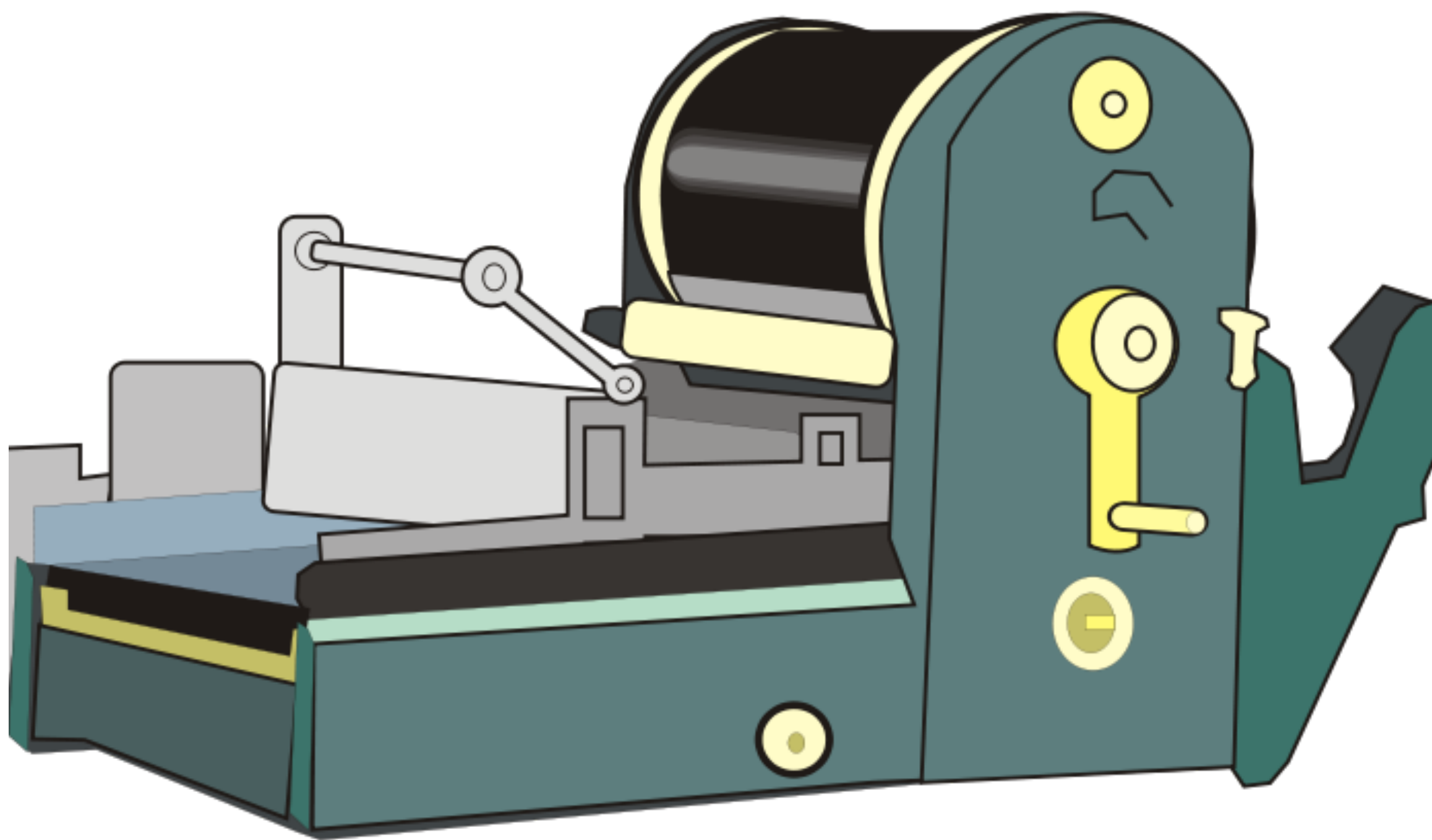


# **Desktop Publishing**

**1985**

**Gowan Clews, June 2024**

- What is DTP
- Early personal computers
- Xerox Parc
- Apple Mac / Laserwriter
- Colours
- CRAP design
- Web / Becca Purple
- Q&A



**Mimeograph**



**Typesetting**



Characters

|                                                               |           |             |                        |
|---------------------------------------------------------------|-----------|-------------|------------------------|
| 1231 'Materials                                               |           |             |                        |
| Sheet                                                         | Range     | Copy        | Move                   |
| File Print Graph Data System Quit                             |           |             |                        |
| , Insert, Delete, Column, Erase, Titles, Window, Status, Page |           |             |                        |
| K                                                             |           | L           | M                      |
| Variable Costs/Unit                                           |           | Fixed Costs |                        |
| Description                                                   | Cost/Unit |             | Description            |
| =====                                                         |           | =====       |                        |
| Materials                                                     | \$3.26    |             | Plant Operation        |
| Contract Labor                                                | \$3.75    |             | Salaries               |
| Energy                                                        | \$1.45    |             | Administration         |
| Sales Commissions                                             | \$2.21    |             | Sales & Marketing      |
| Freight                                                       | \$0.32    |             | Research & Development |
|                                                               |           | -----       |                        |
| Total                                                         | \$10.99   |             |                        |

Lotus 1-2-3



**Xerox Alto**



**Xerox Star**



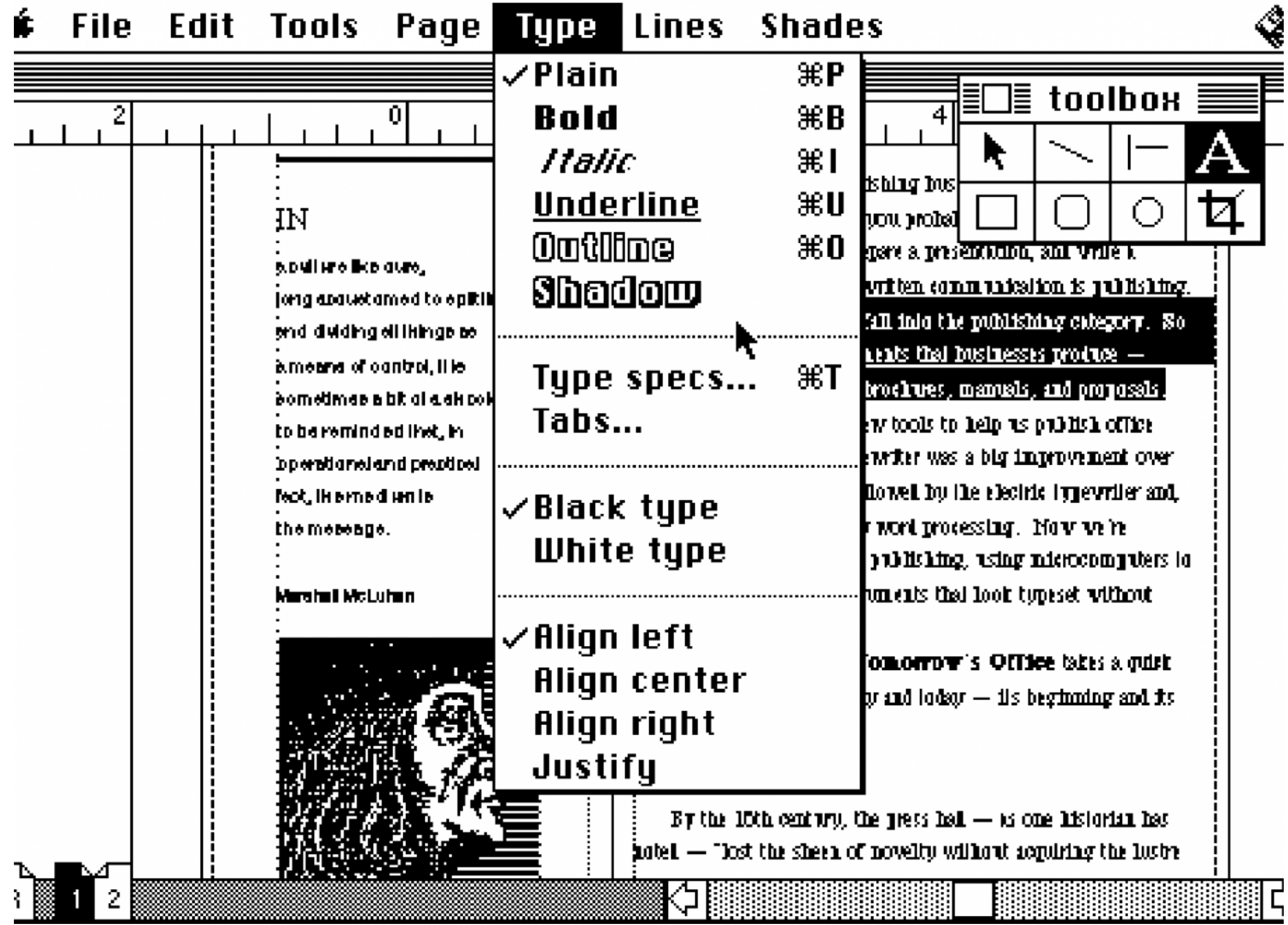
**First Macintosh 128K**



**MacPaint**



Laserwriter



Pagemaker

- RGB
- CMYK
- Pantone

- CRAP design principles
- Contrast
- Repetition
- Alignment
- Proximity

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U3A

Hillingdon

Science Technology



**Interest Group leaders:** Carol Mitchell & Hilary Place

**Meeting information:** 1st and 3rd Wednesday of the month at 10am to 12pm.

**Meeting venue:** Hillingdon & on Zoom.

Any Hu3a member is welcome to join the group, even if you just want a taster. You can contact the group leaders above.

## Science & Technology

```

3 <head>
4   <meta http-equiv="Content-Type" content="text/html; charset=UTF-8"/>
5   <meta name=viewport content="width=device-width, height=device-height"/>
6   <link rel='canonical' href='https://u3asites.org.uk/hillingdon/page/'>
7   <title>Hillingdon u3a: Science Technology</title>
8   <!-- Site number 868-->
9   <link href='https://fonts.googleapis.com/css2?family=DM+Sans:wght@400&display=block'>
10  <link rel='apple-touch-icon' href='/apple_icon.png'/>
11  <!--
12  <link rel='stylesheet' media='screen' href='layout5.css'/>
13  <link rel='stylesheet' media='screen' href='lightbox.min.css'/>
14  <link rel='stylesheet' media='print' href='print.css'/>
15  -->
16  <style type='text/css'>
17  /* General declarations */
18  body {
19    margin-left: 3%;
20    margin-right: 3%;
21    font-family: 'DM Sans', 'Verdana', 'sans-serif';
22    font-size: 18px;
23    line-height: 1.3em;
24  }
25
26  h2, h3 {
27    width: 99%;
28    font-size: 1.8em;
29    text-align: center;
30    letter-spacing: 0.05em;

```

## Page code

- Questions