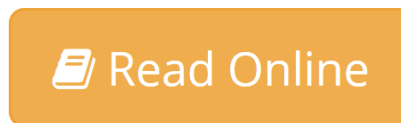# Desk Top Publishing with QuarkXPress 2016

By Martin Turner

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QuarkXPress 2016 brings new power to delight the eye and intrigue the mind, in print and online.

This is a book about Desk Top Publishing — a trade that goes back more than two thousand years — not merely Desktop Publishing, a word for a new category of software coined in the 1980s. It condenses 30 years of DTP, print and digital experience into 356 pages, suitable for novice and expert alike.

Working from the basics, it covers mastering publishing, digital, deep features such as job jackets and automation, and lists and explains every panel, palette, menu and function of QuarkXPress 2016. The marginal notes are full of hard-to-find information, pro-tips and trade secrets.

Author Martin Turner writes: "Over the years, I've seen dozens of designers, some straight from college, some hardened veterans, whose work came to a halt because they lacked some crucial piece of knowledge. In this book, I have tried to include the answers to all of their questions, and to uncover the richer possibilities that QuarkXPress 2016 offers. Its new features—especially native import and HTML5 publishing—allow us to be more productive, more creative and more satisfied in our work. Whether in print or online, more than ever before, QuarkXPress 2016 gives us the power to delight the eye and intrigue the mind."

Part 1: The Basics

1 Why DTP?
Why publish anything at all? The 80/20 rule of quality. Why brand is important. Evolution of DTP and its allies. Why Quark?

2 My first document
Interface basics. Before we start. Layout setup. Pull some stuff in. Shape the page. Creating and applying styles. Ad hoc formatting. Back to 'My First Document'. Print it! Export it.

3 Key concepts
Fonts. Images. Colour Workflow. PDF. Vectors. Output device.

Part 2: Mastering Publishing in QuarkXPress

1 Documents that draw the eye and hold the mind
Strategy. The design thumbnail. Master Pages. Making photos pop. 25 rules of composition.

2 Master typography
Legibility. Desirability in typography.

3 Master Colour
Emotional impact of colour. Colour spaces.

4 Master Production
How to talk to your print shop.

Part 3:LiveDigital

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Comparing digital options

2 Easy Digital Workflow
Reflow workflow. Fixed Layout workflow. HTML5 & App Studio workflow. Using HTML5 as is.

3 Three Digital Publishing Projects
The Staff Magazine. Castle Walkaround. Promotional EP web-app.

4 Digital wrap up

Part 4: Deep Publishing

1 Workflows that speed results and reduce errors
Design. Layout. Editing. Publication.

2 Job Jackets and JDF
Using a job jacket with a brand. Document Automation. Rules, evaluation, pre-flighting.

3 Database publishing (XPress Tags)
More things with XPress Tags

4 Shared layout, composition zones

5 Image Grid

6 Design Pad

Part 5: Power: Every function listed and explained

1 Tools

2 Measurements
Home. Character. Paragraph. Rules. Tabs. Text Box. Picture Box. Frame. Runaround and Clipping. Space/Align. Drop Shadow. Table. Line (Home).

3 Palettes

Advanced Image Control. App Studio Publishing. Books. Callout Styles. Color Blends. Colors. Conditional Styles. Content. Content Variables. Footnote Styles. Glyphs. Grid Styles. Guides. HTML5. Hyperlinks. Index. Item Styles. Layers. Lists. Page Layout. Profile Information. Redline. Reflow Tagging. Scale. Style Sheets. Table Styles. Welcome Screen.

4 Menus

QuarkXPress (Mac). File. Edit. Style. Item. Page. Layout. Table. View. Utilities. Window. Script (Mac). Help.

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Editorial Review

About the Author
Martin Turner started in desk top publishing in the 1980s, and has used QuarkXPress since 1996. His background includes charities, the arts, manufacturing, the UK's National Health Service, where he was a director of communications, and his own branding consultancy, Brand Motor.

Users Review

From reader reviews:

Ralph Garibay:

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Connie Deroche:

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