

DTP techniques to use

Header
This is called a **running header**, and appears on every section of the magazine.

Headline
The headline introduces the article. In this case, the bold fonts create emphasis, and the reverse text on the blue/ grey fill gives it visual impact.

Drop capital
This larger first letter signifies the start of the article. The use of reverse also attracts interest.

Hanging indent
The body copy has been stepped in from the text frame, to create more white space.

Column
Columns are used to restrict the length of the lines of text, making them easier to read. They also produce a visual structure to the page.

Bleed
This main image bleeds off the printing area and through the margin. This creates an informal feel to the page.

Colour fill
Contrast and harmony can be achieved by formatting the text box appropriately. These two text boxes use a blue/ grey fill which harmonises with the main picture, but contrasts with reds used in the headers.

Column rule
This column rule gives this page a more formal look, and separates these two sections.

Reverse
The body text colour is black. The text of the sub-heading has been reversed, and the box filled with a darker colour. This creates contrast and gives the page interest.



SPECIAL FEATURE

Declaring war on the 'dull' music scene.... **KASABIAN**

Kasabian burst on to the British music scene in 2004 with the release of their eponymous debut album. Disgusted with the clean living 'non' antics of the current groups of the time—Coldplay, Keane, etc.—they vowed to bring back some of the excitement and glamour that had been sorely missing. They have since gone from strength to strength, becoming the major attraction at festivals over the years. As guitarist Serge says: "Oasis have gone. We are the biggest band in Britain now. Kasabian are to headline the Isle of Wight and Rockness festivals."

"We are the biggest band in Britain"

Pull quote
This has been selected from the body copy. In this case, the oval text box contrasts with the box shapes of the page. Often a controversial statement is used, and this draws the reader into the article.

Gutter
This separates columns, and helps to de-clutter the page.

Excitement...what it is all about

SPECIAL FEATURE

The song "Vlad the Impaler" was released as a free download for a period of 4 days, as a preview for the album. The promo video for "Vlad the Impaler" stars Noel Fielding of *The Mighty Boosh*. The album's first official single was the track "Fire", which was released on 1 June 2009, and the song "Where Did All the Love Go?" was released as the second official single. The third single "Underdog" was used in the movie *Takers* (2010). On 14 June 2009, *West Ryder Pauper Lunatic Asylum* reached number one in the UK top 40 charts, spending two weeks there. *West Ryder Pauper Lunatic Asylum* was shortlisted for the 2009 Mercury Prize, and was named 'Best Album' at the 2009 Q Awards. The band won "Best Group" at the 2010 Brit Awards. At the 2010 Q Awards the band won the "Best Act In The World Today".

The song "Fire" was used as the Barclays Premier League theme song for the 2010–11 season Matchday program. *Future* (2010–present)

Kasabian started work on their fourth album in November 2010.

Lead singer Tom explains the Kasabian philosophy

Where do you prefer to perform?
Scotland—the crowds are always up for it and go mental.

Why do you hate some other bands' boring attitudes?
All rock bands have a responsibility to live the life of a rock star—who wants to hear about Chris Martin's vegan diet or the Fratellis going to bed early? People want an escape from the grinding routine of life, and we'll give them it!



Lead singer Tom

Heading
This introduces a separate section of the article.

Tilt
This image is tilted, which catches the reader's attention. It creates a modern feel, which will appeal to the youthful target

Caption
Gives information about the image.



Favourite festival?
T in the Park, or any Scottish festival!



Sub-headings
These break up the large section of body text. The use of the accent colour produces a visual rhythm.

Text wrap
As it suggests, the text wraps around the image.

Cropped image
This is an image with the background removed. It creates a more interesting shape.

Page number (folio)

Desktop Publishing

Text

Text is obviously used throughout a publication, and it is put to different uses to satisfy particular requirements of the piece. **Headers** and **footers** appear at the top and bottom of the page respectively, and give information, such as date, page, the feature concerned, etc. **Headings** and **titles** give an introduction to the article, and **subheadings** divide the article into smaller sections. **Pull-quotes** draw the reader's attention to the article and **captions** explain an image or photo. The main body of text is called **body type**, or **body copy**.

Typeface

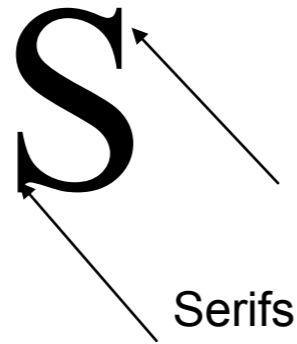
Fonts are in two styles— **serif** and **sans serif**.

M H S

Serif text—they have a line crossing or tail between the two free ends of the stroke. This creates a serious/ formal look and is often used for the body text in quality newspapers.

M H S

Sans serif—a typeface without serifs. This creates a less serious, modern look.



Examples of fonts

Times New Roman
Baskerville Old Face
Century Schoolbook

Serif fonts

Arial
Europa
Tahoma

Sans serif fonts

ARNOLD BOCK-
LIN
Gospel

Fun fonts

Contrast can be created in a publication by using a sans serif font for the title, and a serif font for the main body text. A good 'rule of thumb' when deciding on font styles is **keep it simple** - use **1** sans serif font for headings, subheadings and captions, and **1** serif font for body type.

Text formatting

Text size is measured in **points**.

22 point bold text

14 point regular text

Bullet points can make the piece more 'snappy', especially when listing information:

ROOMS

- En suite WC
- Sky TV
- Room Service
- Tea/ coffee

An **indent** is a good way of signifying the beginning of a new paragraph:

This year's T in the Park may have one of the lowest key line ups in recent years, with few major stars of note. Last year, the presence of the mighty Kasabian, global superstar JayZee and even Madness kept up the festival's reputation as one of the best.

A **drop capital** indicates the start of the article and indents the main body copy next to the drop capital:

Last year, the presence of the mighty Kasabian, global superstar JayZee and even Madness kept up the festival's reputation as one of the best.

A **hanging indent** uses a drop capital, but indents the rest of the column underneath:

Last year, the presence of the mighty Kasabian, global superstar JayZee and even Madness kept up the festival's reputation as one of the best..

Left-aligned text can make the publication appear more sophisticated. It is the most commonly used alignment.

Last year, the presence of the mighty Kasabian, global superstar JayZee and even Madness kept up the festival's reputation as one of the best.

Justified text produces vertical lines on each side. It gives the text a strong visual shape, but can create unwanted hyphenation and exaggerated word spacing.

Last year, the presence of the mighty Kasabian, global superstar JayZee and even Madness kept up the festival's reputation as one of the best.

Right-aligned text can look sophisticated and is often used for subheadings and captions.

Last year, the presence of the mighty Kasabian, global superstar JayZee and even Madness kept up the festival's reputation as one of the best.

Centred text creates a symmetrical column of text, but is difficult to read and lacks a strong visual line.

Last year, the presence of the mighty Kasabian, global superstar JayZee and even Madness kept up the festival's reputation as one of the best.

Text wrapping allows text to be placed around an image or graphic.

 Last year, the presence of the mighty Kasabian, global superstar JayZee and even Madness kept up the festival's reputation as one of the best.