N4 N5

Graphic communication

Desk Top Publishing

Name: ……………………………………………………………… Class:……………… Teacher:……………………………………………………

Introduction

Desktop publishing (DTP) is the process of designing newspapers, magazines, books, leaflets, booklets and reports 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 layout to be used time and 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.

DTP Printing Methods and the Environment
In the recent past, printing, publishing and sign making for a mass market were very labour intensive processes that depended on large machines operated by very large workforces. The printing and paper industries were also responsible for significant forms of pollution to our environment.

This has changed with DTP production, digital printing methods. Modern printing methods bring a number of benefits to the industry and our society.
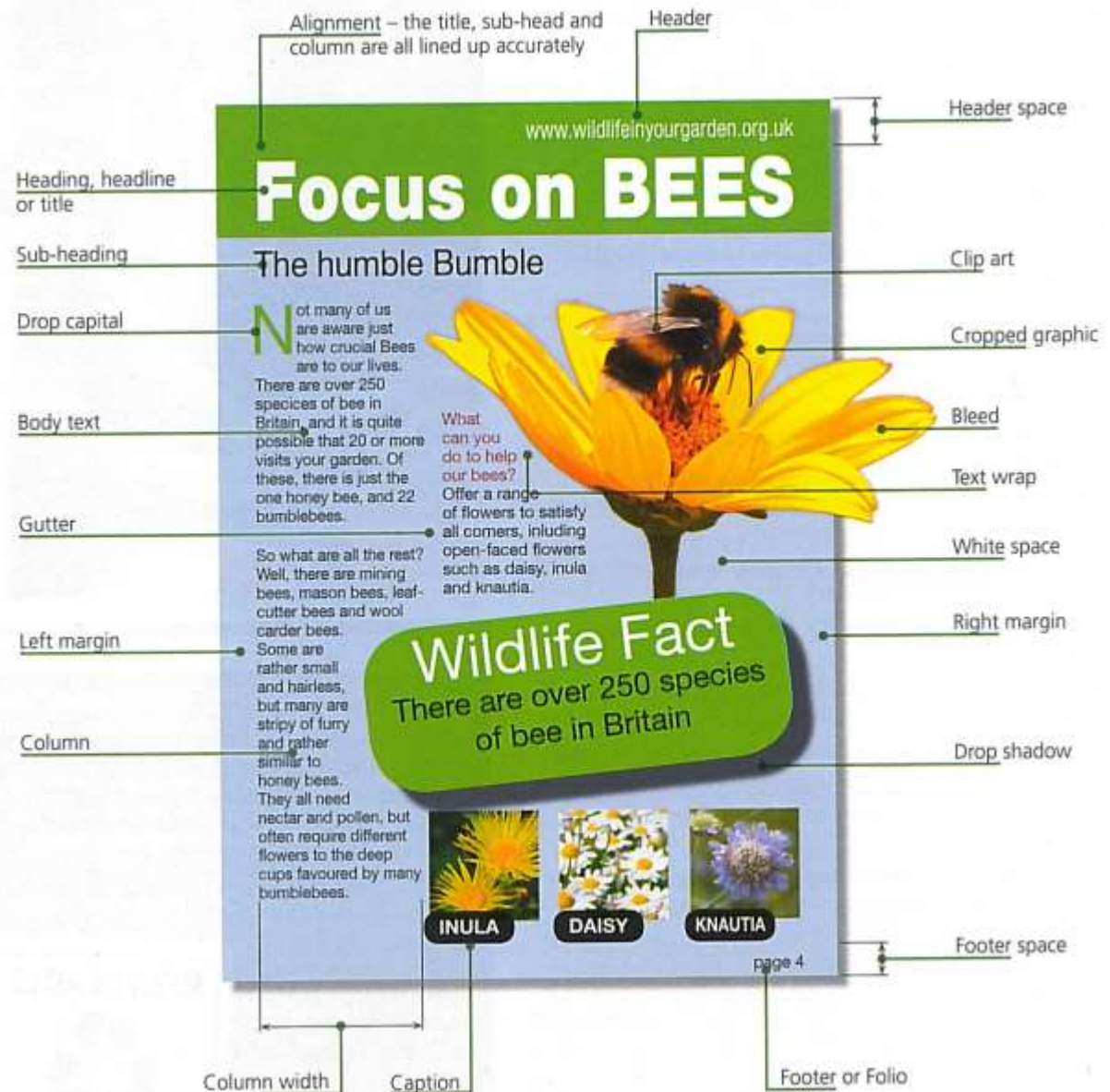
•Printing inks are becoming "greener". Sustainable, eco-friendly inks based on vegetable oils are beginning to replace petroleum based inks.
•Modern printing can use paper which is 100% re-cycled without loss of quality. This reduces the environmental impact of paper production.
•Electronic newspapers and news feeds further reduce the use of paper.
•Modern printing technologies are more energy efficient than previous methods.

Page layout Features

Before creating your own page layouts it is useful to know about the main DTP layout features. The example on this page shows a typical layout with each feature labelled.

These terms are understood by graphic designers the world over and are used daily in the production of books, magazines and newspapers.

You may be asked about them in the SQA exam, so it is important that you learn the correct terms.

Alignment – the title, sub-head and column are all lined up accurately

Header

Header space

Heading, headline or title

Sub-heading

Drop capital

Body text

Gutter

Left margin

Column

www.wildlifeinyourgarden.org.uk

Focus on BEES

The humble Bumble

Not many of us are aware just how crucial Bees are to our lives. There are over 250 species of bee in Britain, and it is quite possible that 20 or more visits your garden. Of these, there is just the one honey bee, and 22 bumblebees.

So what are all the rest? Well, there are mining bees, mason bees, leaf-cutter bees and wool carder bees. Some are rather small and hairless, but many are stripy of furry and rather similar to honey bees. They all need nectar and pollen, but often require different flowers to the deep cups favoured by many bumblebees.

What can you do to help our bees? Offer a range of flowers to satisfy all comers, inluding open-faced flowers such as daisy, inula and knautia.

Wildlife Fact
There are over 250 species of bee in Britain

INULA   DAISY   KNAUTIA

page 4

Clip art

Cropped graphic

Bleed

Text wrap

White space

Right margin

Drop shadow

Footer space

Column width   Caption

Footer or Folio

Bitmap
Am image file comprised of pixels. These tend to be large files

Bleed
An extension of a graphic or block beyond the trimmed edge of the paper

Body Text
The main blocks of text on the page.

Caption
A brief description that accompanies a photograph, image or table

Clip-Art
Ready-made graphics and photos stored in a gallery

Column
The width of the frame of the body text.

Cropping
Trimming excess material from a photograph or graphic

Drop Capital
The first letter (upper Case) in an article or paragraph that is enlarged

Drop Shadow
A shadow created behind an object or text to create depth and emphasis

Eye Dropped/Picker
A DTP tool that enables exact colour matching of one colour to another

Flow Text Along a Path
Text that travels in the same direction as a line or curve.

Footer/Folio
Information , often a page number in the footer space at the bottom of a page.

Footer Space
The space at the bottom of a page.

Fonts and Typeface
The styles of text lettering used in a document. These can be chosen and sized

Frames
Non-printing boxes that contain text or graphic items.

Graphic
An illustration or art work produced for use in the publication

Grid
A square grid of lines or dots that aids accurate positioning

Guidelines
Lines dragged in from the top and side to help construct a layout.

Gutter
The narrow space between columns of text.

Handles
These are attached to frames to allow the frames to be changed size.

Header
Information that appears in the header space at the top of the page.

Header Space
The space above the title or heading.

Headline/Heading/Title
Text that introduces the article or subject; usually a large font.

Import/Export
The process of sending digital files.

Margins
The white space and borders around the page.

Mirror
Creating a symmetrical or opposite image

Page Formatting
The orientation of the page: portrait or landscape

Page Sizes
The physical size of a document; For example A5, A4 or A3.

Portable Network Graphic (PNG)
A file type that allows the background to be clear

Point Size
Text size is measured in points.
This font size is 10pt

Reverse
A reverse is when the text colour is white text on a dark background.

Snap
Cursor attaches to grid or guides to improve speed and accuracy

JPEG
A common image file type used for photographs. File sizes are relatively small

Sub-Heading
An intermediate level of heading, having a size between that of the heading and body text

Text Alignment
The way text lines are arranged in a frame. Left, right, centre or justified

Text Wrap
When text follows the outline of a graphic

Transparency
Making fills and images partially see-though

Vector Graphic
A scalable computer graphic made of shapes, lines and fills.

Typeface

The choice of font in a layout can be vital in making a connection with the target audience. It is the people who read your layout that will determine your choice of font.

Fonts fall into two main groups: serif fonts and sans serif fonts

Serif Fonts

Serif Flick

Serif

Serif fonts are based on an old typeface and this gives them a very traditional or formal look. However the serif flicks also make the fonts very readable when they are used in blocks or columns of body text.
Typical serif fonts include:

Bookman Old Style

Garamond

Lucida Bright

Rockwell

Times New Roman

Sans Serif Fonts

Sans Serif

These are fonts without flicks on the end of the strokes: sans means without in French.
Sans serif fonts are modern in style and were designed to be used in advertising to sell modern products. They can be used to bring impact to headings and titles.
Typical sans serif fonts include:

Basic Sans Light SF

Calibri

Goudita Sans Light

Verdana