**Desktop Publishing**

Mrs. Stueve

Top of Form

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| **Across** |
| 2. | Where no text or graphics are placed |
| 4. | This is the pattern that most readers eye's move in. |
| 6. | A pattern that leads the reader's eye. |
| 7. | This is the process of making sure the publication's message gets conveyed. |
| 8. | Varying weights and/or proportions of balance |
| 11. | Equally distributing the weight of elements on a page |
| 12. | This is a sketch or a mini draft of what the publication will look like. |
| 14. | This draws the readers eye to the page |
| 15. | Can be used as an organizational aid |
| 16. | This is the process of deciding on the purpose of the publication. |

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| **Down** |
| 1. | Who are you creating the publication for? |
| 3. | Size and layout of items on a page |
| 5. | Can also add contrast to a document |
| 9. | Similar elements of equal proportion |
| 10. | The most important goal of the publication. |
| 13. | This means someone who works for the company creates the documents. |

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Bottom of Form