Graphic Communication
Desktop Publishing
**Introduction**

**Desktop Publishing**, also known as **DTP**, is the process of using the computer and specific types of software to combine text and graphics to produce documents such as newsletters, brochures, books, etc.

Some examples of Desktop Publishing are shown below.

- **Business Cards**
- **Invitations**
- **Greeting Cards**
- **Leaflets**
- **Food Menus**
- **Magazines**
- **Advertising Posters**
**DTP Software**

**Desktop publishing software** allows both graphic designers and non-designers to create visual communications for professional or desktop printing. Some examples of DTP software are shown below.

**Adobe InDesign** is a software application produced by Adobe Systems. InDesign can also publish content suitable for tablet devices in conjunction with Adobe Digital Publishing Suite.

**Microsoft Publisher** is an entry-level desktop publishing application from Microsoft, differing from Microsoft Word in that the emphasis is placed on page layout and design rather than text composition and proofing.

**QuarkXPress** is a computer application for creating and editing complex page layouts. QuarkXPress is used by individual designers and large publishing houses to produce a variety of layouts, from single-page flyers to the extensive catalogues.

**Serif PagePlus** is a program developed by Serif. While PagePlus is generally targeted at the "entry level" DTP user, some of the functionality present in the market leading applications (Quark's XPress and Adobe's InDesign) is present in PagePlus.
There is only a need for 3 colours in printing but for definition black is added to achieve this.

The print process involves printing each of these colours directly on top of each other. This is the process known as registration. It involves placing crosses (registration marks) at the corners of the image. When setting up the printing of a document these must be perfectly aligned to make sure the colours sit correctly on top of each other. Bad registration is sometimes seen on newspapers and on packaging.
**Printing Resolution** describes the quality and sharpness of a scanned or a manipulated image mainly measured in **dots per inch (dpi)** or pixels per inch. The higher the resolution, the higher the picture quality.

The three images below show the same picture with different resolutions.

30dpi  
60dpi  
150dpi
When a new Desktop Publishing item is being created it will go through a planning process to ensure the best possible solution is created. These stages are demonstrated below in the diagram.

Client meeting ➔ Thumbnails ➔ Scaled Visuals ➔ Final DTP Item

**Thumbnails**
Rough sketches showing different ideas for layout and colour.

**Visuals**
Full scale illustration of page, showing layout, colour, graphics, text alignment, etc.

**DTP Page**
Final page complete, showing body of text, fonts, graphics, etc.
DTP Terms and Techniques

The magazine page shown to the right is an example that has been made to demonstrate the DTP techniques that you must learn in preparation for your unit test and final exam. Over the coming slides different parts of the magazine will be highlighted to you, along with an explanation of how they have been created. These techniques will include:

Text box, handles, colour fill, margin, single and multipage format, title, extended text, alignment, heading, cropping, text wrap, flow text along a path, bleed, transparency, drop shadow, rotate, justification, paper sizing, reverse, gutter, caption, header and footer.
Text Boxes can be created in any size and position on your publication. The text within can be edited in size, font, colour, etc.

Handles are the small circles and squares that appear around a selected graphic or text box, they are used to resize the object.
**DTP Terms and Techniques**

**Colour Fill** is what happens when the user selects a colour for a 2D shape, text box or word art.

**Cropping** to cut the edges of a graphic to fit in a given space or to show a particular detail.
**DTP Terms and Techniques**

**Rotate** is used to move a graphic or text box to a different angle; it can be done in increments or freely using the green circle.

**Multi-page Format** this is used to create a publication with more than one page, i.e. a magazine or leaflet.
Page Orientation refers to the layout position of the publication for printing. The 2 most common are portrait and landscape.

Paper Size refers to the size of paper the publication is to be printed on. These sizes are internationally recognised.
Copy, Cut and Paste are simple options that allow the user to easily remove or duplicate items on their publication.

Text Flow Along a Path allows a user to transform a line of text into a shape or picture, this makes a piece of text interesting and adds to the aesthetics of a page.
DTP Terms and Techniques

**JUSTIFICATION/ALIGNMENT**
To format text so that lines are of equal length producing vertical columns of space at the left and right margins. The text boxes around the central graphic demonstrate right, left and centred alignment.

**HEADING**
The extra large opening statement used in a layout, used to grab the reader’s attention.

**DROP SHADOW**
is a visual effect consisting of drawing that looks like the shadow of an object, giving the impression that the object is raised.

**DROP CAP**
An oversized capital letter used at the start of a paragraph.

**TEXT WRAP**
Flowing text around a graphic, jumping over it, flowing through it, or jumping to the next column.

**EXTENDED TEXT**
The main body of words or copy in any type of documents.

**SUB-HEADING**
May be either a display line enlarging on the main headline (usually in smaller size) or a short heading inside the copy used to break up long patches of grey.

**BLEED**
An area of text or graphics that extends beyond the edge of the page.

**GUTTER**
is the space placed between columns in a design to add breath or white space.

**TEXT WRAP**
Flowing text around a graphic, jumping over it, flowing through it, or jumping to the next column.

**GRAPHIC**
This refers to any picture/image on the page.

**CAPTION**
Text describing an illustration, photo, or other piece of artwork or graphic.

**HEADER**
One or more lines of text appearing at the top of every page.

**REVERSE**
When the typical colour of text and the background colour have swapped, i.e. white text on a coloured background.

**FOOTER**
Information that appears at the bottom of every page of a document – for instance, page number.

**SOFTWARE**
Desktop publishing software allows both graphic designers and non-designers to create visual communications for professional or desktop printing.

**PLANNING**
Before creating an electronic version of an item to be published, detailed planning takes place. Aspects such as layout, colour, positioning and images are decided. These activities are very important because if an item goes to print with errors it can be very costly to a company.

**TECHNIQUES**
Some of the techniques you have to learn about for your unit test and exam are: text box, handles, colour fill, margin, single and multipage format, title, extended text, alignment, heading, cropping, text wrap, flow text along a path, bleed, transparency, drop shadow, rotate, justification, paper sizing, reverse, gutter, caption, header and footer.

**COLUMNS**
Are a space in a publication that is mathematically defined to be a certain height and width where graphics and text are placed.

**FLOW TEXT ALONG A PATH**
When text flows along a set line shape instead of being straight.

**TRANSPARENCY**
Allows the reader to see through the front graphic to the background.
DTP Tasks

Your teacher will now give you an A4 worksheet, showing the 2 magazine pages on it. Neatly annotate the parts that are being identified by the arrows, using the correct DTP terminology.
No April Fools!

Five things we only wish were jokes.

Wings AIR

On Friday the thirteenth of February, at 8:45 a.m., I moved in the morning and boarded "Executive Terminal" at the Atlanta International Airport in Gwinnett County. My flight was via the Atlanta-based "Executive Terminal" service.

The flight was on time, and we were on our way to New York. I thought it would be interesting to see how many people would be on the flight. I saw a few, but not as many as I expected. The flight was comfortable, and the service was excellent.

Upon arrival in New York, I noticed a poster with the words "Executive Terminal" on it. I walked over to see what it said. The poster was an advertisement for a new restaurant called "Executive Terminal". I thought it was interesting, and I wondered if it would be as good as they said.

After some research, I found out that the restaurant was actually a new branch of a popular fast food chain. I decided to check it out and see what it was like. I was surprised to find that the food was actually quite good. I had a sandwich, and it was delicious. I thought it was a good choice for a quick meal.

In conclusion, I think that the "Executive Terminal" service is a great addition to the airport. It provides a comfortable and convenient way to travel. I would definitely recommend it to others.
Interactive

This month’s top prizes for Philip’s books

The ‘Message of the Month’ writer will receive four top tips courtesy of astronomy publisher Philip’s, Stepping Out 2010, by Heather Cooper and Nigel Henbest is a month-by-month guide to the year ahead, and you’ll be an astronomy whiz in no time with Patrick Moore’s Almanac of the Universe. Stepping Out With A Telescope gets you up to speed with equipment and there’s everything you need to know about observing planets in the Solar System Observer’s Guide.

PHILIP’S

message of the month

LOFAR so good

News editor Will Gate says LOFAR taking shape in rural Hampshire

Finally let me congratulate you on yet another fantastic magazine packed to the rafters with great features. I was very impressed and enjoyed the article on LOFAR and the way that professional astronomers are exploring our vast Universe. I will be keeping up to date with it via your magazine and the internet. It is great to see how technology is advancing in the name of science. I also enjoyed the feature on the weather as I live in a town on the south; wretched in Scotland. Doubtless we will revisit all these old arguments yet again. The inescapable fact is that at the winter solstice we have only eight hours daylight in the south of England and seven hours or less in Scotland, and there is only so much you can do by playing with the clocks.

Summertime blues

I well remember the last time we experimented with permanent summer time back in 1968, it was miserable in mid-winter. It was bad enough here in the north, before we went to summer time, and it is just as bad down here. It is raining here and it is raining there and it is raining everywhere. The only difference is that the weather here is always warmer than in the north and the weather there is always colder than here.

READERS’ SCOPES

The photograph of the month is from a reader using a 12 inch Celestron CGE telescope. Starting with a binocular, he focused on one of the most beautiful events and had good results with my Canon 3500. Recently I bought a Celestron CPC 800, which gave a new dimension to viewing and astrophotography. Although the CPC 800 is the Orion EDI 105 ED refractor, the telescope is well suited for astrophotography. Prenith Horsay and John Prenith, Kings of Alconhar

Lighter Later makes sense

Your September editorial makes interesting reading. I am perplexed by what appears to be panichism...