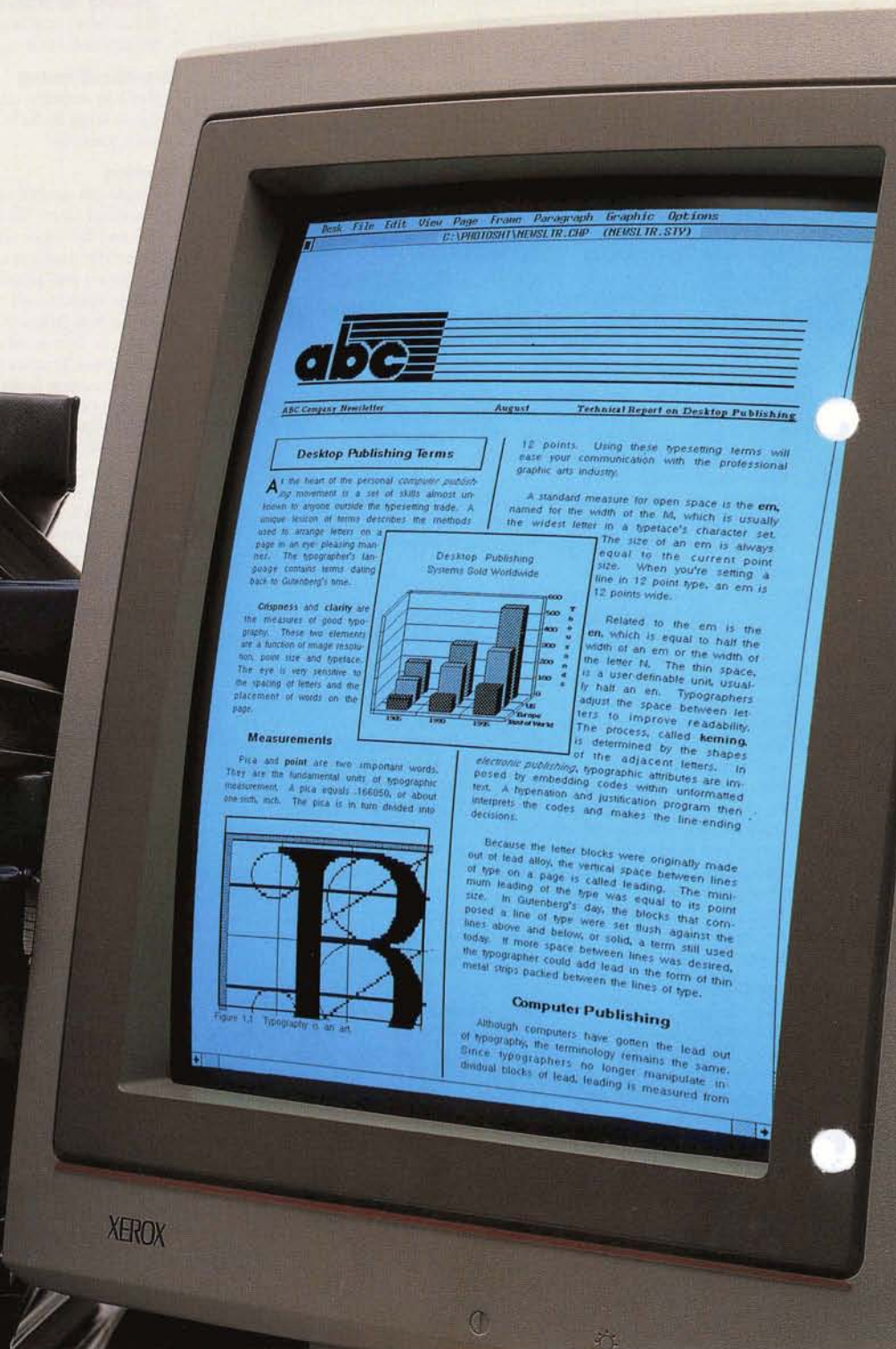
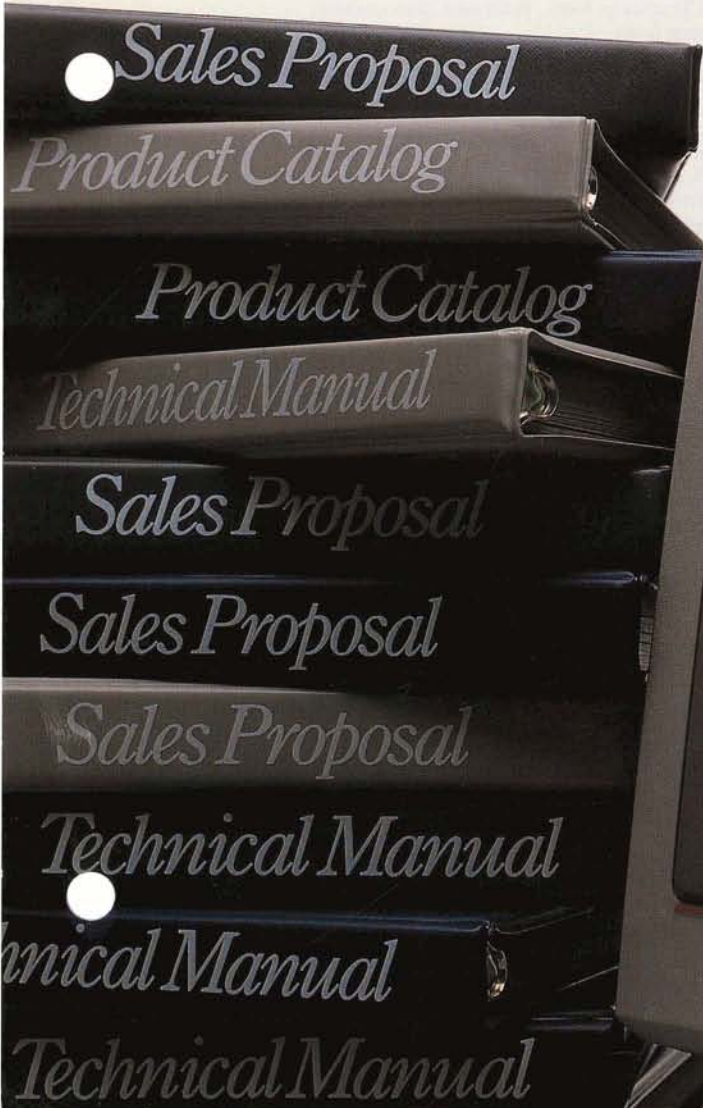


# Professional Publishing Power Comes to the PC:

**Xerox Desktop Publishing Series:  
Ventura Publisher Edition  
Version 1.1**



Desk File Edit View Page Frame Paragraph Graphic Options  
C:\PHOTOSH\NEWSLTR.DTP (NEWSLTR.STY)

**abc**

ABC Company Newsletter August Technical Report on Desktop Publishing

**Desktop Publishing Terms**

At the heart of the personal computer publishing movement is a set of skills almost unknown to anyone outside the typesetting trade. A unique lexicon of terms describes the methods used to arrange letters on a page in an eye-pleasing manner. The typographer's language contains terms dating back to Gutenberg's time.

crispness and clarity are the measures of good typography. These two elements are a function of image resolution, point size and typeface. The eye is very sensitive to the spacing of letters and the placement of words on the page.

**Measurements**

Pica and point are two important words. They are the fundamental units of typographic measurement. A pica equals .166050, or about one-sixth, inch. The pica is in turn divided into

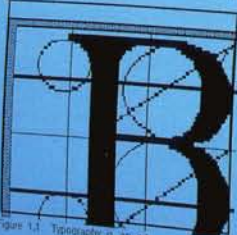
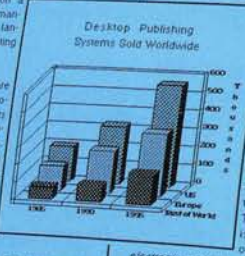


Figure 1.1. Typography is an art.

12 points. Using these typesetting terms will ease your communication with the professional graphic arts industry.

A standard measure for open space is the em, named for the width of the M, which is usually the widest letter in a typeface's character set. The size of an em is always equal to the current point size. When you're setting a line in 12 point type, an em is 12 points wide.



Related to the em is the en, which is equal to half the width of an em or the width of the letter n. The thin space, is a user-definable unit, usually half an en. Typographers adjust the space between letters to improve readability. The process, called kerning, is determined by the shapes of the adjacent letters. In electronic publishing, typographic attributes are imposed by embedding codes within unformatted text. A hyphenation and justification program then interprets the codes and makes the line-ending decisions.

Because the letter blocks were originally made out of lead alloy, the vertical space between lines of type on a page is called leading. The minimum leading of the type was equal to its point size. In Gutenberg's day, the blocks that composed a line of type were set flush against the lines above and below, or solid, a term still used today. If more space between lines was desired, the typographer could add lead in the form of thin metal strips packed between the lines of type.

**Computer Publishing**

Although computers have gotten the lead out of typography, the terminology remains the same. Since typographers no longer manipulate individual blocks of lead, leading is measured from



## Xerox Desktop Publishing Series Ventura Publisher Edition Version 1.1

### Page and document composition software for IBM PC/XT/AT and compatibles

Xerox Desktop Publisher lets you produce long or short documents much faster and easier than conventional methods. Using standard PC hardware, the fast moving WYSIWYG display shows the page composition process in real time... from selecting and building page design, importing text and graphics from any of over 500 programs, finishing with typographic refinements and illustrations, through final annotations and captions. Your document may contain up to 128 chapters of about 300 pages each, plus automatically generated index, table of contents, and list of illustrations. Finished documents can be printed on high-resolution laser printers or imaged on industry standard phototypesetters, with quality equal to commercial printing standards.

#### Input

- Accepts text files in the following formats (records files and preserves some formatting information):
 

DCA	Multimate	WordPerfect	Xerox Writer
Microsoft Word	Windows Write	WordStar	Xywrite

 ASCII files generated by any word processor or other program
- Files in different word processing formats can be mixed
- Accepts graphics data files from over 500 programs compatible with:
 

AutoCAD	Dr. Halo DPE (GEM output)
GEM Draw/Graph	GP Video Show format
Lotus 1-2-3, Symphony	Macintosh PICT format
Mentor Graphics CAD	Macpaint image
Publishers Paintbrush	PostScript files (encapsulated)
GEM Paint/PC Paintbrush *	DXF file format
HPGL files	
CGM files (Lotus Freelance)	
- Accepts scanned images from Datacopy, Microtek, DEST, or other scanners that create Z-Soft PC or Publishers Paintbrush files

#### Document Format

- Single or multiple columns (up to eight per frame/page)
- Automatic text flow across pages, frames, columns
- Portrait or landscape format up to 18x24 internal size
- Rules can be specified thickness, variable width/height
- Document content:
  - Multiple, non-continuous articles or chapters per document
  - Up to 450 Kb of text per chapter (approx. 300 pages each)
  - Up to 128 parts or chapters can be chained together when printing

#### Format Control

Style sheets provide document format control

- User-specified tags determine style of headings, text blocks, extracts, tables, etc.; may be entered at word processor or assigned by mouse during page composition
- Frame attributes define margins, columns, page headers, footers
- User controls typography by changing pre-set standards:
 

Typeface stress/weight/font	Automatic bullets
Margins, columns, gutters, rules	Tab left, center, right, decimal
Multi-line indent/outdent	Horizontal ruling lines, boxes
Inter-paragraph spacing	Portrait/landscape, up to 18x24
Hyphenate in two languages	Widow/orphan control
Auto kerning (PostScript supplied)	Justification with letterspacing
Sequential hyphen control	Paragraph color (tracking)
Paragraph keep, new column/page	Three wordspace limit control
Dropped capitals	Automatic leadering
Page, line, column breaks	Discretionary hyphen
- Hyphenation in American English, alternate American English (more hyphen points), French, Spanish, U.K. English, Italian

#### Page Control

- Page designs supplied can be user-modified and saved separately
- Illustration placement by page location or by anchor callout in text
- Page designs can be automatically repeated with flowing text
- Automatic headers and footers:
  - Same or different for right and left pages
  - Page numbers
  - Capture section headings or chapter names
  - Location, rule, typographic specifications
- Page numbers in Arabic, upper/lower case Roman, upper/lower case alphabet, numbers spelled out, maximum 9999
- Automatic footnotes at bottom of page, automatic footnote numbering and section numbering up to 10 levels (military specification), automatic table of contents, index, list of illustrations by tag option

#### Editing Text and Graphics

- Built-in text editing function with reformatting during editing
- Blocks of text can be deleted, moved, or copied (cut, copy, paste)
- Any letter, word, or group of words can be changed to:
 

Boldface	Sub/Superscript	All lower case
Italic	Underscore	All upper case
Small caps	Double underscore	All initial caps
Strikethrough	Overscore	Any available font
- Any graphic or text can be repeated automatically or selectively throughout the document
- Illustrations (graphic frames) can be anchored to page or text
- Graphics can be cropped, sized, or located within a frame window
- Captions can be mortised into graphics or placed anywhere around frame and tagged for automatic list of illustrations

#### Automatic Rule Application

- A frame or text block can include over-rule, under-rule, or box attributes
- Over-rule and under-rule lengths can float with text length, be specified, or fit frame, margins, column widths
- Rules/boxes can be specified with up to three lines and spaces of variable widths and inside margins

#### Graphic Drawing

- Built-in drawing capability for tables, call-outs, forms
- Basic tools include lines, arrows, boxes, ellipses, caption boxes with tone fill

#### Printing

- Single- or double-sided printing, left or right page start
- Standard sizes: 5 1/2 x 8 1/2, 8 1/2 x 11, 8 1/2 x 14, 11 x 17, 18 x 24, A4 and B5 sheet sizes
- Oversize sheets printed out in overlapping "shingles" or reduced size
- Collating and printing-order control: print all, current, selected/all left or selected/all right pages
- Up to five different printing devices can be installed at once
- Fonts or font widths supplied (kerning for PostScript)
- Download PostScript fonts, Bitstream fonts enabled, Adobe screen fonts
- Printing devices supported:
 

Xerox 4045 Laser Printer	LaserJet Series II
Xerox 4020 Color Ink Jet Printer	JLaser
IBM Proprinter	Apple LaserWriter/
AST Turbo Laser	LaserWriter Plus
Epson MX-80, FX-80	Cordata Laser Printer
HP LaserJet/LaserJet Plus/	Interpress printers (Xerox 9700)
Other PostScript printers/typesetters (Dataproducts, QMS, T.I., Linotronic and Compugraphic 8600 typesetters)	

#### System Requirements

- Personal computer (minimum requirements):
  - IBM PC/XT or compatible or Xerox 6065, with PC or MS-DOS, 512 Kb memory (128 Kb upgrade recommended), 10 Mb fixed disk
- Personal computer (options):
  - IBM PC/AT with PC or MS-DOS
  - Compaq (including 386 model) with MS-DOS
- Graphics card (and display if appropriate):
  - Xerox 6065 standard display (no additional requirement)
  - Xerox 6065 Color Display option
  - Xerox Full Page Display (15" diagonal) option

Olivetti M24	IBM color
IBM 3270 PC	IBM enhanced graphics adapter (640x350, 640x480)
Hercules monochrome	Compaq color
MDS Genius	WYSE WY-700 (Amdek 1280)
Xerox C/GA (600x400 16 color) card	
ATT 6300	
- Mouse:
 

Xerox (for 6065/6068)	Logitech
Microsoft (bus or serial)	Mouse Systems
Summagraphics	Torrington (Microage)

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El Segundo, California 90245

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