**Desktop Publishing**

Know the following terms:

**Desktop publishing:** *Using a personal computer, word processor, graphics editor, and page layout software to design, lay out, and produce a publication electronically*

**Thumbnail sketch:** *A miniature draft of the document . . . a sketch*

**Focus:** *An element that draws the reader’s eyes*

**White space:** *The background where no text or graphics are located*

**KIS principle:** *Keep It Simple*

**Balance:***Equally distributing the weight of elements on a page*

**Symmetrical balance:** *Similar elements of equal proportion or weight on the left and right sides and top and bottom of a page*

**Asymmetrical balance:** *Using different design elements of varying weights and/or proportions to achieve balance*

**Contrast:** *The difference in the degrees of lightness and darkness on a page*

**Directional Flow:** *The pattern that leads the readers’ eyes*

**Z Pattern:** *The pattern of reading that draws the eyes from the upper left corner of a page to the right, down to the lower left, and then across to the lower right.*

**Consistency:** *Uniformity among specific design elements*

**Reverse text:** *Generally described as white text on a black background*

**Drop cap:** *The first letter of the first word in a paragraph, set into the paragraph, often set in a larger type size and contrasting typeface*

**Watermark:** *A lightened version of an image*

**Proportion:** *Sizing elements in relation to their relative importance to each other*

**Letterhead:** *Preprinted stationery with facts about a company such as name, address, etc.*

**Business information set:** *A group of customized information components about an individual or an organization that can be used to generate information text boxes across publications.*

**Repetition:** *Repeating visual elements of a design through a document*

**Alignment:** *Aligning elements to achieve a visual connection with other elements on a page*

**Proximity:** *Items related to each other grouped close together.*

Review the following:

* The three most popular types of software for many years were **word processing, database, and spreadsheet.**
* The **inkjet and laser printers** led to the growing popularity of software called desktop publishing.
* Examples of desktop publishing software include **Adobe PageMaker and Microsoft Publisher**
* Examples of in-house (done within a company) desktop publishing include **more direct control over project, better understanding of needs of business, reduces cost, saves time**
* The desktop publishing process begins with two steps

1. **Planning the publication**
2. **Creating the content**

* Planning the publication involves the following:

1. **Determine the purpose** (provide info, sell a product, get a response, etc.)
2. **Target audience**
3. **Format**
4. **What should readers do after reading the publication**

* Creating the content involves the following:

1. **Get the message across**
2. **Identify the purpose; organize the materials**
3. **Prioritize information**—what is the most important information?

* **Design elements** include the following:
  + **Focus**
  + **Directional flow**
  + **Consistency**
  + **Color**
  + **Balance**
  + **Proportion**
  + **Contrast**
  + **Repetition**
  + **Proximity**
  + **Alignment**
* Graphic elements that help provide focus include titles, headlines, subheadings, fonts, reverse text, drop caps, rules lines, clip art, watermarks, illustrations, photographs, charts, graphs, diagrams, tables, pull quotes, sidebars, etc.
* Tips for using graphic elements
  + Legibility—elements should support message, not detract from it
  + Communicate, don’t decorate
  + Less is best . . . KIS principle (Keep It Simple)

***Read through the handouts you have been given throughout the term. Be prepared to match terms and definitions, multiple choice, and true/false questions***