



Adobe® InDesign & OpenType

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Warnock on Typography



“ Good typography
is something
everybody sees
but nobody notices.”

— John Warnock, Adobe co-founder

Agenda

- **Background**
- **OpenType & Unicode**
- **Demo**
- **Q & A**

Origins of Desktop Publishing



- **Starting ~1985**
- **Open, non-proprietary systems**
 - Different vendors pieces could work together

Elements of the DTP Revolution



- **Apple Macintosh with WYSIWYG screen**
- **Adobe PostScript language to drive output device**
 - From laser printer to high-res typesetter
- **PageMaker desktop publishing software**
- **Adobe's PostScript Type 1 font format**
 - Scalable outline fonts
 - Print on any PostScript device from any vendor

DTP Evolution (1990-present)



- **PageMaker displaced by QuarkXPress (~1990-93)**
 - PageMaker now “business class” DTP (high-end alternative to Microsoft Publisher)
- **Windows becomes viable DTP platform**
- ***QuarkXPress displaced by InDesign (2002-2005)***

The Font Wars: 1991 to 1996



- **1991: The turning point**
 - TrueType format announced by Apple & Microsoft
 - Adobe comes out with Adobe Type Manager
 - Adobe publishes spec for PostScript Type 1
 - TrueType comes out
- **Results**
 - 2 main formats: Type 1 & TrueType
 - 5 years of cataclysmic battle!
- **Some failed initiatives on the side...**

The failed initiatives of 1991



- **Neither is ever well-supported by applications**
- **Apple introduces GX Typography**
- **Apple re-brands GX Typography ~2001**
 - “Apple Advanced Typography” (AAT)
 - Still Mac-only
 - Still hardly any fonts or supporting apps
- **Adobe introduces multiple master Type 1 fonts**
 - Adobe stops making new MMs in 1999
 - No MM support in OpenType format
 - Adobe stops selling MMs in 2003

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OpenType



- **Microsoft/Adobe extension of TrueType format**
- **Unicode encoding**
 - Platform-independent
 - Multi-lingual support
- **Solves typographic problems**
 - Advanced typographic features
 - Text model: Unicode(s) + feature tag(s) = glyph
 - Underlying characters always preserved
 - Spell-check, search/replace, copy/paste, change font

OpenType: end of the Font Wars



- **Font wars continued until Nov. 1996**
 - Adobe & Microsoft announce **OpenType**
 - Format to replace Type 1 and TrueType
 - Adobe licenses ATM source code to Microsoft, Apple
 - Getting native Type 1 & OT support in Mac and Windows
 - Years coming to fruition
- **First OpenType fonts in 2000**
 - Adobe licenses new tools & source code to everyone
 - InDesign first appl'n to take advantage of OT features

The OpenType font file



- **Single font file for all platforms**
- **One font = one file**
- **Extensible, table-based structure**
 - based on TrueType .ttf file format
- **Two “flavors” of outlines**
 - Either PostScript or TrueType
 - .otf or .ttf extension
 - Same structure for both

Unicode

foundation of OpenType



- **What is Unicode?**
 - Universal text character encoding scheme
 - Platform-independent
 - Multi-lingual support
 - Each character gets a unique slot
 - Slots are *not* re-used
 - Characters, not glyphs

Unicode

foundation of OpenType



- **How is Unicode used?**
 - Way to encode text
 - Application's files & processing
 - Way to encode glyphs in fonts
- **How is it defined?**
 - Unicode Consortium
 - Microsoft, Apple, Adobe, IBM, Xerox...
 - Evolving specification, now at version 4.0

Unicode

foundation of OpenType



- **Unicode support**
 - Mac OS X
 - Windows NT4/2000/XP
 - Adobe InDesign, Adobe Photoshop
 - Microsoft Office
 - but only the Windows version, for now
- **NO Unicode support**
 - QuarkXPress (even the upcoming version 6)

Shipping OpenType



- **Adobe has over 2,200 fonts in OpenType today**
 - Essentially entire Adobe Type Library
 - About 40 fonts “missing” (Adobe lacked rights to convert)
 - OpenType version of Font Folio in the works
 - New OpenType collections
 - Type Basics OpenType Edition (all new font set)
 - Essential Scripts OpenType Edition
- **URW shipping over 1,000 OpenType fonts**
- **Émigré, House Industries shipping OpenType**
- **Agfa Monotype, Linotype starting to make OT**

More information



■ **OpenType**

- <http://www.adobe.com/type/opentype>
 - User Guide for OpenType: General info
 - OpenType Read Me file: details all known significant tech issues
- Article on font formats:
 - “TrueType, PostScript Type 1 & OpenType: What’s the difference?”
http://www.worsleypress.com/ftp/TT_PS_OT.pdf

■ **Unicode**

- IBM intro to Unicode
http://oss.software.ibm.com/icu/docs/papers/codepages_and_unicode.html
 - Great intro, written in English and not techno-geek
- Unicode Consortium <http://www.unicode.org>

Shameless Plug

Why Adobe Fonts are Great!



Shameless Plug

Why Adobe Fonts are Great!



- **Technology leader**
 - Invented PostScript & Type 1 format
 - Co-inventor of OpenType, and of DTP
- **Quality leader**
 - World-class designers (Slimbach, Twombly, etc.)
 - World-class technicians/programmers
 - Comprehensive internal font **testing**
 - Extensive outside beta testers
- **Adobe is the brand you can trust**

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InD's Bundled OpenType Fonts



- **InDesign 1.0/1.5**
 - Tekton Pro (*Regular, Oblique, Bold, Bold*)
- **InDesign 2.0**
 - Look in the “Goodies” folder
 - All fonts are “Adobe Originals”
 - All have extensive OpenType layout features
 - Adobe Caslon Pro
(*Roman, Italic, Semibold, Semibold Italic*)
 - Adobe Garamond Pro
(*Roman, Italic, Semibold, Semibold Italic*)
 - *Caflisch Script Pro (Regular)*

Demo

OpenType & InDesign

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Tools for the New Work™

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