A DESCRIPTION OF THE GUIDELINES USED IN THE DESIGN OF MODERN DESIGN NETWORKS AND PRE-PRINTED MULTI-PAGE PUBLICATIONS

Kattaeva Sohibjamol Abdukarimovna*

*A first-year Master's Student Majoring in Printing Technology and Design,
Tashkent State Institute of Textile and Light Industry,

ABSTRACT

The introduction of new information and communication technologies in the printing industry has opened up a wide range of opportunities. This article discusses the basics of making multi-page publications, the computer programs used, and a brief history of them. The recent history of graphic design has developed rapidly in the process of technical development from the 1800s to the XIX century, and was used mainly for artistic purposes.

KEYWORDS: *Design, Decoration, World Standards, Printed Matter, Printing, Industry, Computer Manuals, Publishing, Graphic Design.*

INTRODUCTION

The new and innovative opportunities created by new information technologies in any field of development are always noteworthy. Today, with the help of new technologies, it is possible to carry out various activities that took months, years and time in the early days, several times easier and more convenient. Intellectual competence, conditions and desire alone can create the ground for quality and speedy achievement of all goals.

In recent times, modern concepts and tendencies have been rapidly entering the modern world, and society is rapidly accepting them and integrating them into everyday life. At the beginning of the last century, the concept of design was a new and not fully understood term, but today the field of design and related new expressions are gaining popularity.

Media design, graphic design, printing design ... They have a number of intertwined and different features. At the same time, today design is considered a modern profession, along with the main profession, a hobby, and specialists in other fields are trying to acquire additional knowledge.

Media design - refers to the appearance, shape and condition of media products that can be transmitted through the mass media. The main feature is the development of information that has a high impact and propaganda power in the current media environment. Television is often a product of a combination of animation and sound.

Graphic design is the development of materials for electronic distribution, often serving as content for SMM (Social media marketing). The recent history of graphic design has developed rapidly in the process of technical development from the 1800s to the XIX century, and was used mainly for artistic purposes. The term "graphic design" was first used as a term in 1922 in the New Kind of Printing Calls for New Design by the famous book designer William Addison Dviggens in his August 29 issue of the Boston Evening Transcript.[1]

Printing design is the production of printed products based on the features that meet the requirements of the technology of duplication-printing process with the help of computer technology. Printed products refer to the state in which a computer-generated copy is made on paper, fabric or paint.

The main feature of the printing house is the reproduction, which is aimed at printing a large amount of information in order to present a particular product to the public. These include newspapers, magazines, brochures, books, packaging and other products.

Multi-page printed products include books, newspapers and magazines, scientific pamphlets, collections, catalogs. Newspapers and magazines are periodicals that are published on a regular basis. All of these products have separate functions and features, the purpose of publication.

Today, despite the fact that the global periodicals and book industry has shrunk significantly compared to the last century, new information and communication technologies have provided opportunities to increase the quality and speed of work and processes. In a short period of time, creative and passionate work allows you to create quality content.
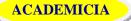
Periodicals and book publishing are carried out by publishing houses in all countries. The printing industry includes three main stages - pre-press, pre-press and post-press. Pre-printing processes are carried out by the publisher or editors.

Today, the number and skills of specialists working in publishing houses are different, and together they publish printed materials in harmony with science and creativity. Editors, editors, page designers, and artist designers are actively involved in the pre-printing process as key specialists.

The most important issue in editorial and publishing work is the text, its status, type, direction - the form and purpose of the information to be transmitted, and certain standards are set.

The main computer programs commonly used in publishing are:

• Adobe PageMaker;

• Adobe In design

• Quark X Press;

• Microsoft Publisher;

• Page Plus;

• Ventura Publisher.

However, no matter how complex these programs may be, it is easier to implement the text, pictures, tables, diagrams, etc. that are prepared for publication in other programs.

All over the world, working with text is done mainly in Microsoft Word - a computer program. If you just want to write plain text, you can use Notepad, but you can use Microsoft Word to make the text universal and beautiful.

When preparing multi-page publications, the main importer is the document prepared in Microsoft Word. The document will have to go through certain stages of editing and proofreading before it can be submitted.

Adobe PageMaker is one of the first computer programs that allows you to create multi-page prints. Adobe PageMaker (formerly Aldus PageMaker) is a 1985 computer program developed by Aldus Corporation.[2]

The combination of the Macintosh graphical user interface and PageMaker, as well as the Apple Laser Writer laser printer, led to a major revolution in this field, which allowed the work to run on Windows since 1987, and became popular.

A key factor in PageMaker's success was that Adobe Systems supported PostScript's descriptive language. In 1994, Adobe acquired most of its Aldus assets and released its sixth version. Although the program remained a major force in the high-end pageanting market in the early 1990s, the program remained a major force in the high-end DTP market in the early 1990s, but its new features have slowed. He has new competitors.

In the mid-1990s, Quark Xpress and Ventura emerged as its main competitors. However, in 1999, Quark Xpress proposed to purchase and cancel the product, at which time Adobe In Design was introduced to the public. The latest version of PageMaker was released in 2001 and was licensed by Adobe in Design at a reduced price.

Since then, Adobe in Design has entered the printing industry, providing a wide range of opportunities, and the quality and capabilities of multi-page publications have reached a new level.

Adobe In Design was launched on August 31, 1999 and is available in 24 languages. Formed on the basis of C ++ programming language, it is the best helper in the preparation of multi-page media products for publishing and printing.[3] In addition, the program, along with Adobe Digital Publishing Suite, can create content compatible with tablet devices. It also supports the export of printed publications - newspapers, magazines, books, brochures, as well as electronic magazines, tablets and other gadgets compatible with EPUB and SWF formats. In addition, In Design XML supports style sheets and other coding symbols, and can be used to export labeled text content for use in digital and online formats. In short, the program is multifunctional and helps to fully implement all the tasks of modern requirements.

LIST OF REFERENCES:

1. 99design.com

2. upwork.com

3. wikipedia.org

4. https://99designs.com/blog/design-history-movements/history-graphic-design/

5. https://ru.wikipedia.org/wiki/Adobe_PageMaker

6. https://ru.wikipedia.org/wiki/Adobe_InDesign