Diamond Sutra

Chinese wood block print
Buddhist wisdom literature
868 CE
Earliest complete survival of a dated printed book
Movable Type

1440

Invented by Johann Gutenberg

Foundry-cast metal characters

Wooden printing press

Faster and more durable than wood block prints
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Gutenberg Bible

1455

Latin Bible

Drew opposition from calligraphers and illuminators

Threats to established power
Offset Printing

Modern standard

Inked image is transferred (or “offset”) from a plate to a rubber blanket, then to the printing surface

Wide range of paper, ink, and finish options

Better color accuracy

Can be more cost effective at high volume
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Digital Printing

More common than ever

Fast turnaround

Preferable for low volume print runs

Somewhat lower quality than traditional offset printing
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InDesign

1.0 released in 1999

Used for posters, flyers, brochures, magazines, newspapers and books

Successor to Adobe's own PageMaker, rival to QuarkXPress
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