wiki/Oz_%28magazine%29

<http://www.guardian.co.uk/media/2001/aug/02/pressandpublishing.g2>

Dennis publications include PC Pro, IT Pro, MacUser, Viz, Bizarre, Maxim

Inventing New genres
and formats

New Handbag format

Glamour launched in the UK in April 2001, where it pioneered the “handbag size” format, with the tagline "fits in your life as well as your handbag"



New Men's Genre

2004 New Genre created - Men's weekly
Launch of *Zoo Weekly* and *Nuts* adds 2m to monthly sales of men's magazines
Subject matter - sexy, irreverent/comedy, football

Hook - Men lead weekly lives

http://www.magforum.com/zoo_cont.htm

http://www.magforum.com/nuts_cont.htm

Zoo Weekly

Published by emap

<http://www.emap.com/brands.asp>

12 months and £8m research

Circulation target of 150K per month within one year

First ever men's weekly

TV listings - 'best on the box for blokes'

Nuts

Published by IPC

<http://www.ipcmedia.com/>

Launched at same time as Zoo Weekly

Target audience

- 1.4m monthly sales
- 3.1m 16-30 year old readers

Impact of Men's Weeklies

Additional 2m sales per month to men's market
in 6 months (Aug 2004)

Losers were monthlies

- Maxim (Dennis)
- Loaded (IPC - Nuts)
- Front (SMB - Highbury House Communications)
- FHM (emap - Zoo)

Current stats

[http://www.abc.org.uk/cgi-bin/gen5?
runprog=nav/abc&noc=y](http://www.abc.org.uk/cgi-bin/gen5?runprog=nav/abc&noc=y)

Internet effect - Feb 2007

15-24 group reads less once they are online
(OFCOM)

20% less magazines

Over 25% less newspapers

Biggest losers - Men's magazines (30% drop
year on year)

12 of top 20 are less than 10 years old

The future

Industry in transition

Advertisers following readers online

Tipping point reached in late 2006/early 2007

Need to build a digital presence in the next 5 years to survive





Portable Document Format

Released in 1990, PDF gained traction when internet/web communications became all pervasive.

Used as the basis for Page Turning Flash based online Magazines. Conversion based on Ceros Media and similar systems

<http://www.prepressure.com/pdf/basics/history>

<http://www.adobe.com/pdf/about/history/>



Online books need new workflow

ePub for consumption on Kindle, iPhone, iPad and other similar devices

http://www.adobe.com/products/indesign/epub/howto/pdfs/eBooks_common_questions.pdf

<http://support.apple.com/kb/HT4168>



Digital magazines need new workflow

Digital Magazine Format for Interactive Magazine production. Pioneer is the Adobe CS5 Digital Magazine Viewer for iPad introduced in Summer 2010 for *Wired*.

<http://tv.adobe.com/watch/digital-publishing/introducing-the-adobe-digital-magazine-workflow/>

Issues in Magazine Design

Format and distribution medium

- print, TV, online

Cover design

- vital to sales and identity,
- reassuringly familiar but identify itself as a new issue

Pace and rhythm

- plan the running order
- maintain surprise for the reader

Issues in Magazine Design

Words

- liberated by the computer from the need for simplicity and regularity of text
- can now control how each word is presented

Images

- determine the 'look and feel' of the publication
- technology has made full colour the norm
- Photoshop used to manipulate and retouch images