N4 N5

Graphic communication

# Desktop Publishing

Name: …… Class:…… Teacher:……

# What is Desktop Publishing (DTP)

Desktop publishing (DTP) is the process of designing newspapers, magazines, books, leaflets, booklets and reports etc on a computer. The industry that produces these items is the **publishing Industry**. Designing the structure and format of the publication and layout of each page is the job of the **graphic designer**, while the process of creating the publication on paper is **printing**.

**DTP provides a number of benefits to publishers and graphic designers:**

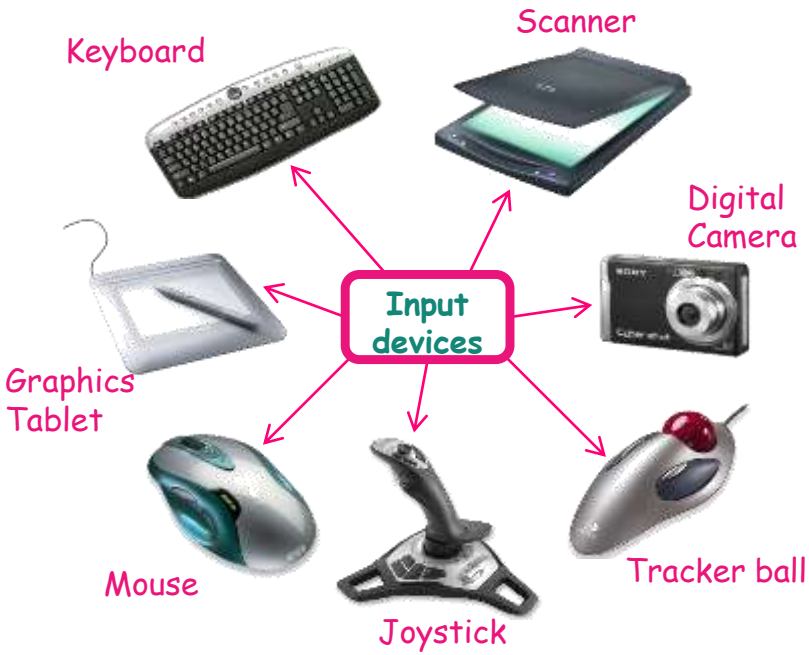
- Design work and publication time is greatly reduced as designers can create standardized layouts to be used time and time again.
- Text and graphics can be imported from a variety of sources and locations around the world.
- Text and graphics can be positioned accurately using grid and snap, scale, rotate and crop functions.
- The proposed layout can be sent electronically to the editor or client for approval prior to printing.
- Modifications can be made easily.
- Once approved, the final layout can be sent for printing electronically with little or no time wasted in pre-production.

# Hardware and Software for Desktop Publishing

Computer systems use a combination of hardware and software to perform tasks. **Hardware** is the name given to the physical part of the system, both internal (CPU, RAM etc) and external (keyboard, monitor etc). **Software** is the name given to the programs which interact with the hardware, enabling the computer to perform tasks,

For our DTP needs in school, we will be using a combination of **Serif Software; Serif Page Plus** and **Serif Draw Plus,** however, **Microsoft Publisher** and **Microsoft Word** are able to perform similar tasks.

We require **hardware** to input information on to our publications and also to get visual feedback, either in the form of a printed hard copy or simply from the display on the monitor. Therefore, it is important to recognise that hardware can be split into two distinct categories; **Input devices** and **output devices**




# Design Elements and Principles

The purpose of graphic design is to create documents and publications that have visual impact and can hold the viewers attention. To do this successfully, graphic designers need to use a combination of **design elements** and **design principles**.
The design elements can be thought of as the basic things that make up a publication. Whereas, design principles focus on how the elements are used and assembled on the page.

## Design Elements

- Line
- Shape
- Texture
- Size
- Colour
- Value
- Mass


## Design Principles

- Balance
- Contrast
- Emphasis
- Rhythm
- Alignment
- White Space
- Flow
- Proximity/Unity

# Page Layout

## Page Orientation

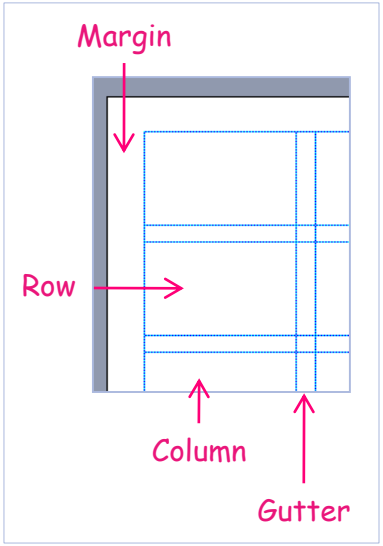
Orientation is the direction or rotation at which the page lies when text and graphics are added. The two types of page orientation are **Landscape** and **Portrait**.

Landscape

Portrait

## Margins

This is the name given to the white space around the outer edge of the publication. Margins are used to help focus our attention on the content printed on the page. They can be edited to suit individual preferences though the page setup menu.




## Grid Structure

Grids and guidelines help us to improve the accuracy of positioning and aligning the various elements. By setting up a grid/ guideline, it allows any graphic designer to plan out their document successfully.

Columns structure can make a publication easier to read and interpret. They also help to improve the alignment and page layout.

# Page Layouts and Features

**Header;** this will appears on every page in this section of the publication

**Heading;** this is the main title on the page. Its usually short but eye catching.

**Sub Heading;** this can be used to give more info on the article or can be used to divide the article up into different sections.

**Columns;** this is the name given to the area of body text. These vertical columns are restricted in width to make the text easier to read.


**Gutter;** this is the narrow space that separates the columns.

**Footer/Folio;** these are placed on the bottom of each page in the publication. The folio is the page number, while the footer can contain information like a web address, issue number etc.

**Rule;** this is a straight line which has been included to neaten up the structure of the page or separate different areas in an article.

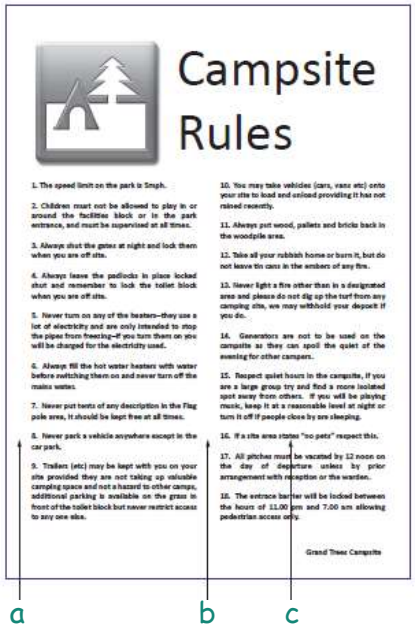
**Image;** a picture which has been included in the publication

**Caption;** this gives additional information about the image or photograph.

**Cropped Image;** this is where a background or part of an image has been removed to create a more interesting shape.

# Exercise 1

1. A desktop published document is shown below. State the DTP features indicated.




a) .....

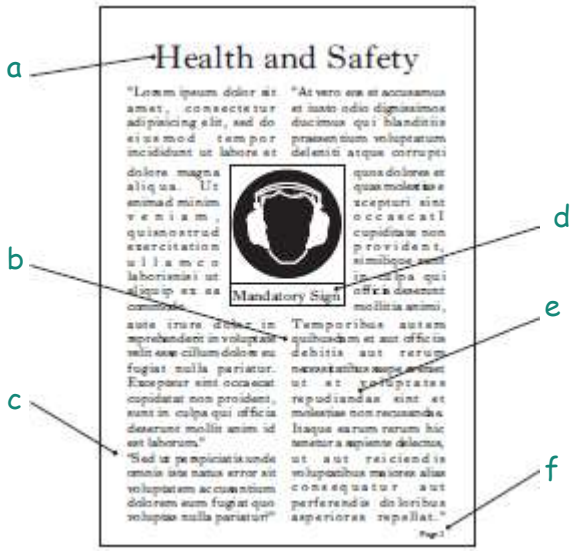
b) .....

c) .....

d) State the page orientation of the document shown above.

..... (4)

2. A desktop published document is shown below. State the DTP features indicated.




a) .....

b) .....

c) .....

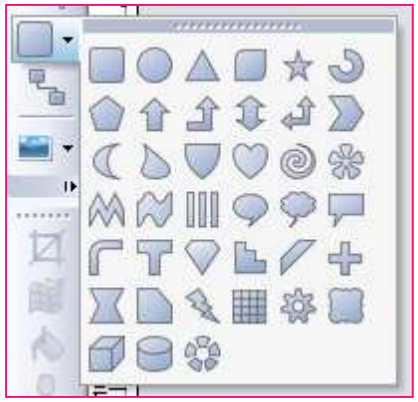
d) .....

e) .....

f) ..... (6)

# DTP Features

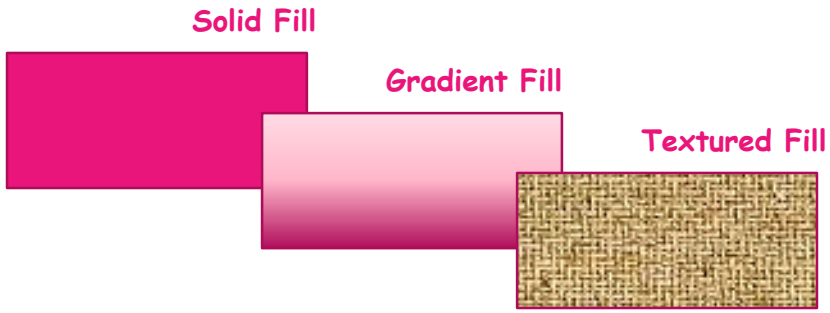
## Drawing tools



Many publications require original artwork, eg, the jagged abstract shape behind the car in the page shown opposite. This detail would have been created using one of the many drawing tools located within any DTP software. The standard shapes menu within Serif is shown on the right hand side. Each shape can be edited and manipulated to create a unique outcome.

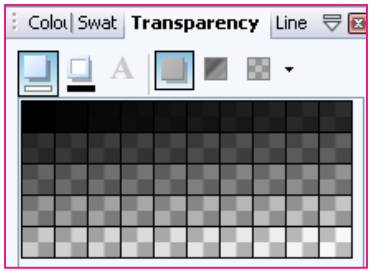

## Colour Fills

Colour fills provide background colours, textures and fill effects to enhance publication




## Transparency effects

This tools allows you to alter the transparency of an object or image, ie, make it see through. A gradient or textured transparency effect can be used as well as a solid effect.



# DTP Features

## Cropped images

Many photos or images may contain a lot of unwanted background. We can remove this unwanted area by using the **crop** tool.
This will reduce the background area and allow the main focus of the image to be more visible.

Before Cropping

Crop tool

After Cropping

'Cut out' Studio in menu

Before

After background has been removed

Sometimes, a graphic designer would want the background to be removed completely. This can be done easily by using Serifs '**Cutout Studio**'. This tool allows you to remove large areas of the background by following the contours of the main image.

## Text wrap

Cropped images can create a variety of shapes that don't naturally sit well with a column of text.

Using the text wrap function allows the body text to follow the irregular contours of an image.

# DTP Features

## Fonts and text size

The heading should be the most visible piece of text on any page, followed by the sub heading then the main body text.

You can make a heading stand out by using some of the following techniques:

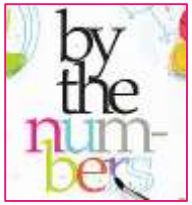
- By increasing the size of text,
- Through colour choice
- Making it bold
- Through the font selection

The body text within the columns should be appropriately sized, approximately 12pt; this may looks small on screen, but will print out successfully.

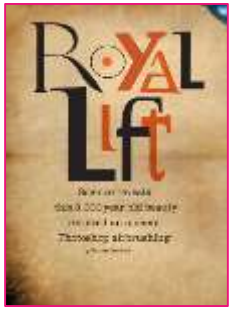
**Some examples have been shown:**









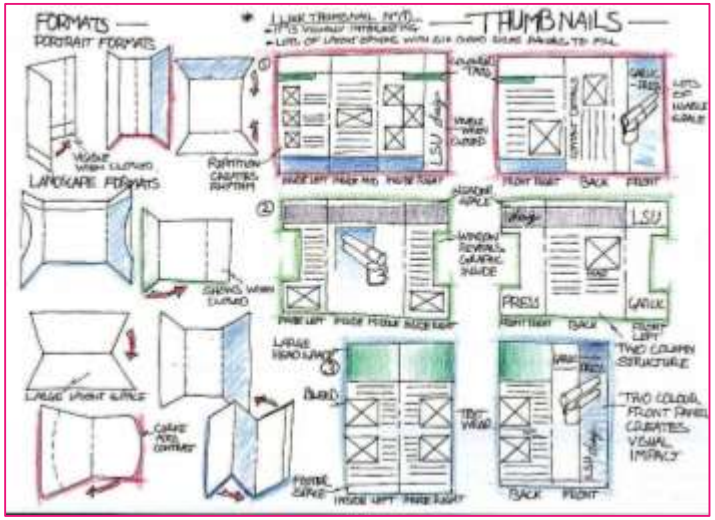



# Preliminary Sketches

Before a graphic designer would start on a publication, they would produce a range of preliminary sketches to help them create and develop their ideas. The different type of sketches are shown below:

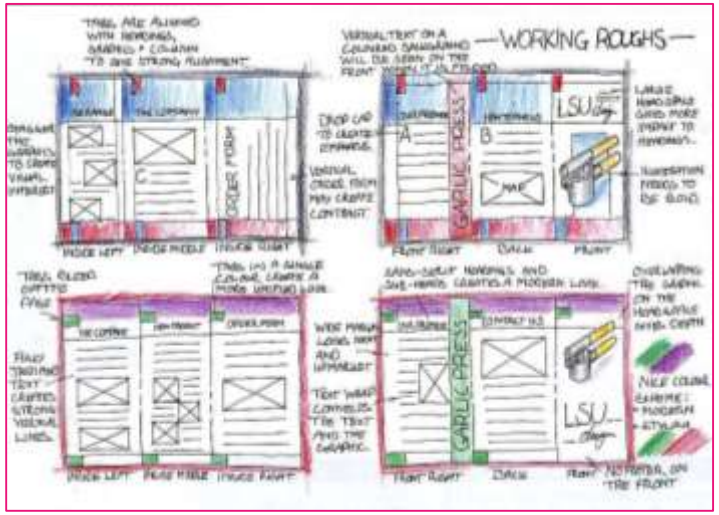
## Thumbnails

**Thumbnail sketches** are quick, first drafts of possible DTP layouts. The main focus is to help plan out the structure of the publication, eg, how many columns, position of titles and images etc. Other design elements and principles can be considered at this stage, eg, shape, colour and contrast.




## Working Roughs

At this stage, a graphic designer would **develop** a small number of the thumbnails, spending more time on each layout and ensuring more detail in included. The working roughs would be larger than the thumbnails to allow more information to be recorded, eg, possible headings, subheadings, fonts captions etc.



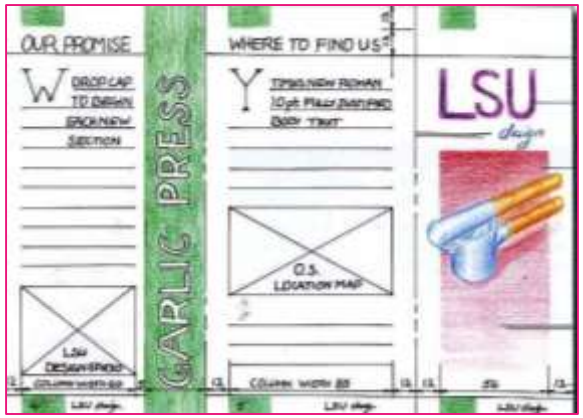
# Preliminary Sketches

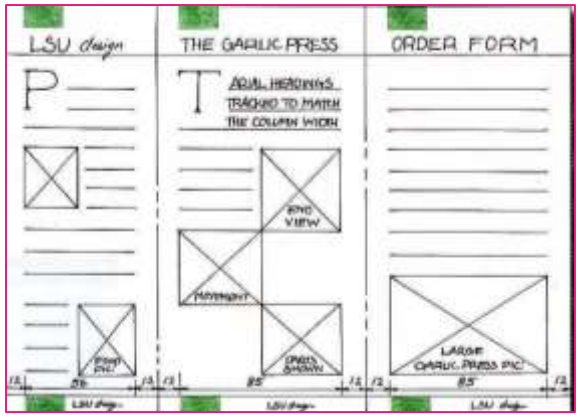
## Presentation visuals

The presentation visual is an actual size, manually produced mock up of the intended document. It gives the designer a preliminary version to discuss with their clients. It also helps to firm up the structure prior to it being created on DTP software.

They should contain dimensional information relating to some of the main features within the publication., for example, the margin size and column breadths as well as the position of headers and footers.

Other features like titles, font styles and exact images should also be decided at this stage.




The presentation visuals above show the sizes and details to be included on the final document.



The final presentations should closely reflect what is shown in the presentation visuals. Some of the images have chanced positions slightly, this may have resulted from the discussion between the designer and the client.

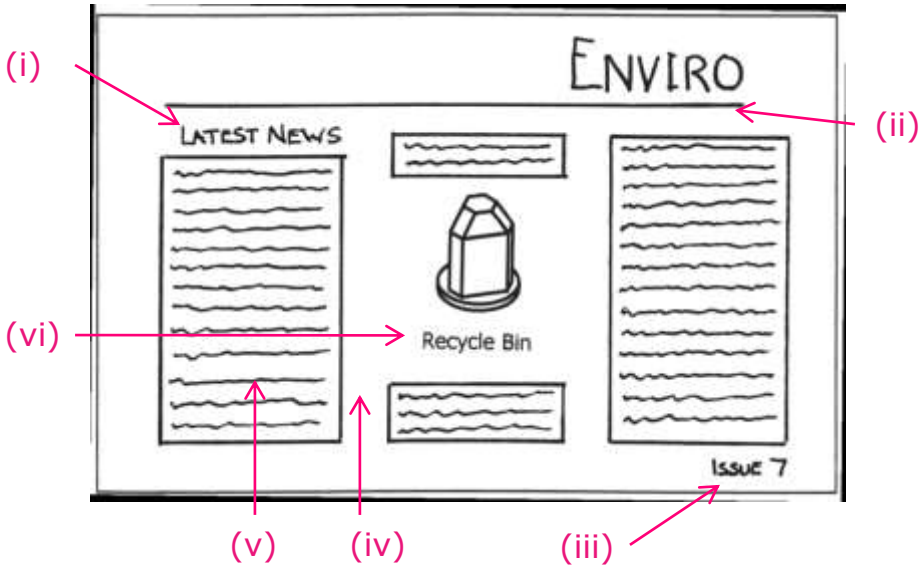
# Exercise 2

1. There are three stages in planning a DTP document prior to the production of the final electronic version. Research is the first stage.

a) State **two further stages in planning a DTP document.**

Stage .....

Stage ..... (2)




Part of the planning stage is shown above.

(b) State the page orientation used in the document above.

..... (1)

(c) State the DTP term for the deliberately created clear area to the left of the word "ENVIRO".

..... (1)

(d) State the DTP term for each of the features (i) to (vi).

(i) ..... (ii) .....

(iii) ..... (iv) .....

(v) ..... (vi) ..... (6)