
Introduction

to PageMaker

The term *desktop publishing* was first used by Aldus Corporation president Paul Brainard to describe Aldus® PageMaker®, one of the first page-layout software packages for the personal computer. Desktop publishing came to mean the use of page-layout software, such as PageMaker, on a desktop computer to produce publication materials—typeset quality text and graphics integrated on the page.

What makes desktop publishing different from traditional publishing is that equipment small enough to fit on a person's desktop can provide the resources needed to prepare and assemble pages. Today, routine materials that once were typewritten or word-processed are enhanced with custom type and graphics. Previously, many high-quality publications were costly and required the contracted services of many different graphic arts professionals. Now they are produced with desktop publishing at a fraction of the cost and time required by traditional

means.

Another important aspect of desktop publishing is that it provides a WYSIWYG (What-You-See-Is-What-You-Get, pronounced “wizzy-wig”) environment for graphic design and page assembly of typeset-quality text and graphics. You *see* on the display monitor how the type and graphics will appear when you *get* the actual printed output. The type specifications (size and style, for example) and adjustments of type of graphics, are shown on the screen as they are made.

Aldus Corporation deserves much credit for beginning the desktop publishing revolution. In 1985, Aldus distributed the first version of PageMaker software. Version 6.0 was released as Adobe PageMaker after Aldus Corporation was absorbed by Adobe Systems, Inc. The current version, PageMaker 6.5, was distributed in 1996 for Windows and 1997 for Macintosh.

—Louise Van Osdol
PageMaker 6.5 Design & Applications