**What is it?**
Desktop Publishing is what graphic designers would use to produce work which requires organization of text, images and style. Desktop Publishing programs are available on computers to create designs for newspapers, magazines, newsletters and leaflets and more.

Some Examples...
- Information Leaflets
- Business Cards
- Newspapers
- Billboards
- Magazine articles
- Bus advertisements

**What you need to know...**
Before designing a piece of desktop publishing there are a few terminologies and techniques which you need to learn in order to create designs which are appealing and easy to understand for the reader/customer.
**Text/Typeface/Font**

There are different ways of organizing text which are used globally. This is referred to **justification** or **alignment**.

<table>
<thead>
<tr>
<th>Aligned Left</th>
<th>Aligned Right</th>
<th>Justified</th>
<th>Centered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</td>
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<td></td>
</tr>
</tbody>
</table>

**Copy/cut/paste**

When you take an image/piece of text etc. and copy it from one place to another. **Cut** is when you delete something from its original location and paste it somewhere else.

Shortcuts: Ctrl C / Ctrl X / Ctrl C

**Handles**

Handles are the parts which appear when you select an image. By moving these you can manipulate the image in many ways i.e. changing the size or rotating an image.

**Text Box**

A text box is what you would insert into a page in order to input text into your document. It should look something like the image shown.
3D modelling techniques and edits

Colour Fill
This is when you take a shape with an outline and fill it in with a colour this is shown in the images below.

Guidelines
Guidelines are guides which you access via your rulers on your page. They act as a guideline for aligning images/text etc.

You can select Snap to Guidelines which will allow your image to automatically jump to meet with guidelines you have positioned on the page.

Columns
A column is a structured block of text which has been divided into sections, as shown to give structure and make the text easier to read. If you can imagine this text was not broken down into columns then it would seem more daunting for the reader to read.

Footer/Header
The footer is text at the bottom of the page, separate to the main body text which often is repeated throughout the whole document. This can include for example; page numbers, name of the publication (eg. magazine, newspaper) and the date among others. The header is the same aside from the fact it is positioned at the top of the page.

Gutters
The space between columns of text

Caption
Explanatory note related to something else in the document, eg. an image or diagram
**Cropping**

Cropping is a tool which allows you to delete unwanted parts of an image. You can crop an image by pulling in the sides or by cropping around the outline of the shape as shown in the second cropped image.

**Rotate**

Rotate is when an image is rotated like the beach ball shown in the second image. You can rotate an image/text to any specific angle you wish.

**Transparency**

When you make an image/text/block of colour etc. 'see-through' so that you can see anything positioned behind.

**Text Wrap**

When you alter text to wrap around an image or shape.

**Drop Shadow**

When you make an image/text/block of colour etc. 'see-through' so that you can see anything positioned behind.
Bleed

Bleed is when an image is positioned so that it quite literally 'bleeds' off the page. This to ensure that they image runs right to the edge of the design.

The marks shown are bleed marks and these show where the paper will be cut. As you can see the tree image 'bleeds' further off the page than the bleed marks.

Flow Text Along a path

This is when a line or shape is drawn and used as a path for text. You can create any shape and this can make for a more interesting design, drawing the reader in.
What edit has the designer used for the sub heading in this advertisement?

Which tool would be used to remove the original background of the bottle?

What effect has been added to the title?

What impact does this have on the title text?

The designer would like to ensure the image runs right to the edges of the page with no gaps. What technique would be used to ensure this?

It has been decided that the text by the side of the bottle will be moved to the opposite side (Left). Suggest what change you would make to the text to align it to the side of the page.
What tool has been used for the ‘It’s Scrumdidilyumptious’ text and what effect does this have on the poster?

Suggest an edit which would made the title text stand out more.

The designer created the small hat to sit on the ‘W’ of Willy but would like to change the colour. Which tool would you use?

There is a small amount of text to the right of Willy Wonka, which follows the line of the book, which tool would allow you to do this.

It was decided that there were to be more Oompa Loompas on the poster, using the image already on the poster, how would you duplicate it?

How would the designer have ensured that the title text, sub text, Willy Wonka etc were aligned?
There is a box behind the main text in the poster, what function has been applied to it, and what impact does this have on the text? (2)

The box hangs over the boundaries of the poster, what is the term given to this and for which reason would a designer apply it? (2)

Suggest 2 edits which have been made to the title text. (2)

What has been done to make the Irn-Bru stand out (bottom right) (1)
Desktop Publishing 4

This publication is part of a car magazine, what has the magazine included on its pages to create unity and impact their name?

The publication has included a small piece of descriptive text to support its images, what is this known as?

There is an image of a car at the bottom of the page, what has the designer done to the text to accommodate this?

The magazine is becoming more environmentally conscious and would like to improve their work practices to become more green. Can you suggest two ways in which they could do this?

The article is comprised of 3 chunks of text spaced apart. Can you give the following:

The correct name for these

The name of the gap between text

The space between the edge of the page and the text

and explain why the designer has organised the text in such a way?
Desktop Publishing 5

There are many images of food on this packaging, what tool would be used to remove the background from the image before placing it on the box?

There are many different sizes of text on the top, each would have to be created separately, what would you use to do this?

To alter the surface area which the text will take up, what would you select to do so?

The ‘100%Beef’ text is at a different angle, what tool would you use to apply this?

A background covers the top and front of the box, to make this red what tool would you use?
1. What tool has been used to cut the woman out in this advert?

2. The designer would like to edit the advert, can you describe which tools would be used for the following:
   (a) A block of text to be added which has to follow the shape of the bottle
   (b) They would like the title to stand out more
   (c) The angle of the ‘ice cold’ should be changed

3. Coca-Cola have been advertising their brand for a long time, state two benefits modern day DTP has given in regards to their graphics and printing.

4. State one disadvantage.
Dog Munchies

Making sure you have a happy and healthy dog...
From the Images above, can you explain what DTP edits have been made to the different parts.

The wavy green box

The biscuit image

The paw print

The title text (‘Dog Munchies’)  

The slogan (‘Making sure you have a happy and healthy dog’)
ICHST Graphic Communication

Desktop Publishing 8

ICHST DESIGN

Inveralmond Community High School Willowbank Ladywell Livingston EH54 6HW

3D modelling techniques and edits
From the Images above, can you explain what DTP edits have been made to the different parts.

‘ICHS’

THE SMALL GREEN TRIANGLE

THE LARGE GREEN TRIANGLE

THE ADDRESS

THE PINK TRIANGLE