

**Graphic  
Communication  
A-Z of DTP**

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HIGHER STILL

# Graphic Communication

A-Z of DTP

Support Materials



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## **TEACHERS' NOTES**

### **Introduction**

Desk Top Publishing (DTP) is now the recognised method of transferring the written word and associated graphics (illustrations and photographs) from paper into printed formats such as newspapers, books and reports. Desk Top publishing has grown in complexity with the development of more powerful personal computers and more complex software packages.

Much of the DTP terminology, or language, in current use has grown with the development of functions and techniques specific to the use of computer-based DTP systems. However, a large amount of the terminology has grown out of printing technology which existed before DTP. In addition to these two sources of DTP terminology, there are terms which DTP users need to understand which come from related professions such as graphic design, photography, word processing and book binding.

The following unit introduces DTP terminology to students of Intermediate 2, Higher and Advanced Higher Graphic Communication in the form of an extended glossary. The glossary is complemented by associated notes and tasks for completion in class, or as homework, to support students in learning. The materials is intended, in the main, to be used as reference material throughout courses, rather than as a unit of teaching.

## **Approaches to Teaching and Learning**

Students following Graphic Communication courses at Intermediate 2, Higher and Advanced Higher must demonstrate knowledge of Desk Top Publishing terminology in external examinations and as part of their course review folios.

The course folios may not contain direct evidence of knowledge of terminology but it may be assumed that, once a student has completed certain activities using a DTP package, terminology is learnt through experience.

Encouraging students to work to a design brief which they develop into a specification for DTP work will help them to use DTP language as they produce solutions and in the evaluation of their work.

To supplement experiential learning, teachers/lecturers may find it beneficial to monitor students' learning by getting them to complete a diary/logsheets of activities completed on a DTP package. The process of completing a work logsheet encourages students to: reflect on what they are doing; record terminology directly and relate their work to the professional workplace where designers have to complete timesheets for specific jobs.

In addition to the practical element of DTP in the course, the elements which have to be taught directly should be supplemented by discussion of good practice from examples of Desk Top Publishing and other printed matter. Visits to graphic design studios, printers, newspapers and publishers will also give students direct experience of DTP in action.

Students should be encouraged to use terminology in written and spoken activities. Spoken activity may be in the form of a simple informal discussion with a tutor, or peers, but could be developed into a verbal presentation about a finished piece of DTP work.

Overall, students should be encouraged to appreciate that technical language, or terminology, is necessary in order that people from different backgrounds can communicate with each other in the workplace.

## Exemplar Logsheet/Timesheet

PROJECT DESCRIPTION \_\_\_\_\_ JOB NUMBER \_\_\_\_\_

NAME \_\_\_\_\_ PROJECT START DATE \_\_\_\_\_ PROJECT DEADLINE \_\_\_\_\_

DATE	ACTIVITY	DURATION	NOTES	FILE NAME

*The heading 'Notes' should be used to record any new terminology, or DTP functions being used in project activities.  
The heading 'File Names' should be used to record DTP Word Processor or Graphics Package filenames which are generated during the activity*



## **EXTENDED GLOSSARY OF COMMON DESK TOP PUBLISHING (DTP) TERMS**

*\*Denotes terms indicated in Arrangements Documents for Computer Graphics (Higher).*

### **A**

#### **Alignment**

Positions of text lines on a page or column.

e.g.     Aligned left (flush left, ragged right)  
          Aligned right (flush right, ragged left)  
          Justified (flushed on both left and right)

#### **Antique paper**

An uncoated paper with a matt or rough surface.

#### **Ampersand**

The symbol &, meaning 'and'.

#### **\*Application software**

Software that has been written specifically to carry out a certain task to solve a certain problem.

For example: Pagemaker and MS Publisher are both specifically designed to do desk top publishing.

#### **Arabic numerals**

The numerals in common use: 1, 2, 3, 4, 5, 6, 7, 8, 9, 0 (as distinct from Roman numerals: I, II, III, IV, V, etc.)

#### **Art paper**

Glossy, coated paper intended to carry halftone reproduction by letterpress printing.

#### **Artwork**

Any black and white, or colour, original prepared for reproduction.

#### **Ascender**

The top portion of a lower case letter above the x-height, e.g. b, d, f, h, k, l.

#### **Asterisk**

The keyboard symbol \*.

#### **Automatic hyphenation**

The automatic insertion of a hyphen in a word which does not fit on the end of a line. The page layout software normally checks an internal dictionary of words to make sure that the word can be hyphenated before insertion.

# B

## **\*Back-up**

The process of making a second copy of computer generated files, in case the working files are damaged or lost.

## **Backs**

The margins on a page nearest to the fold.

## **Banner**

In newspaper work, a main headline running across the top of the page. Often used to describe the title heading on a newspaper or journal.

## **Baseline**

In type, the line on which both capitals (e.g. G, H) and lowercase (e.g. x, m) letters stand.

## **Binding**

The process of assembling the pages of a publication into a book, magazine, or folder to create the complete product.

Types of binding include:

- saddle stitched - thick documents (up to 32 pages are stitched to make up the sections of a book)
- perfect binding - thick documents (books, directories and reports)
- side stabbing - medium thickness (stapled documents)
- wire/plastic - holes are punched down the spine and a wire or plastic retainer is meshed into the holes (reports, manuals)
- ring binder - two, or four holes are punched through the spine and the document is clipped into a binder (manuals and other publications which require constant updating)

## **Bleed**

To bleed is to extend an artwork graphic or photographic frame beyond the trimmed edge of the page. The bleed is the amount by which the image extends beyond the trimmed edge - commonly 3mm.

## **Body**

In type, the space, measured from top to bottom, on which a letter is set.

## **Bold type**

A heavier, blacker version of a type (commonly used with Roman type).

## **Bolts**

The edges of a folded section of paper before it is trimmed.

## **Bowl**

The curved part of rounded letters such as: B, R, G, C, p, q.

## **Box**

Text which is ruled off on all four sides.

**Braces**

The keyboard symbols: { }.

**Brackets/square brackets**

The keyboard symbols: [ ]

**Broadsheet**

Technically something which is printed on a full-size sheet. Commonly used to refer to documents of large newspaper size

**Bullet/Blob/Cannon ball**

A symbol, e.g. large dot, square, asterisk, etc., which is used to emphasise key points in text. Bullets are often used to highlight lists within a block of text.

## C

**CAD**

Computer-Aided Draughting (Design) software.

**Camera-ready-copy**

Fully prepared page(s) of text and graphics ready for photographing for reproduction by a conventional printing process, e.g. offset lithography.

**Caps**

Capitals, upper case letters.

**Cap height**

The height of capital letters in a given font.

**Caption**

The descriptive text accompanying an illustration.

**CD-ROM**

A read-only compact laser disc which can store large amounts of data files/graphics for use on a computer. CD-ROMs have a much larger storage capacity than floppy disks (e.g. Whole encyclopaedias are now available on one CD-ROM). CD-ROMs are often used as sources of graphic images for DTP as many graphic image/photo-library database companies supply graphics/photographs to publishers in this format.  
(See: Floppy disks, Mini disks)

**Centre-spread/fold**

The pair of pages that come at the centre of a folded section (e.g. pages 4 and 5 in an 8-page section)

**\*CGA**

Computer graphics adaptor. A colour adaptor which provides low resolution and up to four colours. (320 h x 200 v pixels at 4 colours)

**Character**

Any letter, digit, punctuation mark, or symbol which is represented by an ASCII code.

**Cicero**

The unit of measure used by printers in Europe: 12 Didot points = 1 Cicero.

**Coated paper**

Paper finished with a coating of china clay to give smoothness.

**Collating**

Gathering pages of a publication, or section, into the correct order.

**Colophon**

Text giving production details of a document.

**Colour palette**

A menu/toolbox set aside on a colour graphics, drawing or paint package which contains a range of swatch colours for use in the generation of images on a colour monitor. Colours are accessed using the cursor.

**Column**

The vertical strip, or band, on a page into which text can be placed.

*Note: The columns on a page are usually set up before frames containing graphics, or photographs are located on the page. The columns often provide a structure to build the page.*

**Column guides**

Non-printing screen page guides denoting margins and columns.

**Column rules**

Lines (rules) inserted between columns of text.

**Column width**

The horizontal size, or width, of a column.

**Copy**

Any matter - words or illustrations- such as handwritten text, typescript, photographs, artwork which are to be reproduced by printing.

**Copyfitting**

The method of determining:

- the amount of space required for a given amount of copy;
- amount of copy to be written to fill a given space;
- size of type required to accommodate a given amount of copy in a given space.

**Copy preparation**

The operation of reading copy prior to typesetting to eliminate as far as possible all errors and inconsistencies in the copy and marking it with instructions - e.g. typeface, typestyle etc. - so the typesetter knows exactly how it is to be set.

**Correction marks**

Conventional signs used by printers, editors and designers to indicate typographic changes.

(See: Notes on Correcting Copy)

**Counter**

In type, the white area inside characters such as: B, D, Q, O, p, d.

**Cover**

The outside pages of a document.

**Crop/Cropping**

To mark artwork and graphics in order to indicate which portion is to be reproduced. In DTP: Cropping is the on-screen cutting of photographic or graphic images to remove excess material using a frame grabbing process.

Crop marks are the intersecting lines that page layout packages print at the corners of a page if the actual page size is smaller than the paper on which it is printed. The crop marks indicate the actual printable page.

**Cross-head**

A centred sub-heading within the body of text type.

**Cross-reference**

Using typographic symbols, or numbers, to refer the reader to relevant text within the same document.

**Cursor**

In DTP: The on-screen pointer which is controlled by a cursor device such as a mouse or the arrows on a keyboard. The shape of the cursor often changes to indicate the operation being undertaken.

**Cut flush**

Trimming the cover of a document at the same time and to the same size as the inside pages.

**Cut-off rule**

A horizontal line (rule) printed across text columns to separate different text items - usually in newspapers and magazines.

**Cut out**

A photograph from which all the background has been removed.

## D

**\*Database**

A store of organised information. Any data which is stored in readily retrievable form can be regarded as a database.

For example: ClipArt files are databases which are often used in DTP.

**Deckle-edge**

The rough, uncut edge on hand - or mould - made papers

**Descender**

The lower portion of lowercase letters which drop below x-height

For example: g, j, p, q, y.

**\*Desk Top Publishing (DTP)**

The creation of a whole publication on computer, and preparing it for printing without using the traditional processes of typing, typesetting, cutting and pasting, and layout.

**Dialog box**

In DTP: Screen or window which is displayed when the program requires more information from the user.

For example: when selecting printer options.

**Digitising**

Converting the shape of a character/image into coded data in a computer.

**Dingbat**

Typographical symbols, devices.

**Display type**

The larger sizes of type - i.e. those sizes used for headlines (14 pt and above).

**Downloadable fonts**

Fonts which are bought and installed separately to increase the variety available to the DTP package.

**Draw-type graphics**

Files created by a Drawing package which use vector lines which give an image which is independent of the screen used to generate them. This results in a very clear image compared to those produced by Paint packages.

**Drop**

The distance from a chapter title to the first line of text.

**Drop-shadow**

A tint or solid line laid to one side of an illustration or type form to give a shadow effect.

(See: Shadow)

**Dry transfer**

Adhesive lettering which can be added to artwork by hand.

## E

**Earpiece**

Small advertisements that appear in the top corners of newspapers and broadsheet publications.

**Em**

The width of the point size being used.

e.g. An 8pt em is 8 points wide.

The 12pt em is used in printing to measure width and depth of columns and pages.

**Em dash**

A dash which prints the width of the point size being used

**Em space**

A fixed space which is the width of the point size being used.

**En**

Half the width of the point size being used.

Note: En dash and En space are used the same way as Em dash and Em space.

**End paper**

Leaves of paper that join the text of a book to the binding.

**Expanded/extended**

A wide version of a standard typeface.

# F

## **Facing page**

Two pages which face each other, when the publication is open, in a double sided publication - e.g. book, magazine. The even numbered page is on the left, the odd numbered pages are on the right.

## **Figure space**

A fixed space which is the width of number of the point size in use, i.e. fixed spaces are determined by the point size in use

## **\*File**

A file is a collection of data. In DTP, files from various sources are combined to form the overall DTP publication. The final document is given a file name with an extension which identifies it as a publisher document. Different DTP packages give different file extensions.

## **Flush**

Refers to text alignment - e.g. flush left text  
(See: Alignment)

## **Floppy disk**

A magnetic disk storage/retrieval format for computers. Floppy disks are the most common method of backing-up/saving computer generated files for transfer to another computer. Most floppy disks can save files up to 2MB (megabytes) in size. Faster saving formats with larger memory capacities are always being developed (e.g. CDs, Mini disks/Zip disks). These are required to handle the large files which are produced with high quality DTP/Graphic work.  
(See: CD-ROM, Mini disk)

## **Folio**

A printed page number in a publication.

## **\*Font (*Fount*)**

Is a set of type in one size and style. In DTP, 'font' is used to describe 'type styles' the size of which can be changed by the operator.

## **Foot (margin)**

The margin at the foot of a page in which the footer is usually located.

## **Footer**

A line of text/or page number (folio) placed at the bottom of the page which is repeated throughout the main body of the document.  
(See: Header)

## **Footnote**

Text placed at the bottom of a page prefixed by a superscript number (or bullet character) which is cross-referenced by the same character in the text. Footnotes are used to provide additional or subsidiary information.

## **Foreedge (margin)**

The margin of a page which is on the side of the publication which opens (i.e. the side of the page which is not bound or folded)

**\*Format**

In DTP terms, is the arrangement of text on a page defined by the alignment and text style. Formatting means applying a style or alignment to a document or paragraph.

**\*Frame/Frame grab**

DTP packages use frames to capture images, or inputted text, in order that they can be manipulated separately on a page and if necessary worked on using separate software.

**Full point**

Printers' term for a full stop.

## G

**Galley proofs**

Text proofed in continuous columns, not divided into pages.

**Gate fold**

A single sheet of paper folded twice vertically to make six pages.

**Graphic**

Line, box, circle options available within page layout packages.

An illustration /artwork prepared on a paint, draw, CAD, graph applications package or captured by image scanner which is then imported into the page layout package.

**\*Graphics processor**

A special CPU (central processing unit) dedicated to the handling of graphics and screen display.

**\*Graphics Tablet/Digitiser**

A flat-bed input device with a grid of fine wire below the surface. A puck, stylus or light pen will chase the cursor around the screen as it moves over the surface. This is useful for converting drawings and graphics into computerised versions.

Advanced graphics tablets are now available which can recognise handwritten text and turn it into typed output.

**\*Grid**

All CAG systems provide 'transparent' grids; patterns which appear on the screen as drawing aids but do not necessarily form part of the drawing. Grids are used to divide the page up into orderly areas with which to structure the printed elements of the page.

**Guide**

Non-printing lines on the screen page (usually dotted) which mark grid lines, columns, margins etc. These are intended to assist in the placement on text and graphics on the page.

**Gutters**

DTP - refers to the spaces between columns on a page.

In printing, gutters are the inner margins of a book.



# H

## **Half title**

The first page of a book, usually attached to the front endpaper or the pages dividing sections within a document.

## **Halftone**

The process of reproducing photographs (and other continuous tone originals) which uses a pattern of dots of varying size to reproduce shades of grey from white through to black. The smaller the dots the whiter the tone, the larger the dots the blacker the tone.

## **\*Handles**

The small rectangles, or other icons, which surround a selected frame. Handles allow the frame to be resized, moved, or rotated independently of the other items on the DTP page.

## **Hanging indents**

In text setting where the first line of the paragraph starts at the left margin and each subsequent line of the paragraph is indented (See: Indents).

## **\*Hard copy**

Any copy of drawings, or documents, produced on a printer, or plotter.

## **\*Hardware**

The physical parts of a computer system.  
For example: casing, disc drives, mother board, mouse, keyboard etc.

## **Head (margin)**

The margin at the top of a page in which the header is usually located.

## **Header**

A line of text and/or page number placed at the top of a page which repeats throughout the main body of the publication. (See: Footer, Running headline)

## **Headline**

Line or lines of type set in a display (large) size of type and placed above accompanying text. A headline usually guides the reader on the content of the body text. A headline may be repeated on the top of each page of a publication as a header, or may be used only once at the beginning of the publication.

## **Highlight**

1. DTP - refers to the procedure of selecting text by cursor. Selected text is usually shown reversed i.e. black on white becomes white on black. Highlighted text can then be modified in terms of typeface, point size etc.
2. In the reproduction of continuous tone originals (e.g. photographs) highlights are the lightest areas of the picture.

## **Hot metal**

Strictly speaking, a type from a casting machine but widely used to describe any type set in relief on a metal body.  
(See: Letterpress)

## **Hue**

Colour. Often used in graphics packages for colour adjustment settings.

**Hyphenate**

Inserting a hyphen in a word in order to allow the word to be split between lines.  
(See: Automatic hyphenation)

**I****Icon**

An on-screen representation of an action or command that a page layout program can carry out. These are usually designed to allow the user to execute actions using a cursor action, often with a mouse, instead of the key board.

**Image area**

That portion of a printed page defined for the assembly of text and graphics - i.e. the area within the set margins.

**Image grabber**

A special cursor function in DTP packages which allows the user to 'grab' screen graphic images and perform actions such as moving, copying and cropping.

**Imposition**

The arrangement of pages on a printing plate so that when the sheet is folded the sequence of pages is correct.

**Imprint**

In printing, this refers to the piece of text in a publication which states the name and address of the printer/publisher of the publication.

**\*Import**

This is a DTP menu function which brings a text file, or graphic, from an external application into a DTP page layout.

**Indent**

Beginning a line of text further in from the left margin than the rest of the text.  
(See: hanging indent, indent paragraph, nested indent)

**Indent paragraph**

Where the complete paragraph of text is indented by a set amount from the left margin.

**Initial (letter)**

The use of a large letter to start the first paragraph of continuous text. Raised initial is where the initial letter is base aligned with the first line of text and rises above it. Drop initial letter is when the top of the initial letter is aligned with the top of the first text line and drops to occupy the start of the second line. Highly decorated initial letters were used in very early handwritten text, for example The Book of Kells. Some DTP packages use the term Big First Letter.

**Ink jet printer**

A non- impact printer that 'draws' the characters by squirting ink at the paper from a fine jet whose position can be altered by program commands.

**\*Input**

A term used to describe information being sent to a computer.  
Common DTP inputs include: fax, scanner, floppy disk, mouse, keyboard.

### **\*Internet/World Wide Web**

The international on-line information system. The Net is used to source information and images for DTP and also to transfer information between different organisations.

### **Italic type**

A type of lettering style in which the characters slope to the right. Many fonts are available in bold and italic as well as normal forms.

*Italic fonts are often used to highlight text, or to insert notes within a body of normal text.*

## **J**

### **Justification**

Setting of type lines in which the space between words is varied from line to line so that each line is of equal length.

## **K**

### **\*Kerning**

A DTP function which is used to adjust the spacing between pairs of individual letters on a page. This is used to eliminate unwanted 'white space' and to enhance the visual impact of words.

## **L**

### **Laid**

Paper with a clearly visible wire pattern which is formed during manufacture.

### **\*Landscape**

A page layout function which arranges the page so that its widest side is horizontal. This is often used in the layout of leaflets which requires folding (gatefold or concertina fold)

*opposite: Portrait*

### **\*Laser Printer**

A non-contact printing device predominantly used in DTP.

Laser printers use a laser beam focussed on an electrically charged drum which forces the ink to follow the light pattern to form the image required.

Laser printing is very fast and produces a high quality output.

### **Layout grid**

The on-screen design plan for a publication created on page layout software by specifying paper size, margins, column widths which show on the screen as non-printing guides.

(See: grid)

### **Leaders**

A series of dots in line, often used to 'lead' the eye in from one column to another.

Used also in form design to indicate areas which have to be filled in by the user - e.g. name and address panels.

**Leading** (Interlinear space)  
The spacing between lines of type.

**Leaf**  
A single sheet in a document with one page on each side, e.g. An eight page document has four leaves.

**Letter spacing**  
Refers to the amount of space between letters which can be adjusted by kerning. (See: kerning and tacking)

**Letterpress**  
Printing from relief type.

**Ligature**  
Two or more letters joined together, e.g. ff, fi, fl, ffi, ffl (This depends on the text font being used at the time)

**Line length**  
The width of a line of text, or column of text - referred to as the line measure in typography.

**Literal**  
A misprint, e.g. A mi?print.

**Logo/Logotype**  
An emblem, or symbol, printed in a specific way as a trademark. Often used as corporate identity symbols by organisations.

**Lowercase**  
The small letters such as a, b, c, d - as distinct from capitals.

## M

**Make-up**  
The operation of assembling all elements - text, captions, headlines, illustrations, etc. - on a page, or pages. The great advantage of DTP packages is that they do this on-screen very accurately, and that mistakes can easily be rectified without starting the whole process from scratch.

**Margins**  
The area of white space at the outside of a printed page - top, bottom, left, right-surrounding the image area. Individual margins can be adjusted easily on DTP packages allowing for different binding techniques to be used for the same publication. These are called margin guides. (See: back, binding, head, foot, foredge)

**Menu/Pull-down menu**  
The list of commands provided by applications software from which the user can choose to input instructions and/or data. Many menus are now easier to use because the commands are identified by icons.

**Mini disks/'Zip' disks**  
Mini disks are the latest file storage format available for computers. They are capable of storing much larger computer generated files than floppy disks and are therefore better for storing large high quality definition graphics.

**Montage**

A combination of separate images combined to give a composite picture/image.

**\*Mouse**

A mobile hand-held interaction device predominantly used for controlling the cursor position and for operating drop-down menus and other on-screen tools

## N

**Nested indent**

Text indented at several levels to create a hierarchy of sub-headings and text. This method is often used in reports where each paragraph has to be numbered for reference purposes.

(See: Indent)

**Newsprint**

A cheap paper intended for newspapers and journals.

**\*NLQ (Near letter quality)**

A high quality printed output. Some printing functions allow the user to use low quality outputs for 'rough draft' printing in order to save printer toner.

## O

**Offset lithography (Offset)**

A process of printing from a flat surface in which the printing areas are greasy and the non-printing areas are damp. The greasy and inked image is set off from the printing plate onto a rubber blanket which transfers it onto the paper.

**OCR (optical character recognition)**

A means of reading printed characters with an optical scanner and suitably coding them so that they can be stored in computer memory, recalled and edited.

**Opacity**

The degree to which a paper is transparent.

**Operating system**

The software which controls the operation of the computer and provides for a range of user facilities such as disk copying, formatting, file copying and disk management. Most PCs use DOS operating system while Apple computers have their own operating system (modern computers can convert information across different operating systems)

**Original**

Any photograph, drawing, or piece of artwork provided as copy for reproduction.

**Orphan**

The first line of a paragraph appearing as the last line of the foot of a page or column.  
(See: widow)

**Outline**

A typeface which uses an outline effect.

e.g. **OUTLINE**

(See: Text formatting)

## **Overlay**

Some DTP packages allow for the printing of the colours which make up a full colour page onto separate pages, complete with **register marks**. These separations, or overlays, can then be supplied to a commercial printer who will produce separate printing plates for each colour and will print final copies in the colours specified, using the register marks to accurately position each colour element.  
(See: Register mark)

# P

## **Page**

One side of a leaf. *To page*, dividing galley proofs (and illustrations) into pages.

## **Page size**

The dimensions of the pages of a publication. The page size is the finished size and may be different from the paper size which may be larger to allow for a trim allowance (particularly in pages which contain a 'bleed'). *Page depth*, the length of the text area on the page.

## **Paint-type graphic**

A graphic image, produced by paint applications programs, formed by a series of dots with a specified number of dots per inch.

## **Palette**

An area of the active screen containing a choice of tints (shades), or colours, for use with page graphics.

## **Paste-up**

To paste visual elements (bromide text, graphics, halftones) onto a carrier base in exact position according to a predetermined layout - or in the case of DTP software, assembling all the page elements in an on-screen page layout.  
(See: Make-up)

## **\*Peripherals**

External equipment which is attached to the computer  
For example: Graphics tablet, printers etc.

## **Photocomposition**

Any method of composing type characters onto film or light sensitive paper by means of phototypesetting (or imagesetting) device.

## **Pica**

An alternative name for the 12pt em  
 $1\text{pica} = 12\text{pts} = \text{one sixth of an inch} = 4.23\text{mm}$

## **\*Pixel (Picture element)**

The tiny dots which make up a picture or letter on screen. These are arranged in grids on the screen and can be adjusted to give different densities of images, or text, depending on the quality of output required (resolution).  
In DTP resolution is important when manipulating images in a document. The higher the resolution of the image, the higher the memory it occupies in the document.  
(See: Resolution)

## **Point**

The basic unit of measurement in printing.  $12\text{pts} = 1\text{Pica em}$  - the unit of type measurement.

**\*Portrait**

A page layout function which arranges the page so that its widest side is vertical. This is the common page layout used in letters, books, newspapers and magazines. (See: Landscape)

**Posterisation**

The reproduction of continuous tone originals - normally photographs - without the use of halftone screening giving two absolute tones (black and white). This gives a stark image which is popular with graphic designers in the design of posters, cover designs and montages.

**Postscript**

A page description language developed by Adobe Systems Inc. and used in many laser printers and high resolution typesetting systems.

**\*Printer**

An output device for obtaining hard copy of drawings and documents. Types in common use are impact (dot matrix), laser and ink-jet.

**Proof**

A trial printing of a piece of printed material for the purposes of checking and marking alterations for revision prior to the final print run taking place.

**Publication**

The name given to the files which are created on DTP software and which comprise one or more pages, integrating text and graphics. The text and graphics may have been created on separate applications software.

**Pull down menus**

On-screen commands in an application program where a list of general commands 'hiding' a range of associated commands is arranged along the top of the active screen. The menu is accessed by pointing the screen cursor to the main menu heading which then causes the hidden headings to be displayed. Each displayed heading can now be activated by the cursor.

(See: Menus)

## Q

**Quarto**

A page a quarter the size of the basic sheet.

**Quotes**

Marks which indicate speech, e.g. They can be 'single' or "double".

**QWERTY keyboard**

The standard keyboard layout commonly used by countries with the 26 letter - A to Z - alphabet. Alternatives to the QWERTY layout have been used in the U.K., and other countries, to try to produce more comfortable, ergonomic, positions for the hands when typing.

# R

## **Ranged left**

Type set with each line aligning left and with even word spacing so that lines run to varying lengths - i.e. ragged left

## **Recto**

A right hand page.  
(See: Verso)

## **Register**

Placement of page elements - text and graphics - so that they will print in precise relation to, or over, each other as in colour printing.

## **Register mark**

A cross-hair target symbol placed outside the page area to provide a guide for the commercial printer when printing multicolour work. Each register mark should overprint exactly for accurate registration. The register marks are located outwith the page size and are removed when the publication is trimmed.

## **Repro proof**

In printing, a proof of text/graphics of exceptional sharpness - often on special paper - to be used as camera-ready copy for exposure onto printing plates.  
Output from a laser printer onto coated paper may be considered a DTP equivalent.

## **\*Resolution**

The sharpness of a digitised image depending on the number of pixels displayed on the screen. Resolution is measured in dpi (dots per inch) or by the number of pixels horizontally and vertically, e.g. 300 h x 200 v.

## **Retouching**

Manual, or computer-aided, adjustment to an illustration/photograph.

## **Reverse (cameo)**

Reproducing the whites in an original as black and the blacks as whites.  
e.g. Reversed text is white on a black background.

## **RIP (Raster Image processor)**

A device inside laser printers and photosetters which converts information sent from the computer into the form of a bitmap.

## **River**

Uneven lines, or patches, of white space running through a page or column of text. This effect is caused when the eye picks up the pattern of word spacing running down the text.

## **Roman**

A type which is characterised by serifs. (It relates to ancient Roman carved letters) ordinary letters - as distinct from bold, italic etc.

## **Rough**

A preliminary layout not in finished form.



**Rule**

Lines of varying thickness - 1pt, 3pt, 10pt, etc. - added to the printed page.

**Column rules** section one column from another; **Cut-off** rules are used to separate one item from another.

**Run**

The number of copies of a publication to be printed. **Run on**, extra copies printed at the same time as the original run.

**Running headlines**

A line of type appearing consistently in the top margin of each page or alternate left/right hand pages in printing.

(See: Header - DTP)

## S

**Sans serif**

A typeface with no serifs - i.e. with no terminal strokes on the letters.

Examples include: Arial, Univers, Helvetica, Futura, Avant Garde.

**Scaling**

The resizing of a photograph, graphic, or page within its original proportions - as opposed to distortion.

(See: Cropping)

**Script**

Typefaces which simulate copperplate, brush or other forms of handwriting.

**\*Scrolling**

The vertical movement of the screen image. Many DTP packages have scroll bars which allow rapid movement up and down a document (and across the document) using the cursor.

**Section**

A printed sheet folded to page size.

**Serif**

The small terminal stroke at the end of a main stroke of a letter. Typefaces which have serifs are derived from hand-cut letters or calligraphic lettering styles.

e.g. Times Roman is a serif font.

**Shadow**

A typeface which uses a drop-shadow effect.

e.g. SHADOW

(See: Text formatting, Drop-shadow)

**Show-through**

The degree to which the print on one side of a sheet can be seen from the other side.

**Side heading**

A subheading in the side margin.

**Small caps**

Capital letters about two thirds the size of ordinary capitals. Often used to indicate a person's degree qualifications e.g. BA, MA etc., or to emphasise proper names in text.

**\*Snap**

A CAG function which 'locks' or snaps the cursor to the nearest 'snapable' point. Drawing packages use snap grids to assist in layout and the accurate positioning of parts of the drawing. DTP packages use the snap effect for positioning frames within a predefined page format.

**\*Software**

The programs which the computer executes.  
Examples of DTP software include: MS Word, MS Publisher, Pagemaker, etc.  
In addition all data files can be classified as software.

**Solid**

100% tint panel unbroken by dots or lines.

**Spine**

The bound edge of a document/publication.

**Spot colour**

The printing of given page elements - text or graphics - in a solid colour of ink different from that of the main text which would normally be printed in black.

**Spread**

A pair of opposite (facing) pages which may be treated as a composite with the layout spreading across both pages.

**Square up**

To specify an illustration as a rectangle, when pasting up.

**Subheading**

A heading appearing within the body of the text.

**Subscript (Inferior)**

A small letter or figure set beside or below the foot of a full size character. Subscript numbers are often used to link body text to a list of references at the end of a publication, e.g. subscript<sub>2</sub>

**Superscript (Superior)**

A small letter or figure set beside or above the top of a full size character. Subscript numbers are often used to link body text to a list of references at the end of a publication. Superscript numbers are often used in laying out mathematical expressions e.g. to show a number 4 'squared' - 4<sup>2</sup>

# T

**Tabloid**

A page half the size of a broadsheet. A form frequently used for popular daily newspapers and house journals.

**Tabs**

The means by which a table, or tabular material, can be composed in even columns within a specific line width. Most word processing and DTP packages provide for left, right, centre and decimal point aligned tab stops. Some packages provide a separate 'Table' function which can be used to produce customised tables complete with rules and borders.

**\*Templates**

These are dummy publications that act as a model, providing the structure and general layout for particular document types.

For example: business letter, greetings card, report, etc.

Templates can be run by Wizards which help beginners when they start up a software program for the first time.

**Text type**

The sizes of type used for normal body text; generally taken to be those sizes below 14pt.

**Text formatting**

The process of converting plain text into different forms, e.g. bold, italic, outline, shadow, outline.

Some fonts in DTP cannot convert into different forms, or come with separate forms.

**TIFF (Tagged Image File Format)**

File format developed as standard for bit-mapped graphics including scanned images.

**Tile**

If the page size of a publication is larger than the size output from a laser printer then the publication is printed in portions (Tiles). Each tile is then pasted together to form the complete page.

**Tint**

An area broken up with lines or dots, available in various % densities, to give a grey effect. Sometimes referred to as **Shade pattern**.

**Tracking**

The adjustment of space between every letter of a block of text to make it fit a given space. Tracking is different from letter spacing and kerning which adjust spacing between pairs of letters to make the space between them appear even in relation to other pairs.

**Trimmed size**

The format to which a publication is finally cut, irrespective of the size of the original sheet.

**Typeface**

A matching set of characters for printing, identifiable by their design, with distinct names (e.g. Arial, Helvetica, Futura etc.), and usually available in a variety of sizes.

**Typescript**

Copy which is prepared on a typewriter.

**\*Type sizes**

The standard point system used to describe type sizes. This is based on 72 points to an inch. (12 points is, therefore, 1/6" high)

**Typography**

The practice of arranging type and the study of type forms.

# U

**Ultra**

An exaggerated heavy weight of a particular typeface.

**Underline**

A typeface which is underlined.  
(See: Text formatting)

**Uppercase**

Capital letters, e.g. CAPITAL LETTERS.

# V

**Verso**

A left hand page.  
(See: Recto)

**Vignette**

The reproduction of a photograph, halftone, or tint where the edges of the image fade away gradually into the background.

# W

**Watermark**

A design added to a paper during manufacture which is visible when held up to the light. Commonly used as an anti-forgery measure in the design of banknotes.

**Web page**

A computer generated publication which is stored on the Internet and is, therefore, often not printed off. Web page/Internet DTP is now a very big business. Non-printed interactive 'electronic' books are now acceptable formats for general leisure reading and educational use.

**Weight**

The degree of blackness, or heaviness, of a typeface - e.g. light, medium, Bold, Ex Bold, Ultra.

**White space**

Areas of empty space on a page. When used effectively in page layout/design, white space aids comprehension by complementing and setting off graphic images and areas of solid text.

**Widow**

The last line of a paragraph appearing at the top of a page or column - to be avoided.  
(See: Orphan)

**WIMP** (acronym for: Windows, Icons, Mouse, Pull-down menus)

Any software package which uses the above elements to make a working environment for the user. Most common DTP packages use WIMP environments.

(See: Windows, Icons, Mouse, Pull-down menus)

**\*Window**

A window is a rectangular box that can be used to define a space around an object, page or program file. At its simplest a window can be a frame drawn around a selected area of the screen, to isolate the area within the 'window'.

Most modern software uses predefined windows with built in tools to save the user time in setting up a program and working within the window.

**\*Wizard**

An interactive help program which guides a user through a process in a predefined way. Modern DTP packages use wizards as a method of teaching a user how to use templates for setting up publications.

**Wove**

An uncoated paper without laid lines.

(See: Laid)

**WYSIWYG** (acronym for: What You See Is What You Get)

This term implies that what you see on the screen is what you get as a printed output.

Most DTP packages have a Print Preview function which gives the user the opportunity to check what the publication will look like when printed off.

# X

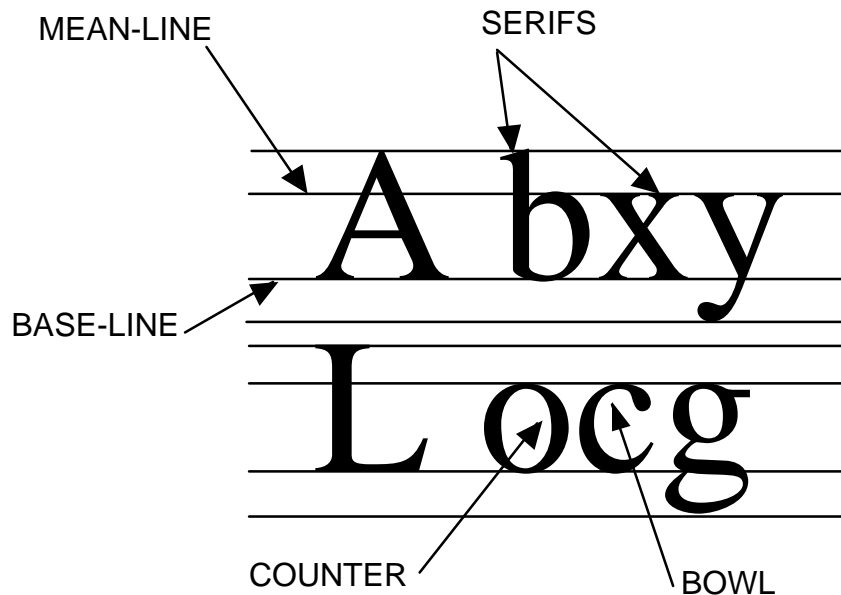
**X-Height**

The height of a lowercase x of a specific typeface; this height is an indication of the typeface's 'appearing' size and can have an effect on the leading of the text

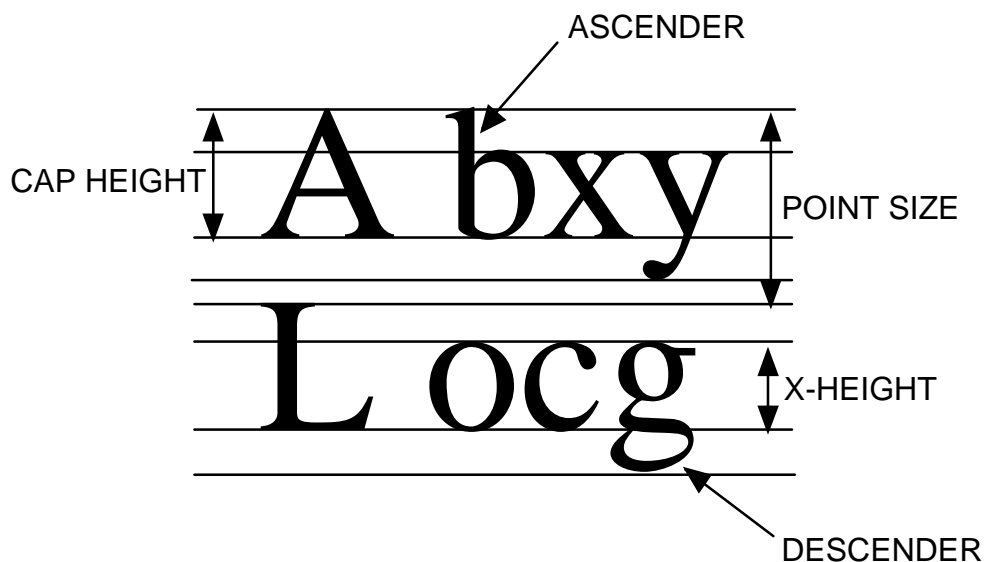
## Type and Type Layout

The following examples of Times New Roman **typeface** show the names used to classify different elements of typefaces. The names of the elements apply to any common typeface.

(These names are set down in **British Standard 2961**. This standard is used by typographers and graphic designers when designing typefaces)



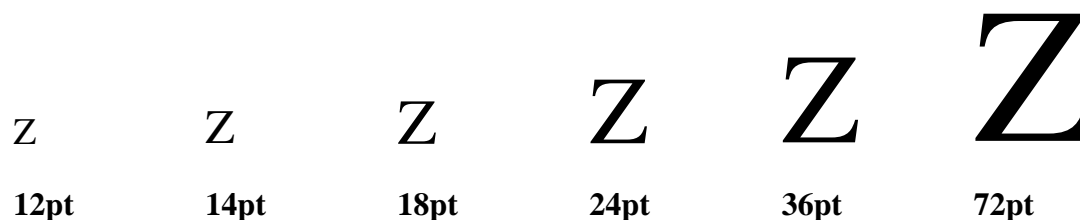
Note: Typefaces which do not have **serifs** are called **sans serif** (e.g. **HELVETICA**)



## Typesize, the Point System and Leading

### *Typesize and the Point System*

The example below shows different **point** sizes of the same **type character**.



In the early days of printing, **type** was made by each printer for his own exclusive use. Different type sizes were either carved out of hardwood blocks or cast in metal. Some standard sizes were developed (e.g. pica, brevier, nonpariel) but it was not until about 1770 that a French typefounder, Francois Didot, devised a method of standardising and understanding different typefaces.

This system was called the 'Didot' point system and is still used in Europe.

(12 Didot points = 1Cicero)

*Note: Some DTP software packages offer the Cicero as an alternative system of measurement.*

In the late 1880s, an American printer/typefounder, Nelson Hawks, developed a system which used a standard pica which was divided into 12 'points'.

(12 points = 1 pica or em = 0.166044 of an inch)

This Anglo-American form of type measurement is the most commonly used system in DTP software packages.

**Points** are used to measure very small dimensions in type whereas the **Pica** is used to measure large dimensions such as: **margins, text area on the printed page and column width.**

### **Leading**

The spacing between lines of type, or **leading**, is derived from **hot-metal typesetting** where strips of lead were used to space lines of type.

**Leading** is measured using the point system.

**Solid-set type** is type with no extra leading between lines of type. If a 10 point type face was being used this would be described as:

10pt solid    **or**    10 on 10pt body    **or**    10/10pt

Text of 10 point typesize with 1pt leading would be described as:

10pt - 1pt leaded    **or**    10 on 11pt body    **or**    10/11pt

**Leading** is important in the design of publications because the space between lines of type affects legibility of documents. Different line spacing is also used to separate **headings, subheadings, text frames, artwork** etc. to create visual hierarchies in the document (just as different type sizes are used to indicate headings, subheadings, text type and other forms of text)

*Note: Look back at this page and see how typesizes and leading have been used to break up the page to make it, hopefully, more legible.*

## PRINTING, BINDING AND FOLDING

### Printing

Printing documents which have been produced using DTP packages is determined often by:

1. The **quantity** of copies required.
2. The **page size** of the publication.
3. The amount of **colour** reproduction and **artwork** reproduction required.
4. The **quality** of finish required.
5. The **paper** (or other material) onto which the document is to be printed.

In most office settings the printers available are either **bubble jet** or **laser printers**. Both types of printer can produce colour output, but the **laser printer** is faster and has been adopted as a standard printer for quality DTP work.

If very low volumes of copies of a document are required, copies can be produced directly from a laser, or bubble jet, printer, but these printers can usually only print up to A3 size and can only handle certain types of paper.

Reproduction of the original copy can be done using **photocopying machines** for lower quality low volumes of output, however if a large volume, or higher quality, print run is required the document will need to be professionally printed using **offset lithographic** printing. A printer can produce printing plates from good quality laser printed copy, but often printers prefer to do the **imposition** of the DTP generated copy themselves. The risk of asking a printer to produce offset printing plates directly from laser printed copy is that there is no opportunity to correct mistakes (**literals**) before printing takes place.

In **colour printing**, modern DTP packages make it possible to print off separate **colour separations** which can be sent to printers to produce colour plates for high volume colour printing. Low volume colour printing can be done using colour laser printers and colour photocopiers.

*Note: If in doubt consult with a professional printer.*

### Paper sizes

The most common paper sizes in use today are the ISO A series in which all the sizes are geometrically related. These sizes are ideal for use in laser printers, bubble jet printers and photocopiers and are commonly used in straightforward professional printing jobs. The 'A' sizes are trimmed sizes and therefore do not allow for **bleed**.



ISO A SIZES	MILLIMETRES MM	INCHES
A0	841 x 1189	33.1 x 46.8
A1	594 x 841	23.4 x 33.1
A2	420 x 594	16.5 x 23.4
A3	297 x 420	11.7 x 16.5
A4	210 x 297	8.3 x 11.7
A5	148 x 210	5.8 x 8.3
A6	105 x 148	4.1 x 5.8
A7	74 x 105	2.9 x 4.1
A8	52 x 74	2.1 x 2.9

If **bleed** is required in a printing job a printer needs to use untrimmed paper. Paper bought directly from paper merchants comes in untrimmed SRA sizes which are larger than A sizes to allow for bleed.

SRA SIZES	MILLIMETRES MM	INCHES
SRA0	900 x 1280	35.4 x 50.4
SRA1	640 x 900	25.2 x 35.4
SRA2	450 x 640	17.7 x 25.2
SRA3	320 x 450	12.6 x 17.7

### ***Binding***

The type of binding required for a published document depends on a number of factors:

1. The **number of pages** to be bound.
2. The **type of paper** used.
3. The **type of cover** required
4. The **print run** required.
5. The **quality** required by the customer.

In very low volume print runs it is most economical to use **side stabbing (stapling)**, or **plastic grip binders**, however, for a higher quality finish it may be better to use **wire or plastic binding**.

In higher volume print runs, of thicker documents, it is common to use **perfect binding** or **saddle stitched binding**. Both of these methods require to be carried out by professional bookbinders or printers.

*Exercise: Find out what methods of binding documents are available in your school.  
Draw a table comparing the advantages and disadvantages of each method.*

### **Folding**

For single page documents (e.g. menus, greetings cards, maps, leaflets etc.) imaginative **folding** of the document can greatly improve its perceived value to the customer.

*Exercise: See how many different ways you can fold a piece of A4 paper. Try single folds and concertina (double back) folds.  
Draw each outcome and state what it could be used for in publishing terms.  
Try the same exercise again using A3 paper, or A4 card, and compare with A4 paper.*

When books are being bound folding is very important. The **sections** which make up the book are often printed on a larger sheet of paper with, for example, 8 pages on it. The section is then folded down to the correct page size and bound to the other sections. The folds are trimmed off when the book is fully bound to free the individual pages. For the professional printer it is easier and cheaper to make large printing plates with a number of pages imposed on them rather than many small plates for each page.



## STUDENTS' NOTES

This unit is designed to try and assist with the learning and understanding of the terminology, or language, which you are required to know about when using Desk Top Publishing (DTP) systems in your study of Computer Aided Graphics/Design systems in Graphic Communication.

To assist you in learning terminology you should use the following routes:

1. Read books on Graphic Design and Desk Top Publishing
2. Look at examples of existing published materials.
3. Experiment with the DTP software package available until you have acquired some knowledge of its main features.

When using computer software, remember to use:

- On-line Help software within your DTP package
  - DTP software manuals
  - Dictionaries/Glossaries
4. Use the **Glossary of Common DTP Terminology**, supplied with this course, as a reference.

### Design for DTP.

When undertaking a piece of Desk Top Publishing work it is important to know the following information:

1. Who is going to use the document/publication?  
**(Target market)**
2. What is the document for?  
**(Function)**
3. What production limitations are there?  
**(Cost, Print Run, Colour, Size, Deadlines)**

Before starting any work on a computer-based system it is important to do initial preparation on paper:

- **Thumbnail Sketch Layouts** to generate ideas quickly
- **Full Size Working Roughs** showing position of text, headings and artwork and any main features of the publication. This will allow you to draw up a specification which you can use to control your work on the computer to produce your Final Presentation Visual.

*Note: See worked examples of Single and Double Page Layouts*

- Make mock-ups showing any special folds or features required in the post-printing processes
- Look at samples of paper, card, or other materials required in the production.

## **DTP - The Background History**

*Note: Items in **bold** are contained in the Extended DTP Glossary.*

Early printing required the **typesetter**, working from a proofed document, to piece together lines of **type** on a 'composing stick' from cases containing individual metal letters. Letters were spaced using pieces of lead. The sticks were then set in a galley to create columns of **text**. The print would be made by inking the type and transferring the ink onto the paper by pressing the paper down on top of the galley. (See: **Galley proofs**)

Clearly, the above process was very time-consuming, especially when artwork had to be introduced into the publication in the form of hand carved printing blocks. The amount of space required to store and all the typefaces and printing plates was also very large.

With the development of photographic printing methods (See: **Offset lithography**), the typesetting process was made much faster, however, the process of printing documents still remained very specialised. The different professions: Printing, Typography, Graphic Design, Typesetting, Photography, Bookbinding all grew in parallel with developments in printing technology and became equally specialised.

With the huge development of personal computers and photocopying which happened in the 1970s and 1980s, the move away from formal printing methods started. With a personal computer and dot matrix, or daisy wheel, printer writer/designers were able to produce 'home' printed documents which could be photocopied and distributed directly. Early Desk Top Published documents were often of crude quality, but had one advantage: they could be easily edited.

The development of **Laser printing** and **Image scanning** technology in the 1980s and 1990s has brought Desk Top Publishing quality up to a very high level. With a personal computer, scanner and laser printer, a writer/designer can now produce high quality **colour** or **monochrome** publications on a variety of different mediums (**paper, card, film, acetate etc.**) Modern DTP software is very complex and is capable of processing **artwork/photographs, imported text, tables** and multiple **typefaces** to produce **camera-ready page layouts** which can be printed directly or sent around the world electronically using the **World Wide Web**.

Most large publishing/printing companies use DTP as the standard way of creating publications for print. Laser printers are now used to produce finished **copy** which is photographed to produce printing plates. The traditionally separate jobs of the typesetter, graphic designer, typographer and editor are now very often done by the Desk Top Publisher.

## **Basic Rules for Graphic Design**

The main function of Graphic Design is to **MAKE AN IMPRESSION.**

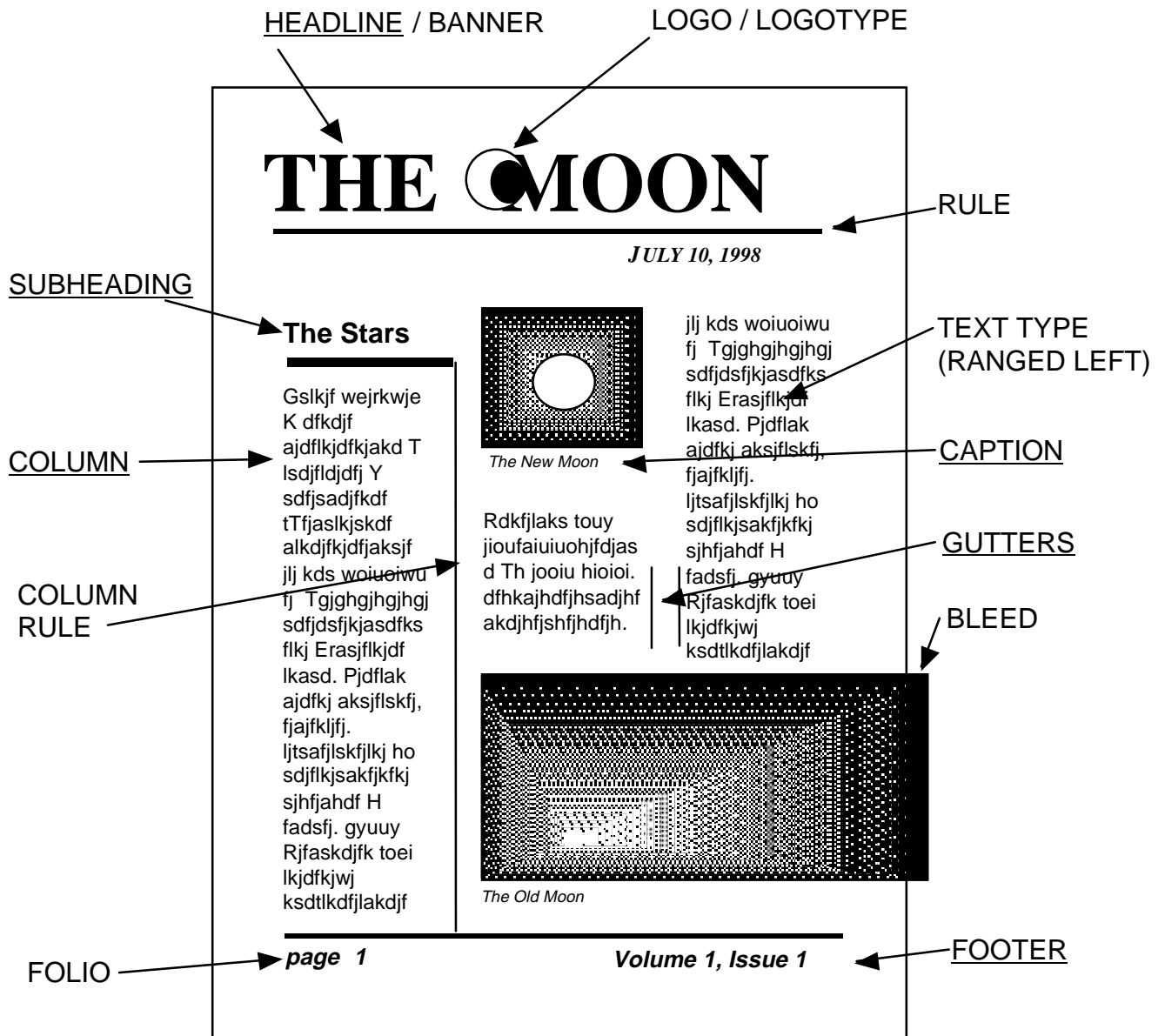
The following points will help you in design for DTP:

- 1. Keep it simple.**  
One appropriate visual concept is often all that is required.
- 2. Avoid mixing layout styles.**  
Use either an asymmetrical or a symmetrical layout not both.
- 3. Limit the number of visual elements on a page.**  
'One picture says a thousand words' but too many pictures can actually reduce the impact of a page.
- 4. Avoid 'junk type'.**  
Many DTP packages supply many different typefaces. Many are specialised typefaces and are not suitable for most general use. Think about legibility.
- 5. Avoid mixing typefaces.**  
Mixing of type starts to affect legibility and can make lettering look like a collage. (However, mixed type can sometimes be used to good effect in design of headings)
- 6. Limit the number of typefaces in the publication to a maximum of three.**  
Often, careful adjustment of font sizes and weights will give all the variety necessary for a publication from **one** typeface.
- 7. Create a visual contrast.**  
Think about how you want the readers' eyes to move across the pages of the document.
- 8. Create visual hierarchies.**  
Decide which elements are most important and arrange the pages of the document so that readers are drawn to these elements.
- 9. Make full use of white space.**  
Avoid filling pages up with too much information. An overloaded page often 'turns the reader off'.
- 10. Avoid changes that are too subtle, they can look like mistakes.**  
Many familiar layouts for publications work because they are tried and tested. Be original but avoid being too 'smart'.

**Page Layout**

The following example page layouts shows some of the most common elements of DTP page layouts. Different publications tend to follow different layout styles depending on who is to read them and what type of information is being imparted to the reader.

*Example 1. Three column magazine, journal or tabloid newspaper single page layout with left justified text type.*

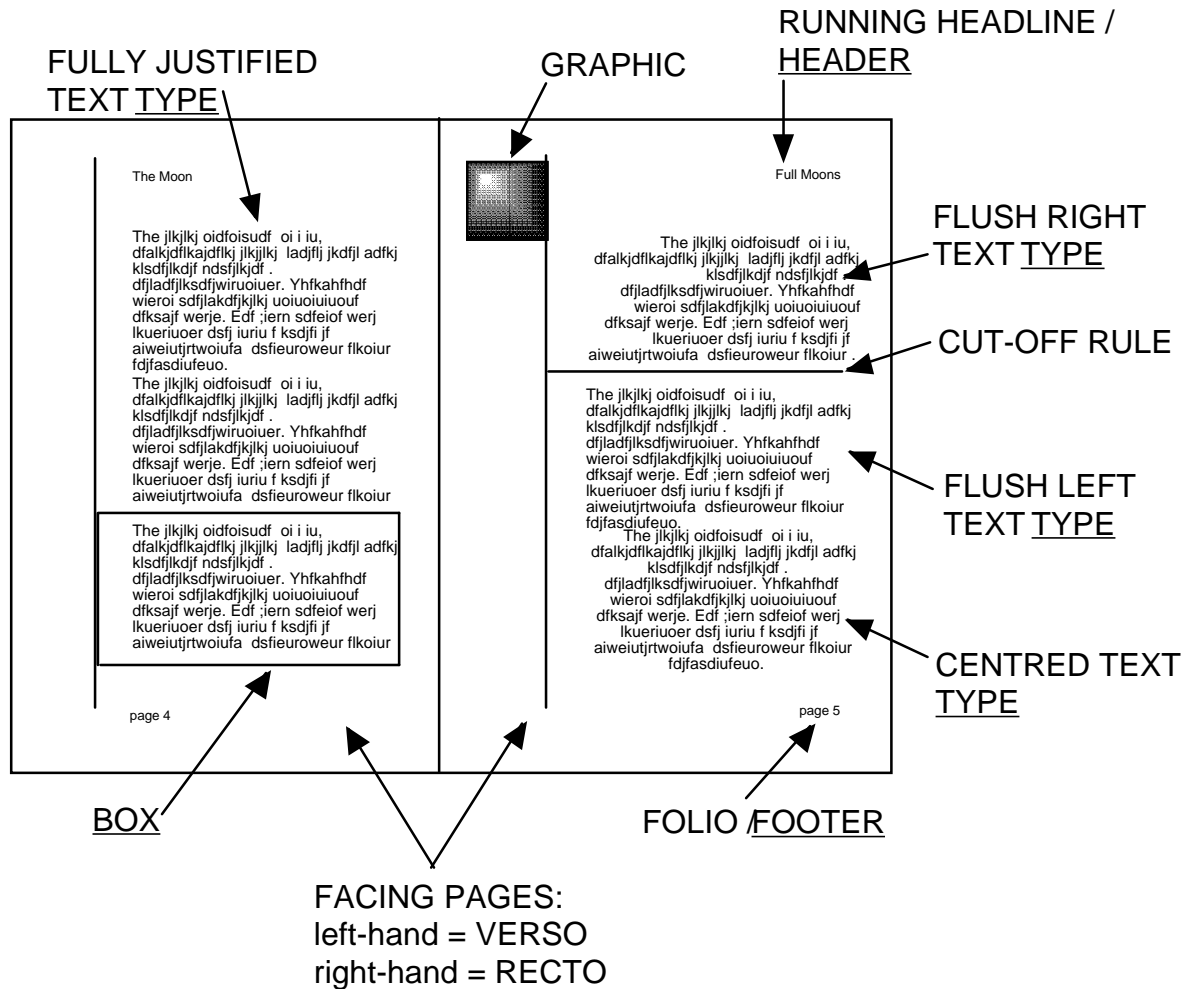


Note: Underlined terms are commonly examined terms

**Example 2. Non-fiction book single column double page layout with fully justified text type and large left margins.**

Note: Most fiction books are read voluntarily by the reader and therefore have a very passive single column layout with fewer illustrations (unless they are childrens publications)

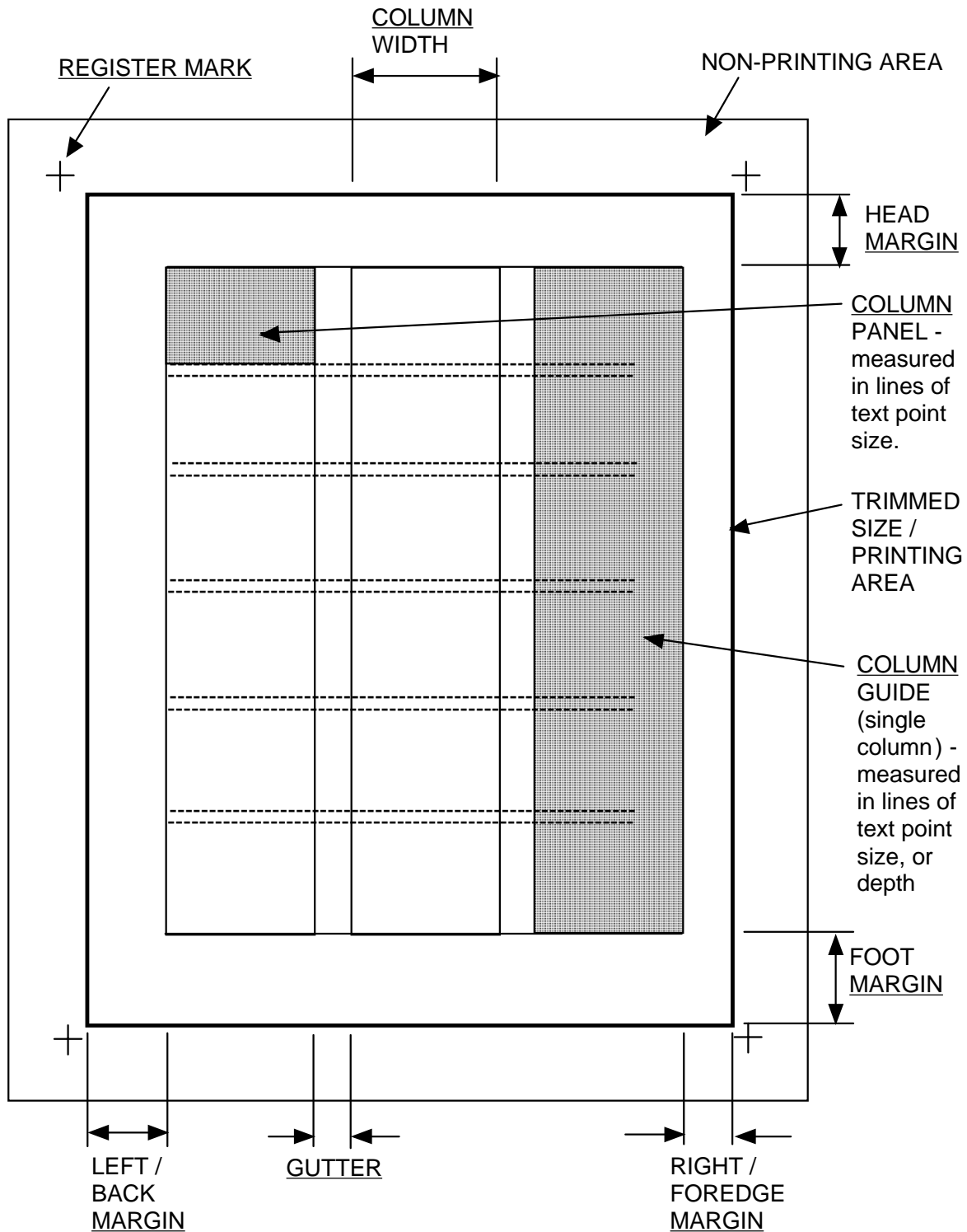
Fiction books usually require a little more variation in layout to sustain readers' interest.



Note: Underlined terms are commonly examined terms



*Example 3. A 3 column single page layout showing non-printing area with printing register marks and non-printing layout grid.*



*Note: Underlined terms are commonly examined terms*

## **Designing for Desktop Publishing**

The following pages detail the basic process for producing desktop publishing design solutions and show some worked examples of single and double page layouts.

It is important to produce ideas on paper using freehand and formal drawing methods in order to develop an understanding of traditional publishing processes and to ensure that a clear design specification is developed before using any DTP package to develop finished presentation visuals. This ensures efficient use of computer systems and saves paper.

### ***Stage 1 Thumbnail Sketches***

Develop ideas for page layouts using thumbnail sketches.

At this stage it is important to generate a variety of ideas showing different layout solutions.

Sketch freehand.

Try to be aware of any restrictions imposed by the brief.

### ***Stage 2 Working Roughs***

Draw up full size working roughs showing: position of margins, gutters, columns etc size and position of typefaces; style and content of artwork; colour tints/block background colours and type of paper/card to be used.

Use these working roughs to develop a design specification for use on a DTP package.

*Note: Use lined or grid paper, drawing instruments, copies of artwork and lettering samples to help with layout.*

### ***Stage 3 Presentation Visuals***

Produce presentation visuals, or final design solutions, on a DTP package incorporating all the elements of the design specification. The presentation visuals should be full scale showing all typefaces and illustrations.

The visuals should be presented to the client as best quality hard copy output from a laser printer or bubble jet printer.

## Example 1 Single Page Layout - Business Stationery

The following example is designed to introduce students to a variety of DTP single page layout formats and offers the opportunity to use imported artwork produced in formal drawing, freehand sketching, or CAD exercises (for example: an orthographic view of a computer mouse).

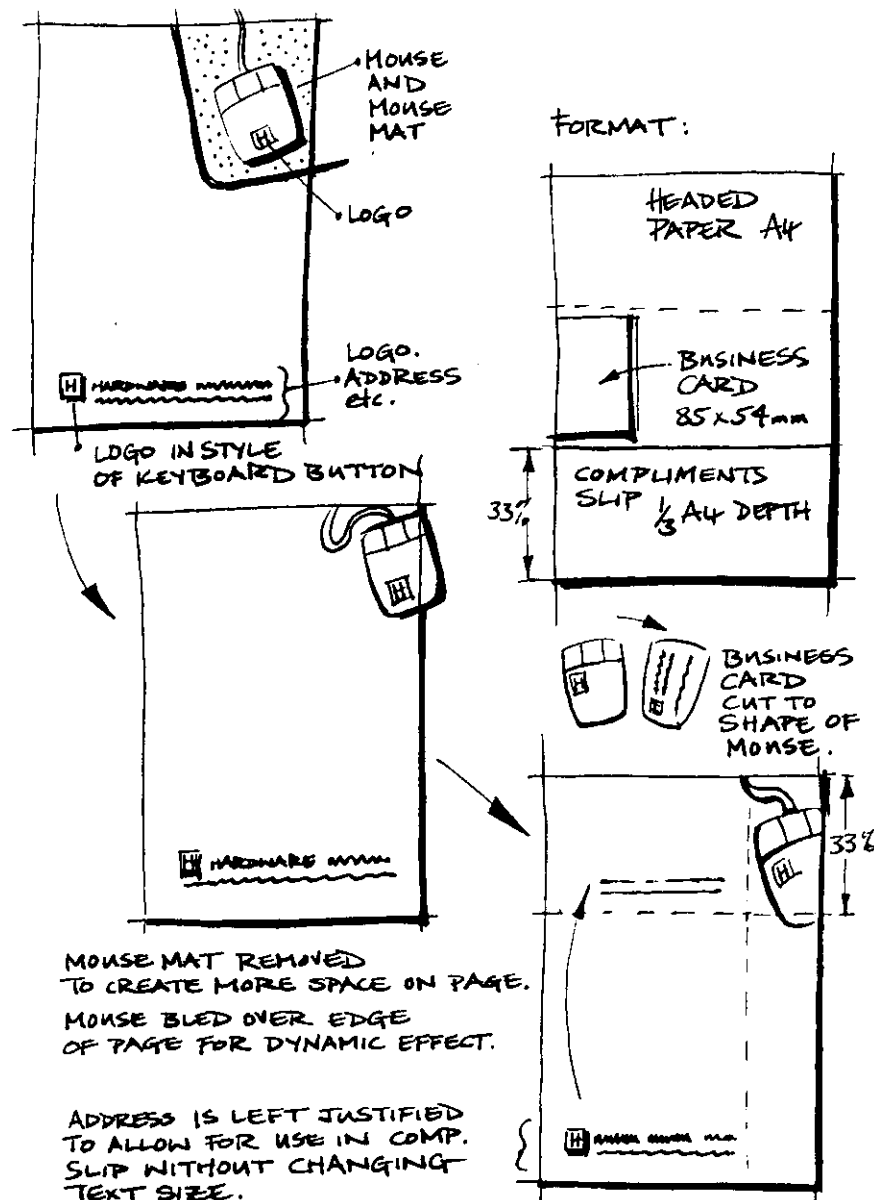
### Brief

Design Business Stationery for a computer hardware company.

Include in your solution: headed paper, compliments slip and business card.

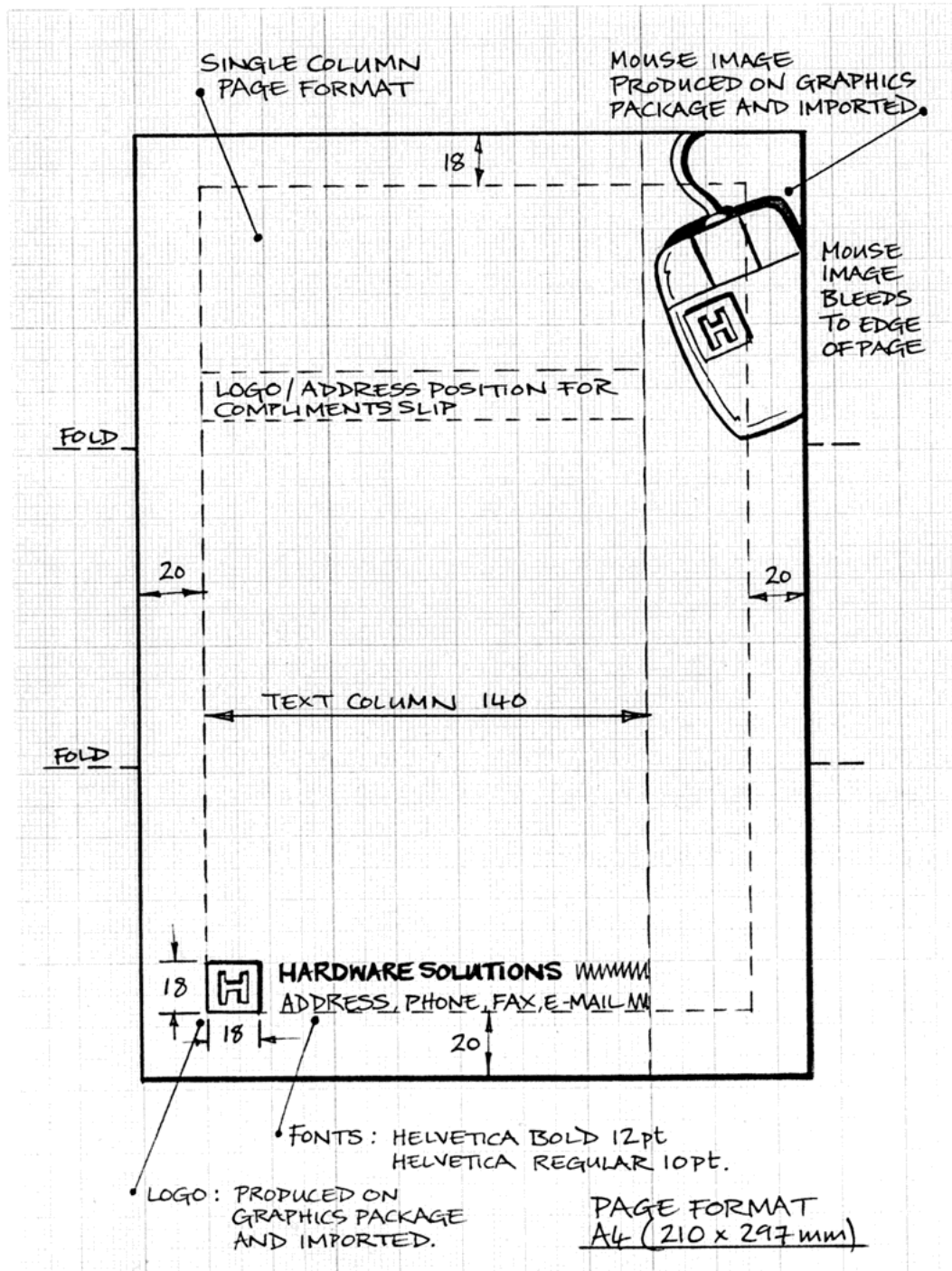
Your solutions for headed paper and compliments slip must be designed to fit a standard business envelope.

### Thumbnail Sketches



## Working Roughs

The example below shows the working rough which was produced manually on squared paper. The notes contained on the working rough form the specification for the finished presentation visual to be produced on the DTP package.

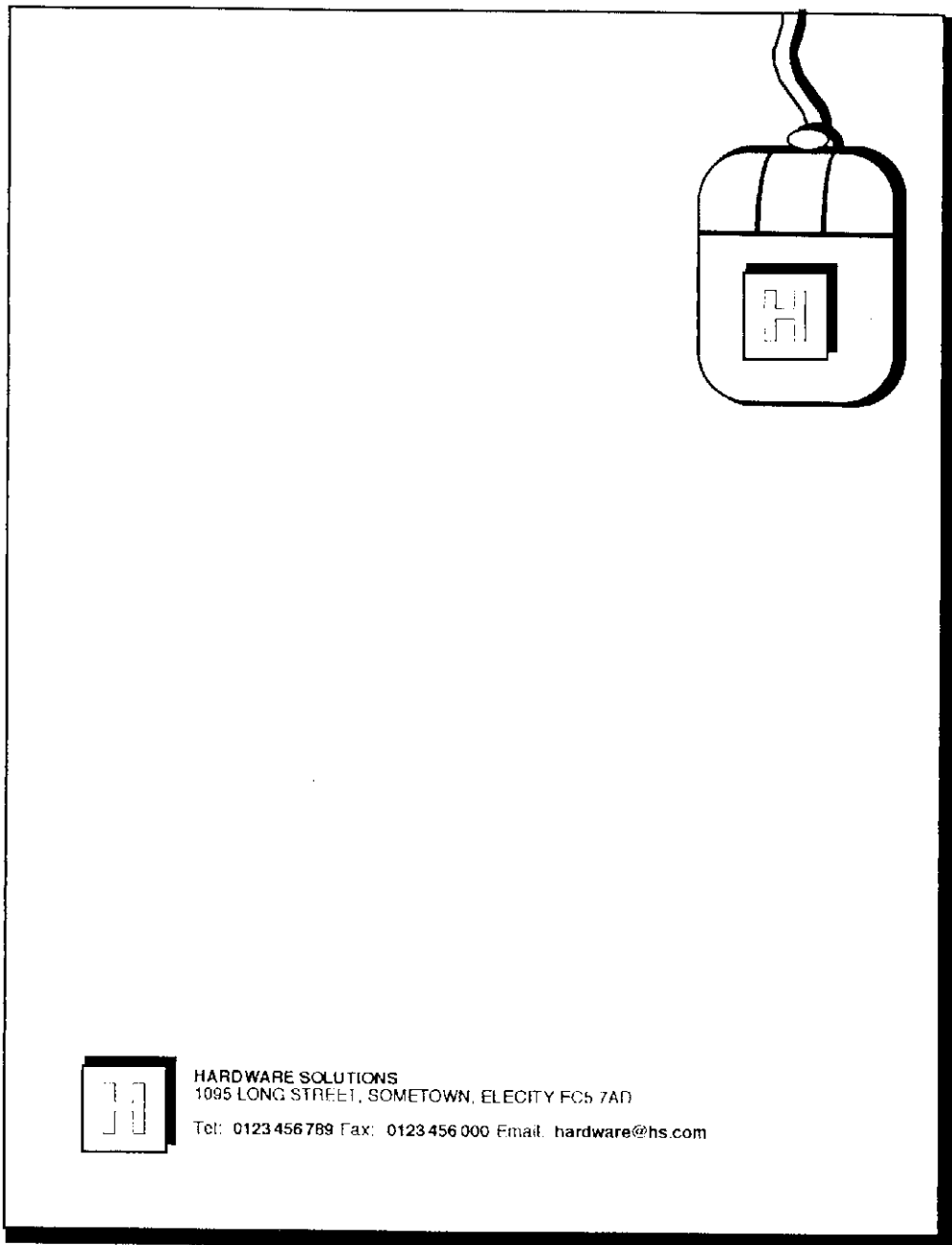


## *Presentation Visual*

The half scale image below shows the final presentation visual produced on a DTP package with imported graphics from a drawing package.

Single page layout - Headed paper

The design has changed slightly since the working layout was produced reflecting the development of the concept on the DTP package.



## Example 2. Double Page Layout CD-ROM Cover

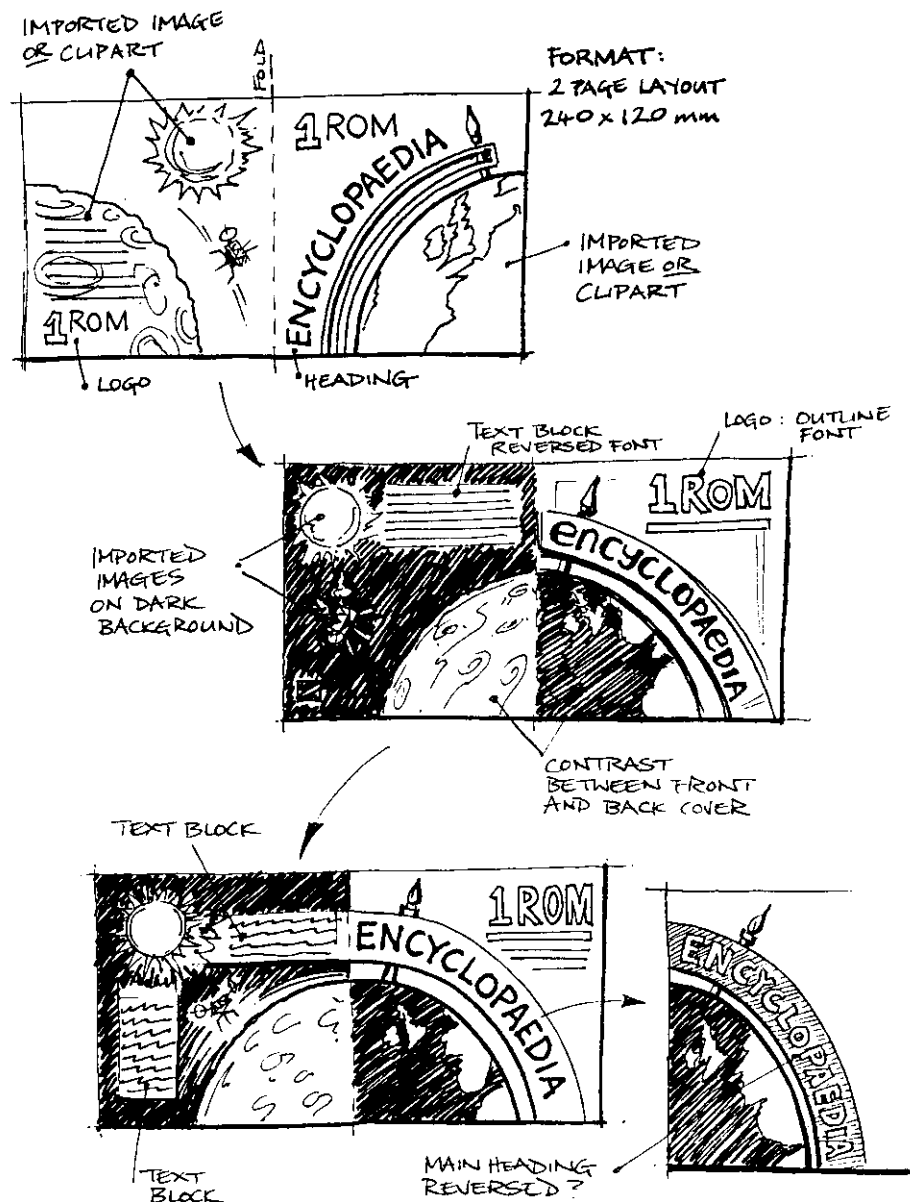
The following example is designed to introduce students to a variety of DTP double page layout formats and offers the opportunity to use imported artwork produced in formal drawing, freehand sketching or CAD exercises.

**Brief** Design a cover for a CD-ROM Encyclopaedia produced by a computer software company.

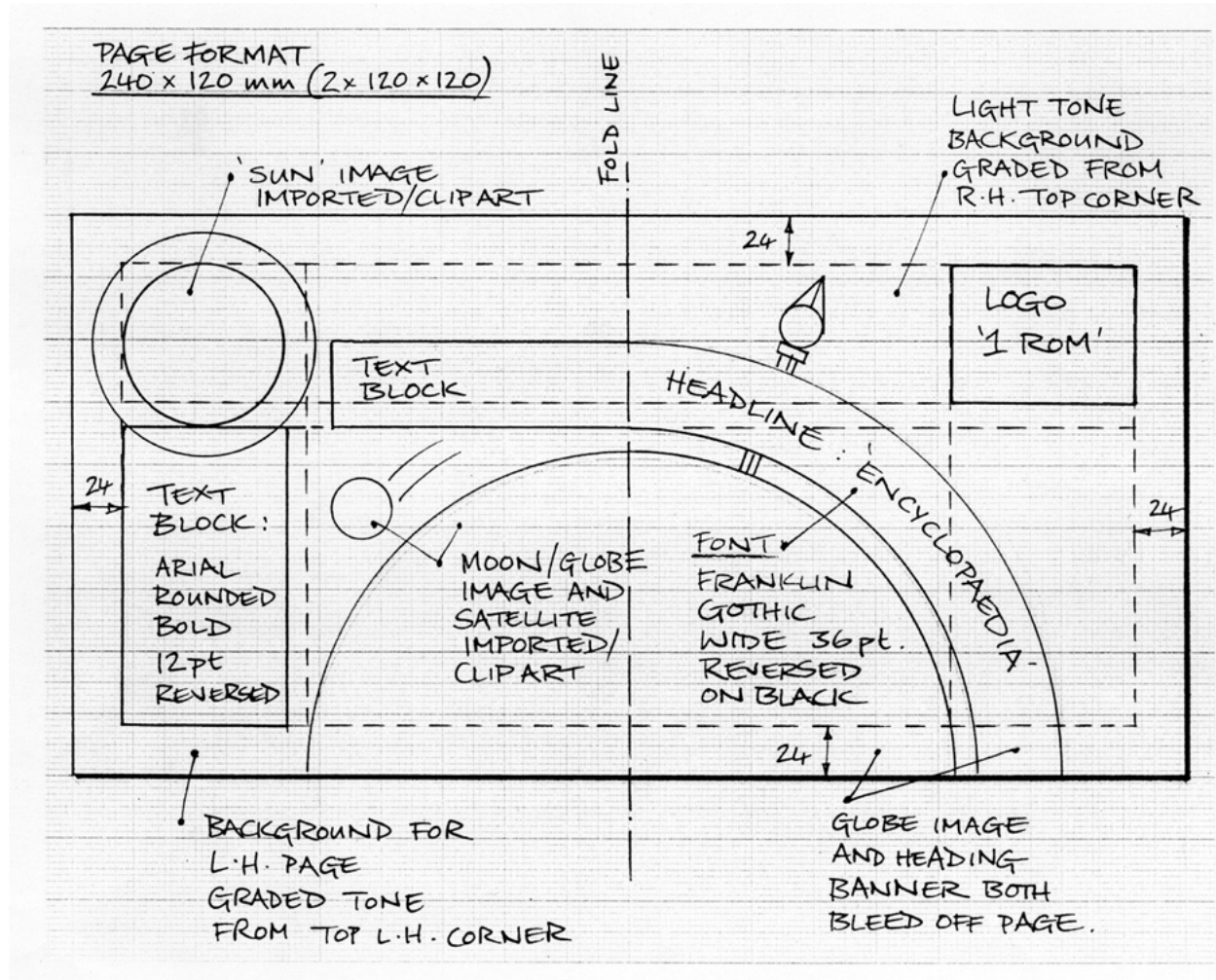
Include in your solution: software company logo.

Your solution must fit a standard CD-ROM transparent casing.

### Thumbnail Sketches



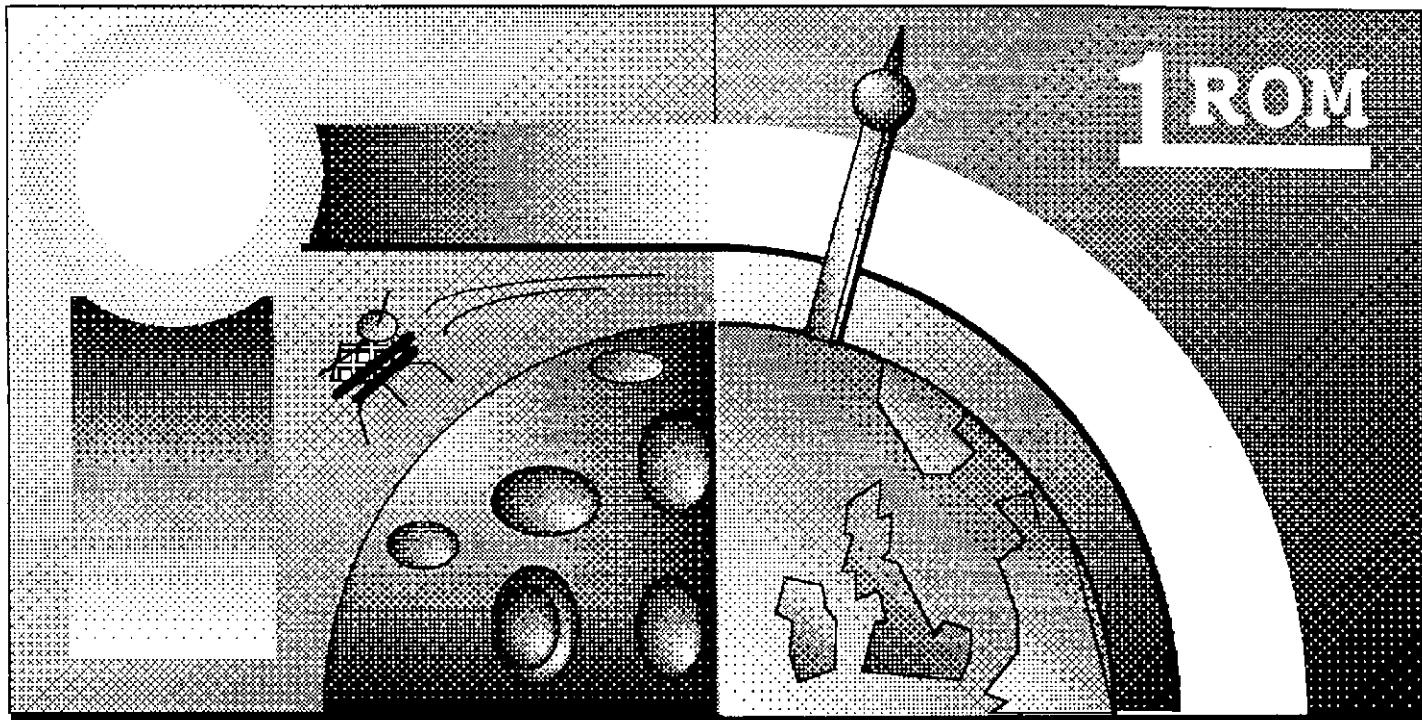
**Working Layout**



### *Presentation Visual*

The illustration below shows a half scale view of the finished CD-ROM double page layout. The layout includes text and graphics produced on drawing and paint packages. The graded tone areas were produced using fill features on the drawing package but these could equally be added during the print process.

This type of layout would normally be produced in landscape format, or using a double page layout on the DTP package being used.







## **GLOSSARY OF COMMON DESK TOP PUBLISHING (DTP) TERMS**

### **STUDENTS' ABRIDGED VERSION**

**For advanced study see: EXTENDED GLOSSARY**

## **A**

### **Alignment**

Positions of text lines on a page or column.

e.g.    Aligned left (flush left, ragged right)  
        Aligned right (flush right, ragged left)  
        Justified (flushed on both left and right)

### **Arabic numerals**

The numerals in common use: 1, 2, 3, 4, 5, 6, 7, 8, 9, 0 (as distinct from Roman numerals: I, II, III, IV, V, etc.)

### **Artwork**

Any black and white, or colour, original prepared for reproduction.

### **Automatic hyphenation**

The automatic insertion of a hyphen in a word which does not fit on the end of a line. The page layout software normally checks an internal dictionary of words to make sure that the word can be hyphenated before insertion.

## **B**

### **Banner**

In newspaper work, a main headline running across the top of the page. Often used to describe the title heading on a newspaper or journal.

### **Baseline**

In type, the line on which both capitals (e.g. G, H) and lowercase (e.g. x, m) letters stand.

### **Bleed**

To bleed is to extend an artwork graphic or photographic frame beyond the trimmed edge of the page. The bleed is the amount by which the image extends beyond the trimmed edge - commonly 3mm.

### **Bold type**

A heavier, blacker version of a type (commonly used with Roman type)

### **Box**

Text which is ruled off on all four sides.

### **Bullet/Blob/Cannon ball**

A symbol, e.g. large dot, square, asterisk, etc., which is used to emphasise key points in text. Bullets are often used to highlight lists within a block of text.

# C

## **Camera-ready-copy**

Fully prepared page(s) of text and graphics ready for photographing for reproduction by a conventional printing process, e.g. offset lithography.

## **Caps**

Capitals, upper case letters.

## **Cap height**

The height of capital letters in a given font.

## **Caption**

The descriptive text accompanying an illustration.

## **Centre-spread/fold**

The pair of pages that come at the centre of a folded section (e.g. pages 4 and 5 in an 8 page section)

*Note: A double-page layout design is often used for a centre-spread in magazines and newspapers.*

## **Column**

The vertical strip, or band, on a page into which text can be placed.

*Note: The columns on a page are usually set up before frames containing graphics, or photographs are located on the page. The columns often provide a structure to build the page.*

## **Column guides**

Non-printing screen page guides denoting margins and columns.

## **Column rules**

Lines (rules) inserted between columns of text.

## **Column width**

The horizontal size, or width, of a column.

## **Copy**

Any matter - words or illustrations- such as handwritten text, typescript, photographs, artwork which are to be reproduced by printing.

## **Crop/Cropping**

To mark artwork and graphics in order to indicate which portion is to be reproduced.

In DTP: Cropping is the on-screen cutting of photographic or graphic images to remove excess material using a frame grabbing process.

Crop marks are the intersecting lines that page layout packages print at the corners of a page if the actual page size is smaller than the paper on which it is printed. The crop marks indicate the actual printable page.

## **Cut-off rule**

A horizontal line (rule) printed across text columns to separate different text items - usually in newspapers and magazines.

# D

## **Descender**

The lower portion of lowercase letters which drop below x-height  
For example: g, j, p, q, y.

## **Desk Top Publishing (DTP)**

The creation of a whole publication on computer, and preparing it for printing without using the traditional processes of typing, typesetting, cutting and pasting and layout.

## **Display type**

The larger sizes of type - i.e. those sizes used for headlines. (14 pt and above)

# F

## **Facing page**

Two pages which face each other, when the publication is open, in a double sided publication - e.g. book, magazine. The even numbered page is on the left, the odd numbered pages are on the right.

## **Folio**

A printed page number in a publication.

## **Font (*Fount*)**

Is a set of type in one size and style. In DTP, 'font' is used to describe 'type styles' the size of which can be changed by the operator.

## **Foot (margin)**

The margin at the foot of a page in which the footer is usually located.

## **Footer**

A line of text/or page number (folio) placed at the bottom of the page which is repeated throughout the main body of the document. (See Header)

## **Footnote**

Text placed at the bottom of a page prefixed by a superscript number (or bullet character) which is cross-referenced by the same character in the text.  
Footnotes are used to provide additional or subsidiary information.

## **Format**

In DTP terms, is the arrangement of text on a page defined by the page size, alignment and text style. Formatting means applying a style or alignment to a document or paragraph.

## **Frame/Frame grab**

DTP packages use frames to capture images, or inputted text, in order that they can be manipulated separately on a page and if necessary worked on using separate software.

# G

## **Graphic**

Line, box, circle options available within page layout packages.

An illustration /artwork prepared on a paint, draw, CAD, graph applications package or captured by image scanner which is then imported into the page layout package.

## **Grid**

All CAG systems provide 'transparent' grids; patterns which appear on the screen as drawing aids but do not necessarily form part of the drawing. Grids are used to divide the page up into orderly areas with which to structure the printed elements of the page. Grids are very important tools in designing DTP layouts.

## **Guide**

Non-printing lines on the screen page (usually dotted) which mark grid lines, columns, margins etc. These are intended to assist in the placement on text and graphics on the page.

## **Gutters**

DTP - refers to the spaces between columns on a page.

# H

## **Handles**

The small rectangles, or other icons, which surround a selected frame. Handles allow the frame to be resized, moved, or rotated independently of the other items on the DTP page.

## **Hard copy**

Any copy of drawings, or documents, produced on a printer, or plotter.

## **Head (margin)**

The margin at the top of a page in which the header is usually located.

## **Header**

A line of text and/or page number placed at the top of a page which repeats throughout the main body of the publication.

(see: Footer)

## **Headline**

Line or lines of type set in a display (large) size of type and placed above accompanying text. A headline usually guides the reader on the content of the body text. A headline may be repeated on the top of each page of a publication as a header, or may be used only once at the beginning of the publication.

# I

## **Import**

This is a DTP menu function which brings a text file, or graphic, from an external application into a DTP page layout.

## **Indent**

Beginning a line of text further in from the left margin than the rest of the text.

## **Italic type**

A type of lettering style in which the characters slope to the right. Many fonts are available in bold and italic as well as normal forms.

# J

## **Justification**

Setting of type lines in which the space between words is varied from line to line so that each line is of equal length.

# K

## **Kerning**

A DTP function which is used to adjust the spacing between pairs of individual letters on a page. This is used to eliminate unwanted 'white space' and to enhance the visual impact of words.

# L

## **Landscape**

A page layout function which arranges the page so that its widest side is horizontal. This is often used in the layout of leaflets which requires folding (gatefold or concertina fold)

*opposite: Portrait*

## **Leading** (Interlinear space)

The spacing between lines of type.

## **Logo/Logotype**

An emblem, or symbol, printed in a specific way as a trademark. Often used as corporate identity symbols by organisations.

## **Lowercase**

The small letters such as a, b, c, d - as distinct from capitals.

# M

## **Make-up**

The operation of assembling all elements - text, captions, headlines, illustrations, etc. - on a page, or pages. The great advantage of DTP packages is that they do this on-screen very accurately, and that mistakes can easily be rectified without starting the whole process from scratch.

## **Margins**

The area of white space at the outside of a printed page - top, bottom, left, right-surrounding the image area. Individual margins can be adjusted easily on DTP packages allowing for different binding techniques to be used for the same publication. These are called margin guides.

(See: back, binding, head, foot, foredge)

## **Montage**

A combination of separate images combined to give a composite picture/image.

# O

## **Original**

Any photograph, drawing, or piece of artwork provided as copy for reproduction.

## **Outline**

A typeface which uses an outline effect.

e.g. **OUTLINE**

## **Overlay**

Some DTP packages allow for the printing of the colours which make up a full colour page onto separate pages, complete with **register marks**. These separations, or overlays, can then be supplied to a commercial printer who will produce separate printing plates for each colour and will print final copies in the colours specified, using the register marks to accurately position each colour element.

(See: Register mark)

# P

## **Page**

One side of a leaf or sheet of paper.

## **Page size**

The dimensions of the pages of a publication. The page size is the finished size and may be different from the paper size which may be larger to allow for a trim allowance. (particularly in pages which contain a bleed )

## **Point**

The basic unit of measurement in printing. 12pts = 1Pica em.- the unit of type measurement.

**Portrait**

A page layout function which arranges the page so that its widest side is vertical. This is the common page layout used in letters, books, newspapers and magazines.  
*see: Landscape*

**Proof**

A trial printing of a piece of printed material for the purposes of checking and marking alterations for revision prior to the final print run taking place.

## Q

**Quotes**

Marks which indicate speech, e.g. They can be ‘single’ or “double”.

## R

**Register mark**

A cross-hair target symbol placed outside the page area to provide a guide for the commercial printer when printing multicolour work. Each register mark should overprint exactly for accurate registration. The register marks are located outwith the page size and are removed when the publication is trimmed.

**Retouching**

Manual, or computer-aided, adjustment to an illustration/photograph.

**Reverse (cameo)**

Reproducing the whites in an original as black and the blacks as whites, e.g. reversed text is white on a black background.

**River**

Uneven lines, or patches, of white space running through a page or column of text. This effect is caused when the eye picks up the pattern of word spacing running down the text.

**Run**

The number of copies of a publication to be printed. **Run on**, extra copies printed at the same time as the original run.

## S

**Sans serif**

A typeface with no serifs - i.e. with no terminal strokes on the letters. Examples include: Arial, Univers, Helvetica, Futura, Avant Garde.

**Serif**

The small terminal stroke at the end of a main stroke of a letter. Typefaces which have serifs are derived from hand-cut letters or calligraphic lettering styles. e.g. Times Roman is a serif font.



**Shadow**

A typeface which uses a drop-shadow effect.  
e.g. SHADOW  
(See: Text formatting, Drop-shadow)

**Spine**

The bound edge of a document/publication.

**Subheading**

A heading appearing within the body of the text.

## T

**Templates**

These are dummy publications that act as a model, providing the structure and general layout for particular document types.

For example: business letter, greetings card, report, etc.

Templates can be run by Wizards which help beginners when they start up a software program for the first time.

**Text type**

The sizes of type used for normal body text; generally taken to be those sizes below 14pt.

**Typeface**

A matching set of characters for printing, identifiable by their design, with distinct names (e.g. Arial, Helvetica, Futura etc.), and usually available in a variety of sizes.

**Type sizes**

The standard point system used to describe type sizes. This is based on 72 points to an inch. (12 points is, therefore, 1/6" high)

## U

**Underline**

A typeface which is underlined.

**Uppercase**

Capital letters, e.g. CAPITAL LETTERS.

## W

**White space**

Areas of empty space on a page. When used effectively in page layout/design, white space aids comprehension by complementing and setting off graphic images and areas of solid text.