# Desktop Publishing

Chapter 1 Questions

*Please type each question in bold shown below. Then type your answer to the question below it. Do not type your answers in bold text.*

1. What led to the growing popularity of desktop publishing software?
2. What are the **two main steps** involved in the process of creating a publication?
3. What are the **five items** to be considered in the initial planning stage of a publication?
4. What is the **most important goal** in desktop publishing?
5. In designing a document, what factors must be considered? Identify at least **three**.
6. What is a ***thumbnail sketch***?
7. Overdesigning is one of the most common tendencies of beginning desktop publishers. Design elements should be used to \_\_???\_\_, not \_\_???\_\_. *(fill in the blanks)*
8. What is meant by ***focus***or ***focal point***?
9. What are the **two basic design elements used to create focus** in a documents?
10. What is meant by ***white space***?
11. In a document such as a newsletter or an annual report, headlines are used to attract the reader’s attention. What purpose to **subheads** serve? *(be specific)*
12. Identify at least **five different types of graphic elements**.
13. What is a ***sidebar***?
14. What **three things need to be considered when using a graphic element as a focal point?**
15. How do you achieve **balance** in a document?
16. What is the difference between a ***symmetrically balanced design*** and an ***asymmetrically balanced design***?
17. What role does **proportion** play in the design of a document?
18. What is meant by ***contrast*** in desktop publishing? How can contrast be used effectively in a document?
19. How is ***directional flow*** achieved in a document?
20. What is the ***“Z pattern”***refer to *(be specific in your answer)*?
21. Define ***consistency*** in relation to desktop publishing.
22. Identify at least three guidelines to follow when using color in desktop publishing.
23. What is meant by ***page layout***?
24. What does the desktop publishing term ***“gutter”*** refer to?
25. What is a ***grid***? How can it be used as a useful tool in desktop publishing?