Database Publishing

A method of automated publication production using specialized techniques to generate paginated documents. It uses sources stored in database In order to fill preformated templates with data. The database content can be in the form of text and pictures but can also contain metadata. Templates are being usually created in a way, that some regions are designed to be filled with content of some specific type. Next a suitable content is beeing directed to these regions from the data source. This ensures fast generation of the final publication, and an automatic actualisation in case of changes in the database.

Common examples are catalogues, report generation, price lists, direct marketing folders or telephone directories. Another model of database publishing is found in many web-to-print sites where users browse templates from an online catalog (such as business cards or brochures), personalize the selected template by filling in a form and then view the rendered result. Database Publishing is strongly associated with Dynamic Publishing method.

DTP (Desktop Publishing)

Digital creation of documents for print. This term applies not only for project phase like creating image and design of publication using software, but also for teamwork management and even for computer based controlling of devices in prepress printing and printing house.

DTP process starts from entering text and graphic content to the personal computer. Individual elements are then processed and corrected. Then the essential part of the project, that is putting all the elements of the finished design of the pages of the publication, including the information for the printer and the bookbinder, and information about the image of the entire layout (imposition). Finally, the publication is saved to a postscript file or the corresponding PDF file.

DTP deals not only with the visual aspect but also with the form of the printed elements, therefore this term also applies to the design of packaging and other forms cut from paper, cardboard or self-adhesive foil.

Dynamic (page) publishing

It's a method of designing publications in which layout templates are created to contain different content in different publications. Using this method, page designers don't work on finished pages, but rather on various layout templates and pieces of content, which can then be combined to create a number of finished pages. In cases where the same content is being used in multiple layouts, the same layout is being used for several different sets of content.

This technology is often used in web-to-print solutions for customization and ordering of printed materials, advertising automation workflows inside of advertising agencies, catalog generation solutions for retailers and variable digital print on demand solutions for highly personalized one to one marketing. Dynamic publishing is often considered to be a subset of automated publishing that enables generation of long documents, such as manuals or books from a content repository. Dynamic publishing is often used to build high value documents, such as ads, collateral, brochures, catalogs, direct mail, eBooks and other documents on demand or in variable data printing workflows.

dynamic page publishing can offer significant advantages of efficiency over a traditional system of page-by-page design. It's often associated with XML Authoring and Semantic Web initiatives.

Time Sheet

 It's a employee time, tasks and projects management software. Originally it was designed to measure general work time of emplyees and time spent on specific tasks. In a modern approach it's used also for managing entire company's work schedule - projects, resources, and also payments.

PIM (Product Information Management)

 System uses processes and technologies for central data management. Main goal is to aggregate all product data of the company in one central repository.
 PIM helps to extract, classify and unify data and supports spreading it to various sources.
 Product Information Management software is used to store variety of data - from marketing information, through technical descriptions, to prices. It allows you to easily manage huge amount of data, maintaining full process control.
 It is used as a source of data to generate marketing materials: catalogs, booklets, product cards, on-line dynamic data presentations, as a base for Web shops, company's web sites etc.

PM (Project Management)

 It's a practice of defining and achieving goals while maximally optimizing use of resouces (eg time, money, employees etc.). It also includes knowledge about building design team motivation and propper communication between members of the project. In general three aproaches can be isolated in PM: traditional - known as waterfall, agile and extreme project management (mainly science and research projects). Each one of them has a different application, although in recent years traditional approach seems to be less popular.