


Desktop Publishing

**Unlocking the Secrets to
Creating Professional
Documents**

Developed by

Nettie Briggs with all credit to Robin Williams





**If the horse you are riding is dead,
then it's time to get off the horse.**

- ❖ **Do you use a typewriter in your office?**
- ❖ **Do you use a computer?**
- ❖ **Typing guidelines broke the rules of print established as far back as Gutenberg**
- ❖ **Are you still following typing guidelines?**



Typewriter vs. Word Processor

- ❖ All letters are monospaced.
Notice how all of the letters
line up one under the other.
- ❖ You needed two spaces to
separate a sentence visually



Typewriter vs. Word Processor

- ❖ All letters are proportional
- ❖ Even periods and spaces
- ❖ Only one space after sentence



Typewriter vs. Word Processor

- ❖ Straight quotes
- ❖ Straight apostrophes



Typewriter vs. Word Processor

- ❖ Use “smart quotes”
- ❖ Use ‘smart apostrophes’



Typewriter vs. Word Processor

❖ Hyphens -

❖ Double dash --



Typewriter vs. Word Processor

- ❖ En dash indicates duration or compound adjective
 - ❖ October–December
 - ❖ Houston–Dallas flight
- ❖ Em dash used as a colon or parenthesis or to indicate a sudden change in thought
 - ❖ A hyphen should not have space on either side of it—neither should an em dash.

Typewriter vs. Word Processor

- ❖ Few special keys





Typewriter vs. Word Processor

- ❖ Many special characters



Typewriter vs. Word Processor

- ❖ Underlining is for typewriters because there was no other way to emphasize a word or phrase.
- ❖ Avoid underlining if at all possible because it is too heavy, too close to the type, and bumps the descenders.



Typewriter vs. Word Processor

- ❖ *Italic is for professional use to emphasize text.*
- ❖ **Try bold type or a different type face.**



Typewriter vs. Word Processor

- ❖ ON A TYPEWRITER THE ONLY WAY TO EMPHASIZE A HEADLINE WAS TO MAKE IT ALL CAPITAL LETTERS OR UNDERLINE IT.
- ❖ ALL CAPITAL TEXT IS DIFFICULT TO READ ACCORDING TO READABILITY STUDIES.
- ❖ ALL WORDS BECOME RECTANGULAR IN THEIR SHAPE AND WE LOSE THE SHAPE RECOGNITION OF WORDS.



Typewriter vs. Word Processor

- ❖ One type face



Typewriter vs. Word Processor

- ❖ Variety of type face choices
- ❖ Mix only one serif with one sans serif type face

Serif

Sans serif

- ❖ May mix styles of type face
 - ❖ Serif history
 - ❖ Sans Serif history



Typewriter vs. Word Processor

- ❖ On a typewriter five spaces is always the same equal five spaces.



Typewriter vs. Word Processor

- ❖ Spaces are not always the same
- ❖ Use tabs to align text
- ❖ First line indent marker



The Four Basic Principles of Design

❖ Proximity

❖ Alignment

❖ Repetition

❖ Contrast



Proximity

- ❖ Group related items together.
- ❖ Move them physically close to each other
- ❖ Separate items or groups of information that are *not* related to each other

Robin Williams



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Alignment

- ❖ Nothing should be placed arbitrarily
- ❖ Every item should have a visual connection with something else on the page.
- ❖ Invisible lines connect items if they are aligned

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Agenda for
Staff Development

By Lyle Lovett

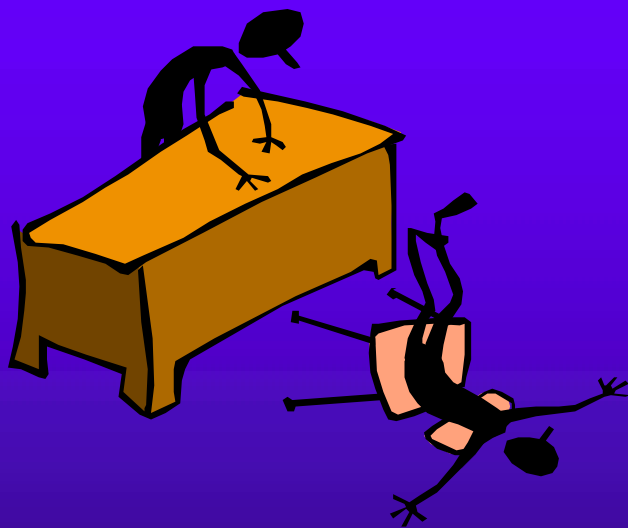
August 10, 1999



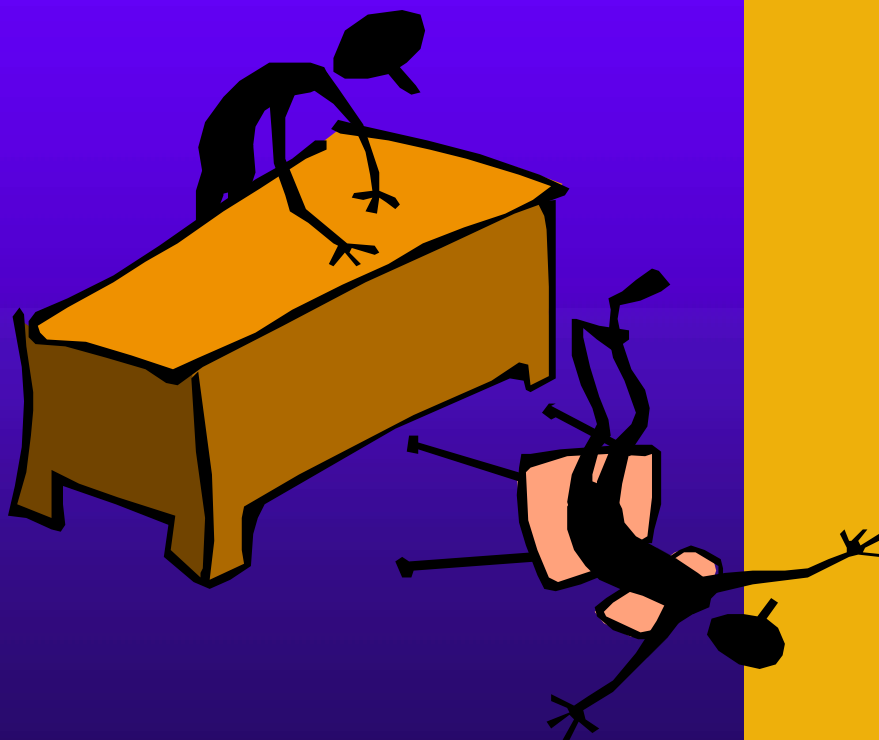
Agenda for
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August 10, 1999



You
are
warmly
invited
to
attend
the
retirement
party for
our
librarian



**You
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Robert Burns

*Poems in Scots
and English*

*The most
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Repetition

- ❖ Repeat some aspect of the design throughout
- ❖ Repetition can be thought of as consistency,
- ❖ Pushed further from inconspicuous repetition

Robin Williams





Instructional Technology Team

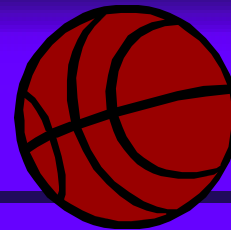
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It's
a 
battle
between the
coaches
and the
eighth grade
boys! 





Contrast

- ❖ Have contrast not conflict
- ❖ Don't be a wimp!

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Related Skills

Excellent working knowledge of the Internet and web page creation following the Klein Acceptable Use Policy. Assists with instructing district level technology classes for both Internet searching skills and school web design .

Education

1978 Graduate of Southwest Texas State University
San Marcos, Texas

Experience

1978–1998 Classroom teacher in the following subject areas: Developmental, Resource, Computer Literacy. Teaching areas have included most grade levels at elementary, intermediate, and high school.



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COMPUTER
technology

Volume 1 Number 1



D O N ' T B E A
WIMP



Robin Williams is the author of many great books related to desktop publishing and design. For this presentation information was pulled from the following books.

The Mac is Not a Typewriter

The Non-designers Design Book