

## BENEFITS OF DTP | TO THE GRAPHIC DESIGNER

### DESKTOP PUBLISHING

Desktop publishing (DTP) is the process of using software to create publications such as magazines, newspapers, books, leaflets and posters on a desktop computer or laptop. In short, it enables the production of documents that combine text and graphics.

The industry that creates these documents is the **publishing** industry, while the physical paper documents are produced by the **printing** industry. The publication is designed by a **graphic designer**.

### THE DESIGN TEAM

The graphic designer usually works as part of a larger publishing team. Team structures vary widely depending on the size of a company and the type of publications they produce. Roughly speaking, the publications team comprises:

- Managing, Creative or Art Director – managerial responsibility and overall creative direction.
- Publishers – responsible for working with authors to produce manuscripts.
- Graphic design team – responsible for creative layout and design work.
- Editorial or copywriting team – preparing text for books or magazines, or pulling together text for advertising campaigns.
- Production team – responsible for pre-press work, print preparation, print buying and other aspects of production.
- Illustrators – creating 2D or 3D images.
- Sales and Marketing Team – responsible for marketing and selling the published work, may include selling advertising space and dealing with customer contracts.
- In smaller companies some employees might perform multiple roles, while in bigger companies there might be separate web and print publishing departments.

Increasingly in the publishing industry, many functions are outsourced to specialist companies or to self-employed individuals. For example, a freelance designer or specialist design studio may design the concept for a book and a typesetter may lay out the pages according to the design template. Editors or designers may commission illustrations from freelance graphic artists.



Publishing team



Typical DTP interface



## BENEFITS OF DTP TO THE GRAPHIC DESIGNER

Graphic designers can work for a publishing company, a magazine or newspaper or work freelance, selling their skills to clients on a job-by-job basis. Modern work flow methods, using affordable and high quality computers, PDFs, email and other Internet facilities, mean that outsourcing design work is easier than ever and freelancing a very common job role.

The style of graphic layout a designer produces depends on what the **client** wants. The key consideration is the **target audience** who will read or view the publication.

Modern electronic methods of graphic design use a desktop computer, laptop or tablet computer. DTP software enables the graphic designer to create exciting and high quality publications quickly and easily. You will use a DTP package in your coursework.

Some benefits of DTP software to the graphic designer:

- Layouts can be created on a grid using the snap-to-grid and guidelines functions for speed and accuracy.
- Images can be edited and manipulated easily: colour, size, cropping and shaping can all be edited creatively.
- Visuals can be sent electronically to the client for approval, saving time.
- The client's and editor's modifications can be made quickly and easily.
- Graphic designers can work from home, saving travel costs and reducing their carbon footprint.
- Communication between the graphic designer, client and print company is easily done via email.

## BENEFITS OF DTP [ TO THE INDUSTRY AND SOCIETY

### BENEFITS OF DTP TO THE GRAPHICS INDUSTRIES

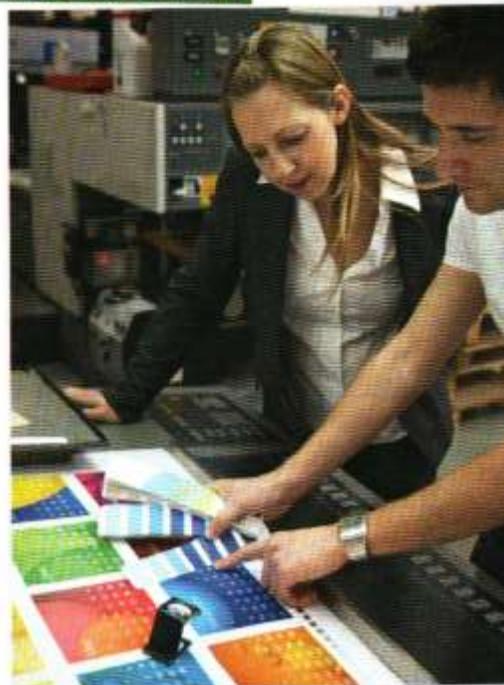
Electronic methods of design and production bring advantages to the publishing, printing and graphics industries.

Newspapers are produced daily and magazines weekly or monthly. With so much competition on newsagent and supermarket shelves, the challenge for each publication is to have an edge over its competitors. Publication deadlines, sales figures and quality of content and layout are common market pressures.

Promotional graphics don't only appear in magazines and newspapers. Sign making, vehicle wrapping, advertising hoardings and digital media all make use of DTP technologies.

DTP software brings the publishing, printing and graphics industries many **benefits**:

- Text and graphics can be imported electronically from remote locations around the world.
- The time it takes to design and publish a document (the lead time) is greatly reduced.
- Modifications can be made quickly and easily using DTP editing tools.
- Layouts can be constructed accurately using grid, guideline, snap, align, scale, rotate and crop functions.
- Files can be sent electronically using email to the editor or client for approval.
- Once approved, the final layout can be sent directly for publication.
- Templates with common features are used to reduce the time and cost required to produce page layouts.
- DTP software can be used to control some forms of computer-aided manufacturing equipment used in sign making.



Modern offset-litho printing press

Printers at work

### BENEFITS OF MODERN PRINTING METHODS TO THE INDUSTRY AND SOCIETY

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 a very large workforce. 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 and computer-aided manufacture (CAM). Modern printing methods bring a number of benefits to the industry and our society:

RECYCLABLE



PAPER

- The quantities of paper and inks can be controlled digitally to minimise waste.
- Printing inks are becoming 'greener'. Sustainable, eco-friendly inks based on vegetable oils are beginning to replace petroleum-based inks.
- Modern printing technology can use paper that 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.
- The printing and publishing industries create many thousands of skilled jobs in Britain.

# ANATOMY OF A PAGE | SHARP AND SNAPPY

## UNDERSTANDING PAGE LAYOUT FEATURES

Before creating your own page layouts it is useful to know about the main DTP layout features. The sample page here 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 questions about them in the course exam so it's important that you learn the correct terms. You can do this by using these features in your DTP work. You will discuss them with your teacher when you talk about your own DTP layouts.

The layout features described on this page are used in conjunction with DTP techniques. These DTP features and techniques will be explained more fully throughout this section.

Layout features can be separated into two main categories: **page structure** and **page contents**.

### PAGE STRUCTURE

**Page structure** is the unseen arrangement of the page that is set up on a grid before any content is added. Page structure includes:

- header space
- heading or title space
- margins
- footer space
- columns
- gutter space

### PAGE CONTENTS

The **contents** are the visible features applied onto the page structure. These include:

- header
- headline or title
- sub-heads
- body text
- graphics and pictures
- captions
- footer
- colour fills
- pull quotes
- lines, shapes and boxes

