Paperless publishing in the 90's

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Paperless Publishing In The 90's

By

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Paperless Publishing in the 90's

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Emerging Trends in Desktop Publishing

- Transformation of DTP driven by its inherent strengths:
  - Much lower cost than alternatives (eg- typesetting)
  - Creative control brought inhouse
  - Documents include images and rich typography
  - Publications customized for specific markets
  - Frequency can increase to daily or 'on-demand'

- Trend towards narrowly targetted publications
  - Audiences are increasingly fragmented
  - Advertising is highly targetted
  - Ultimate extension of DTP is 'information on demand'

Emerging Trends in Desktop Publishing

- Major players in the 80's DTP revolution are still active, but face severe challenges:
  - Apple created the laser printer
  - Adobe created Postscript fonts
  - Aldus created PageMaker

- Consolidation of Tools Publishers, such as Adobe and Macromedia, due to:
  - high cost of marketing
  - importance of brand
  - need for better functional integration in the tools

Emerging Trends in Desktop Publishing

- Adobe is emerging as a powerhouse of DTP:
  - bought Aldus, publishes PageMaker
  - bought Frame Corp., publishes FrameMaker
  - publishes PhotoShop
  - publishes Illustrator
  - publishes Premiere, most popular video editing software
  - publishes Acrobat, portable document technology

- Major competitor is Quark
  - Quark Express preferred over PageMaker
  - essentially a one-product company

Emerging Trends in Desktop Publishing

- Two major technology trends are expanding the boundaries of DTP, beyond paper and into electronic publishing:
  - Portable document technology is helping to apply DTP to problems of paperless publishing.
  - Multimedia is enhancing the impact of DTP, so that documents with the depth of print can also offer th impact of video.

Emerging Trends in Desktop Publishing

- Portable document technology is represented by products such as Acrobat.
  - A portable document is paperless, it can be distributed on a LAN, or over Internet.
  - These products liberate the document from the original application and its fonts.
  - In fact, Adobe's big push now is to promote Acroba as a solution for Internet publishing.
  - Netscape (the preferred browser for Internet Web sites) will be able to read Acrobat directly.
  - This will address one of the major shortcomings of the Net, the ability of the publisher to utilize typography to establish a graphical style.

Emerging Trends in Desktop Publishing

- Today's document is not a single file, but a 'book of pointers'.
  - As publishers prepare content for online services, they must incorporate multimedia elements.
  - A paperless publication includes embedded audio and video objects, plus links to other parts of the same document, and perhaps links to other documents.

Emerging Trends in Desktop Publishing

- The desire of DTP professionals to exploit the creative opportunities inherent in online publishing has lead to the need for new tools:
  - Multimedia publishing has been constrained by the need for programming skills to do anything interesting.
  - What is needed is software that builds upon the typographic strengths of DTP packages like PageMaker, but which can add multimedia to the page layouts.
  - Quark has announced a product called 'Orion', whi is targetted to this requirement.
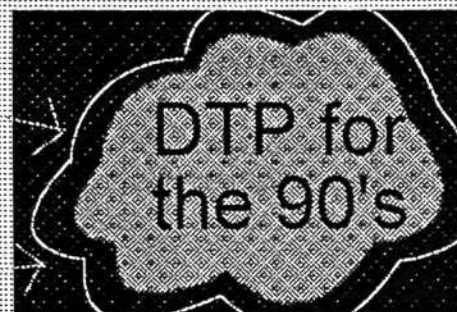
Merging of DTP and Multimedia

- DTP for the 90's will result in the integration of three key technologies:
  - portable documents
  - automatic indexing
  - multimedia

- Enhanced-DTP publications will be fully-indexed hypermedia documents, suitable for distribution either on CD-ROM of via Internet

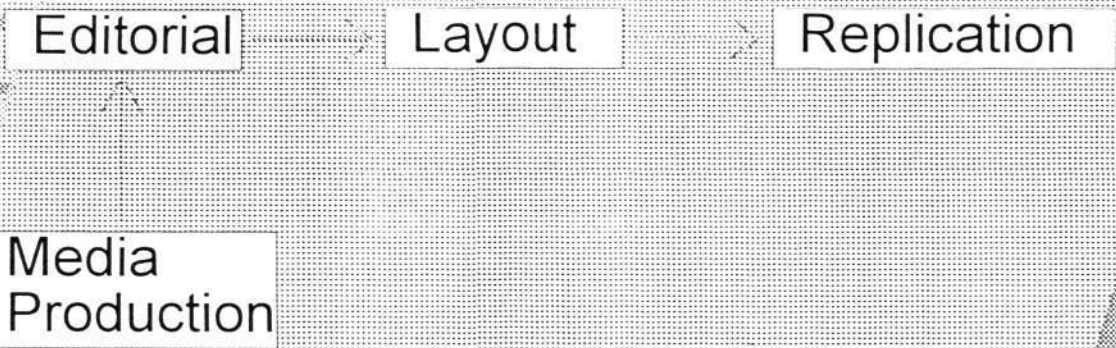## Merging of DTP and Multimedia

Publication Process
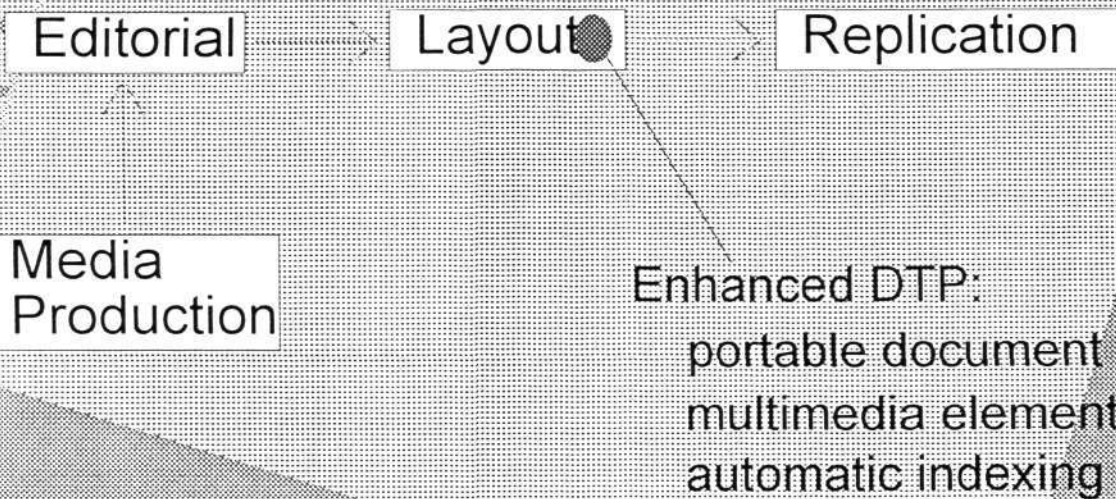
| Editorial | Layout | Replication |

Merging of DTP and Multimedia

Publication Process

| Editorial | Layout | Replication |

Media Production

Merging of DTP and Multimedia

Publication Process

| Editorial | Layout | Replication |

Media Production

Enhanced DTP:
portable document
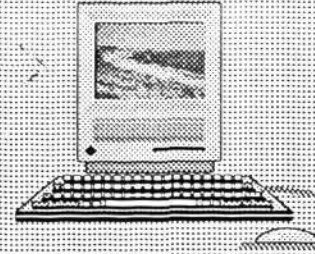multimedia elements
automatic indexing

Merging of DTP and Multimedia

Publication Process

Layout ● ⟶ Replication

Enhanced DTP:
portable document
multimedia elements
automatic indexing

Publishing in the Digital Domain

- infoShip authoring tool
  - Adds multimedia to page layouts
  - Uses industry-standard portable document technology
  - Provides automatic indexing

Publishing in the Digital Domain

This is a
demonstration of
infoShip....

Publishing in the Digital Domain

- Putting portable documents online:
  - Netscape will directly support Acrobat
  - Most users don't have the bandwidth to support full multimedia access, yet.
  - Eventually, full multimedia-rich publications, such a those created with infoShip, will be able to be delivered via Internet.

Publishing in the Digital Domain

- The future is in dynamic (even personalized) content
  - Publishers are exploring content which combines CD-ROM for multimedia, with online updates
  - Java technology is being introduced, providing ability to display dynamic data, and download applications
  - More and more websites are connected to relational database systems for dynamic updating
  - Dynamic Acrobat technology can create almost instant forms based on calculated data

Publishing in the Digital Domain

- In the meanwhile...
  - Focus on information design, especially on the information hierarchy and navigational metaphor (Recommended reading is 'Designing for Interactivity,' on Adobe Press).
  - Begin to utilize portable document technology, eve for simple tasks such as digital proofing, putting newsletters onto a Local Area Network (LAN).
  - Experiment with Acrobat for its ability to deliver typographically-rich documents on the net.