



Memorandum

Date: December 9, 2007
To: Maureen Murphy, Technical Communications Professor
From: Caylen Groen, Student
Subject: Formal Report describing Adobe InDesign versus QuarkXPress

The purpose of the study is to present my ideas and impressions of the two computer applications; Adobe InDesign and QuarkXPress. The goal of the report is to inform readers the differences between the two applications.

Summary

InDesign and Quark are the two leading competitors in the design industry. QuarkXPress, the king of the magazine, newspaper, catalog, advertising and other global print titles is now up against InDesign; Adobe's original, from-the-ground-up layout application that was born from the minds who created Pagemaker.

Discussion – A Brief History of the War

In 1984, Adobe created PostScript, a revolutionary printer language that allowed text and graphics to be output from a desktop computer to a laser printer for less than \$7,000—a tenth of the industry standard at the time. They then teamed up with Apple Computer, who in turn provided the first Macintosh and, under a license from Canon, the first laser printer running PostScript, Adobe launched the Desktop Publishing Revolution.

The first edition of QuarkXPress was released in 1987 for the Mac computer. A Microsoft Windows version came in 1992, and quickly became the tool of choice for professional page designers and the type setting industry. Quark incorporated an application programming interface early on, which allows third-party developers to create add-on features to the desktop application. After Quark gained the marketshare of approximately 90%, they were then criticized as being monopolist with long cycles and too expensive. This then inspired Adobe to create InDesign in the late 1990's.

Adobe created InDesign CS3, as a universal binary, (an executable file or application bundle that runs on Mac computers) for native Intel and PowerPC capability. When CS2 was created, the code was tightly integrated with PowerPC architecture, and not natively compatible with Apple's newest machines. Adobe then decided to devote all their energy into building CS3 and integrating macromedia products rather than recompiling CS2 and simultaneously developing CS3.

Recommendation

The recommendation that I would give to any beginning student in desktop publishing would be to try each one of the applications and begin using the one that works best for you. Learning the tools and methods to do the projects are one thing, but actually creating the project is another.