

Publications

Definition of publications



The Dictionary of the Royal Academy defines the word "print media" as:

"Publication" means any book, sheet of paper, or any object printed throughout a song, map, diagram, diagram, drawing, painting, notice, turntable, or anything else of the same nature."

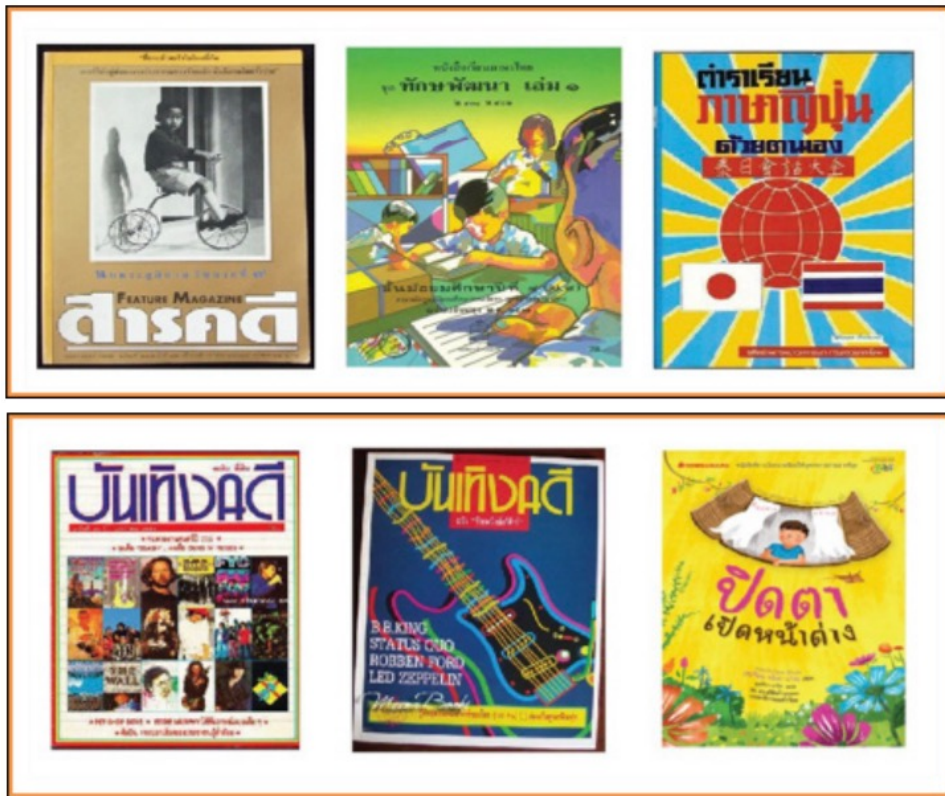
"Publications", text-type postage, images or fabrications on paper, cardboard, or materials commonly used in printing businesses, which make up multiple copies exactly the same. Mechanical processes or imaging involving the use of prototype molds. Wax paper, negatives, or other things commonly used in printing business.

"Media" means a. making contact with each other, bringing in each other. who or whatever contacts each other, or induces to get to know each other.

Book publications

Nonfiction books, textbooks, textbooks are publications that display academic content in various sciences of knowledge in order to convey to the reader the meaning with real knowledge.

Types of publications



2

Publications to spread the word

Newspapers are printed materials produced by presenting stories. News, images and opinions in the manner of printed sheets, large sheets. That's how the combined folding method works.

Journals, Magazines

Pamphlets are non-profit publications that provide a blank space for readers to study. It is scheduled to be released once in a while or in various special occasions.

Types of publications



Types of publications

Print advertising

Brochure is a publication that is a booklet. Display content is about product ads.

Leaflets (Leaflet, Handbill) are the only publications.

That focuses on announcements or ads.

Folder is a printed material produced with an emphasis on the presentation of content.



3

Packaging publications

It is a publication used to encapsulate various commercial products separately into the main publications, i.e. publications that cover bottles or cans of trade products.

Types of publications



Publications are valuable.

It is a publication that focuses on the use of important evidence which is required by law, such as money orders, credit cards, bank checks, bills of exchange, passports, deeds, etc.

Types of publications



Special effects publications

It is a printed medium produced according to the special characteristics depending on the application, such as business cards, greeting cards, calendars, invitations, delivery slips, receipts, glass publications, fabric publications, etc.

Types of publications



Electronic publications

It is a printed medium produced for use in computers or internet networks, including: Document Formats, E-books for Palm/PDA , etc.

Types of publications



Image formats and image files



1

Model images Bitmap or Raster

These images are formed from small units of images coming together into a puzzle-like big image that can be viewed by zooming in, i.e., the more these images zoom (magnify), the more they look ignorant, such as the last name image, .JPEG, .TIFF, .GIF, etc.

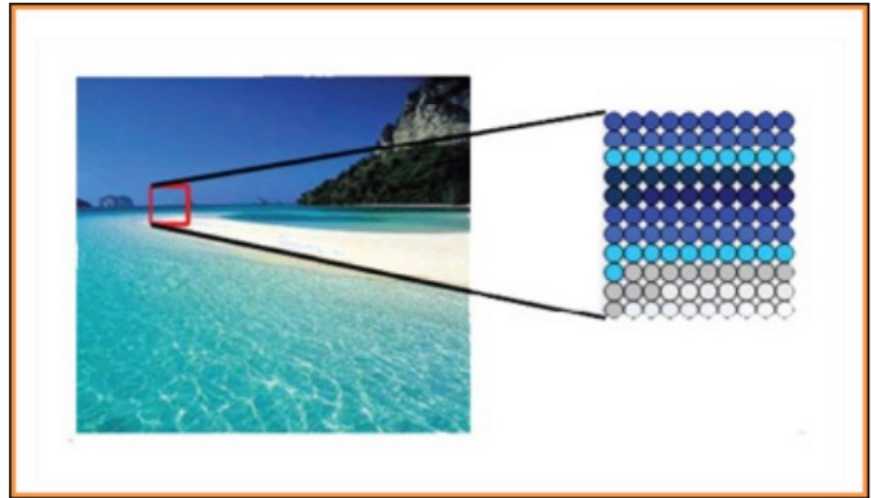


Image formats and image files



2

Vector image

Is an image formed by curves, straight lines, and the color properties of that line caused by mathematical calculations, that is, at one point of the image that we zoom in on, it is caused by defining the properties that the image has. It is caused by a straight line or curve that is tilted in a few degrees. What color-coded values are stored? When we zoom in on an image, no matter the size, it doesn't crack or lose its resolution. Down to the visual properties themselves.

so If we edit an image, it's to correct a mathematical property, no matter how many times it zooms or zooms, it's still sharp. These Vector images include .wmf images and d images in Adobe Illustrator, Macromedia Freehand.

Image formats and image files



2

Vector

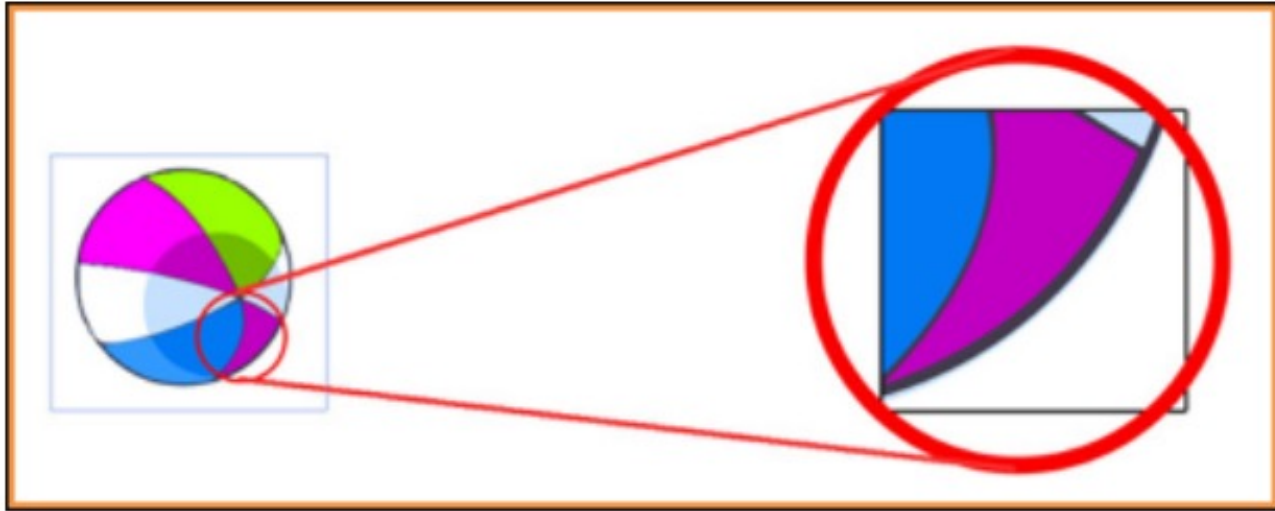


Image file types for print media jobs

1. JPEG (Joint Photography's Experts Group)

strength

- Support up to 24 bit colors
- Quality can be set and set image file compression
- Used in the Internet (World Wild Web), with the surname .jpg
- There are a lot of building support programs.
- Browse images in every Graphic Browser

Cons

- Transparent/Opacity cannot be made transparent.
- If the compression value is high. When sending images from the server (host) ---> client, the client will:
The display is slow because it takes time to decompress the file.



Image file types for print media jobs

2. TIFF (Tag Image File Format)

It is commonly used in print-Desktop publishing, 3D application, Faxing, Medical Imaging Application, with TIFF formats available in various types- Grayscale, Color Pallete, RGB full color.

Strength

- It's a format that makes images raster or bitmap. Compatible with various applications, including scanner image manipulation programs.

Cons

- Large image files because they must retain high contrast details.

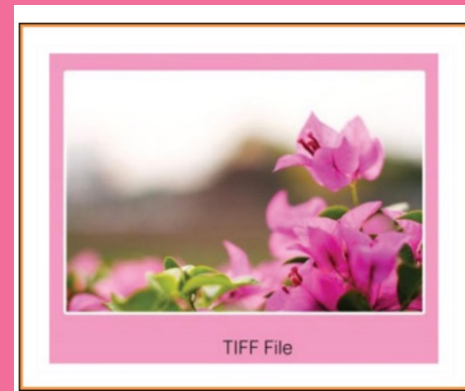


Image file types for print media jobs

3. GIF (Graphics Interchange Format)

strength

- It is most popular for images to be displayed on the Web/Internet.
- Very small.
- Transparent/Opacity
- It can be animated on webpages using wizards such as JAVA, Flash.
- There are a lot of support programs to build.
- Images can be viewed in any Graphic Browser.

Cons

- Only 256 colors of image light Not suitable for presenting photos or tasks that require high contrast.

Image file types for print media jobs

4. PNG (Portable Network Graphics)

strength

- The property of (JPEG+GIF) is used, i.e. more than 256 colors and transparent.
- PNG is compressed without losing quality.
- Make it transparent and can also control the degrees of opacity.
- Capture images in True Color as well as Pallete and Grayscale.

GIF format

Cons

Animation is not supported because it cannot.

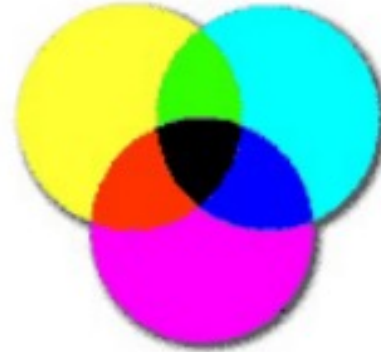
Keep multiple photos together.



Principles of use of color and light in prints



RGB



CMY

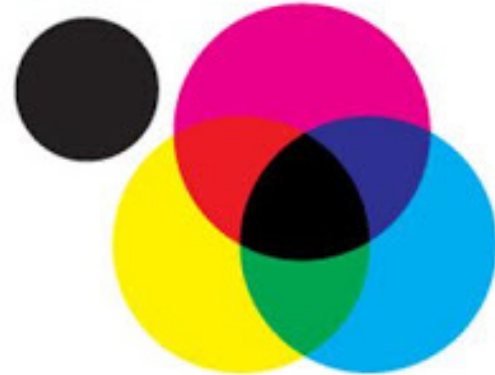
Color mode



R G B



C M Y K





Principles of design of printed materials

01

Direction & Movement

02

Unity & Harmony

03

Balance

04

Proportion

05

Contrast

Stages of print media design

1

The information study stage or identifying stage means considering the problem in order to understand the needs of the customer or target group. It defines subtleties related to what the customer or problem requires , including limitations and means of communication.

2

A preliminary drafting stage means the process of seeking answers in multiple ways. Many ways and means to broaden the concept of answering a particular problem. How to find out in stages



Stages of print media design

3

The rough drafting stage or refinement stage refers to the process of selecting answers of similar characteristics into the same group. The most prominent ones in each group were selected and further redesigned to show more details such as size, layout, rough font layout, and color usage. The grouping at this stage is called "rough sketch" or "rough layout".



Stages of print media design

4

A detailed drafting stage or an analysis stage means a procedure that involves evaluating and examining the details of the entire format. In terms of details about the typography, layout of illustrations, use of colors, grinding and assembling the pages, etc., the graphic designer must make the design look close to the truth. It's called a "comprehensive sketch" or "comprehensive layout" to select the best answers from the best stages from the grouping stages of answers by comparing and deciding only one answer.



Stages of print media design

5

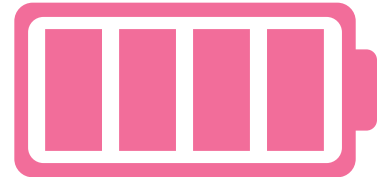
Stages of manuscripts, print or graphic designs The so-called decide stage is the final step in the design process where designers and stakeholders decide to choose a particular piece that appears in front of them. Selected pieces are directed to the creation of an artwork that is like an answer to the problem in the first step.



Stages of print media design

6

The print success stage or implementation stage is the process of bringing in answers that have been carefully considered and selected as the best and most complete answers to be published in various media such as flyers, posters, magazines, etc.



Publishing process

Typesetting refers to the arrangement of typography into words, phrases, sentences, and punctuation, which is done according to layout where there are two systems of typesetting:

1. Manual typesetting
 - 1.1 Check to enlarge the print page. Combined and decorative layout
 - 1.2 Set the line distance in the stick or typeface rail to the same length as the original.
 - 1.3 Typeface from right to left
 - 1.4 When sorting is done, remove the letter as long as the line, the typeface delimiter to spacing the line.
 - 1.5 Finished typesetting, printing for proofreading.

Publishing process



2. Machine typesetting

2.1 Ludlow Typography uses a hand-sorted copper typeface casting template. The copper body is given back to be used for extension, using only headings.

2.2 Monotype sorting consists of a keyboard, which is a finger-pressed lettering key like a nother typewriter, a casting machine, which takes a roll of paper from a sorting machine.

2.3 Linotype is a sound machine and casts the typefaces one line at a time.

Single stick By combining Ludlow and monotype arrangements, 4,000-10,000 M can be arranged, eliminating time waste.

Publishing process



2. Machine typesetting

2.4 Photographic typesetting photo composition is arranged by photographing one type at a time allowing light to pass through a film or sheet of compressed paper. It's called bromite paper one by one and then mixed into words suitable for making offset and graphoid molds.

2.5 Computer sorting is the creation of letters from a printer, which is characterized by dots. Typography with this method can store the manuscript in a computer memory sheet, making it convenient to edit the original and reorder it. This makes it possible to use built-in proofreading as well.