

Desktop Publishing (DTP)

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...

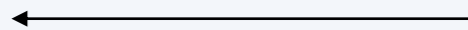
Before designing a piece of desktop publishing there are a few terminologies and techniques which you need to learn in order to create designs which are appealing and easy to understand for the reader/customer.

Text/Typeface/Font

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

Aligned Left

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Aligned Right

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Justified

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Centered

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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

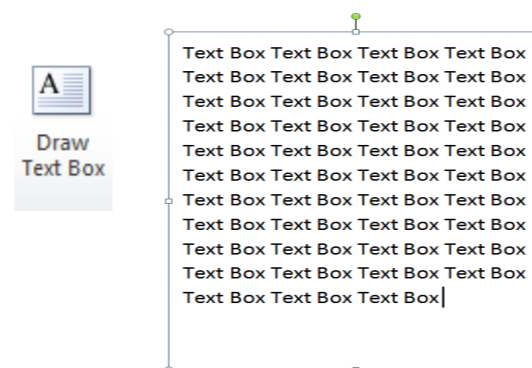
Handles

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.



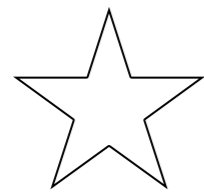
Text Box

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



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.



Before colour fill

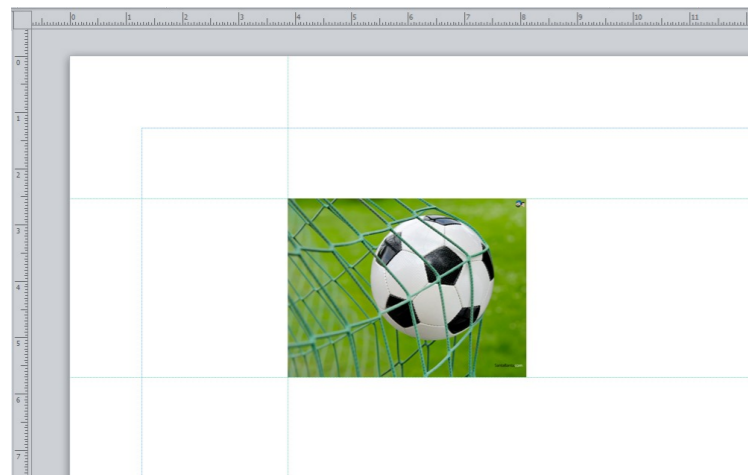


After colour fill

Guidelines

Guidelines are guides which you access via your rulers on you 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



Margin

The blank space between the edge of the paper and where the publication starts.

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

Title

STANGUELLINI IN THE FLESH



“I am very proud of the fabrication my guys have done—it is almost painful to think of covering the aluminum.”

BY CRAIG FITZGERALD
PHOTOGRAPHS COURTESY JASON WENIG, CREATIVE WORKSHOP

Being a top-shelf metalshaper must be a frustrating existence. You spend weeks and months pounding, shaping, fitting and refitting, only to have your work covered up by miles of paint. But if the metal craftsman's work isn't 100 percent correct, the best painter in the world can't make it look right.

Well, today is the day we salute the metal craftsman.

Vittorio Stanguellini built small-bore sports racing cars by the handful immediately preceding and following World War II. He became known as one of the most prominent tuners of Fiats, but unlike Carlo Abarth, he soon began to branch out on his own, building racing cars and engines of his own unique design, to his own exacting specifications.

Stanguellini chassis number CS04080 has more of a history in the United States than it does in Italy. Briggs Cunningham was the car's original owner and in his first months of ownership, managed to win at Watkins Glen thanks to the 750cc Fiat-based twin cam. Mercury marine engine genius and sports

car racer Carl Keikhaefer then purchased the car and proceeded to blow the engine on the dyno. In its place, Keikhaefer fit a two-stroke Mercury outboard engine, and shattered a 750cc record at Daytona beach.

Trouble is, none of Stanguellini's cars looked the same, and they each had their own unique idiosyncrasies. And, in typical Italian fashion, the cars were never photographed all that well, and once they were finished, the company was on to the next product. The Germans would've photographed the cars from every conceivable angle, but all the Italians cared about was finishing the next project.

The challenge of restoring a car with very little supporting documentation makes it a daunting task for any restorer. Enter Jason Wenig, proprietor of Creative Workshop in Dania Beach, Florida. Wenig took on the restoration of this 1953 Stanguellini 750 at the behest of a regular client, for whom he restored other true "one-of-one" cars, such as the Motto-bodied MG featured in *HS&EC* #13.

Wenig sent us this selection of photos



Originally sold to racing legend Briggs Cunningham, the car was eventually campaigned by Carl Keikhaefer's team, with a two-stroke marine engine under the hood.

because, "Looking at this car, with the perfect aluminum work—I am very proud of the fabrication my guys have done—it is almost painful to think of covering the aluminum." We thought so too, so we decided to run them as is, so you could see what goes into a restoration like this.

When the car is completed, we'll be running a full restoration profile on it, but for the time being, here's the work that will never be seen once it's in paint.

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



Original image



Cropped Image



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



Original image



Rotated image

Transparency

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



Desktop Publishing

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Text Wrap

When you alter text to wrap around an image or shape



Text Wrap

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Drop Shadow

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

Drop Shadow

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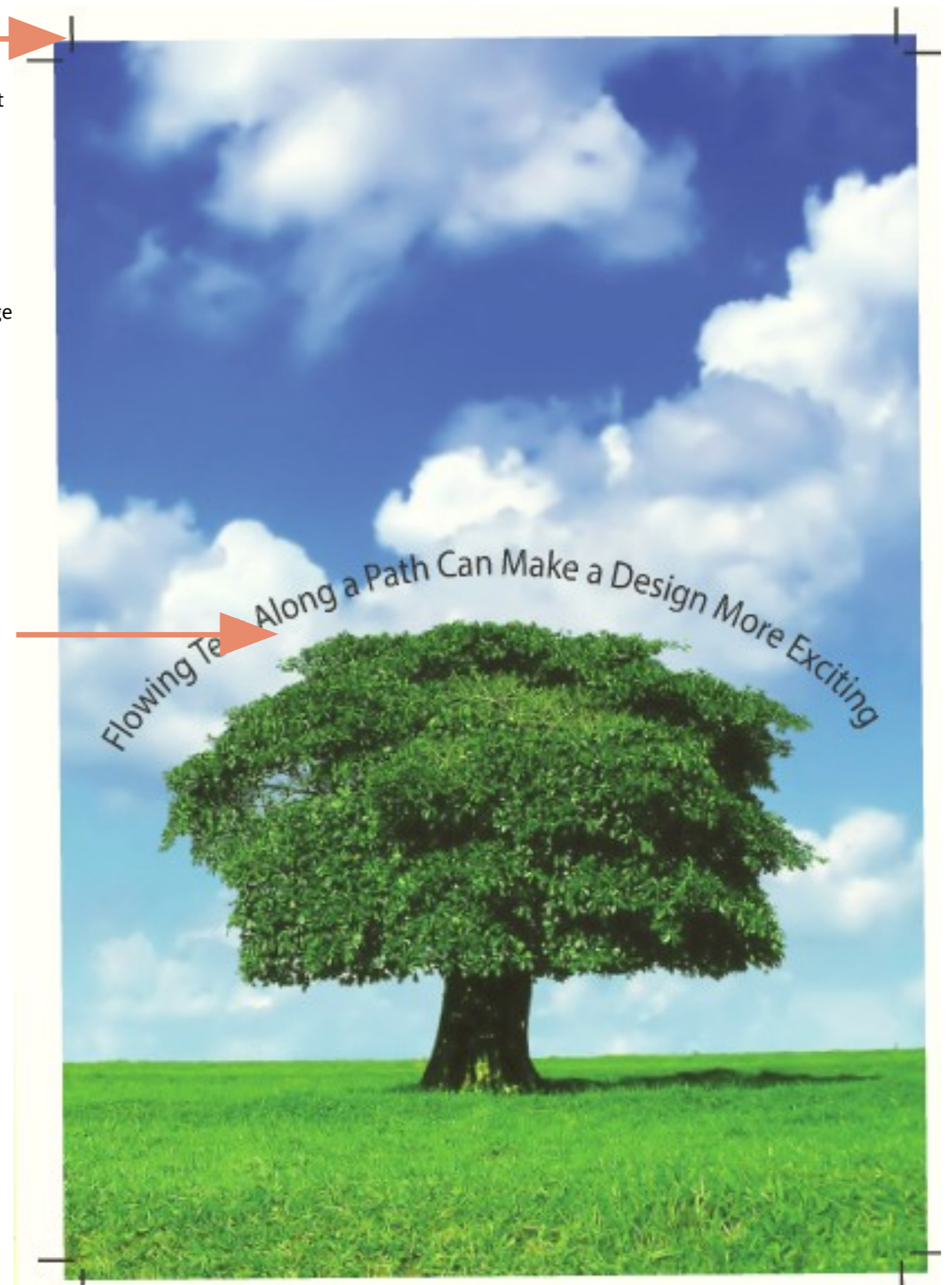
Bleed

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.





Desktop Publishing 1

What edit has the designer used for the sub heading in this advertisement? (1)

Which tool would be used to remove the original background of the bottle (1)

What effect has been added to the title (1)

What impact does this have on the title text (1)

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? (1)

It has been decided that the text by the side of the bottle will be moved to opposite side (Left). Suggest what change you would make to the text to align it to the side of the page (1)

Desktop Publishing 2



What tool has been used for the 'It's Scrumdidilyumptious' text and what effect does this have on the poster? (2)

Suggest an edit which would made the title text stand out more. (1)

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? (1)

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. (1)

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? (1)

How would the designer have ensured that the title text, sub text, Willy Wonka etc were aligned? (1)



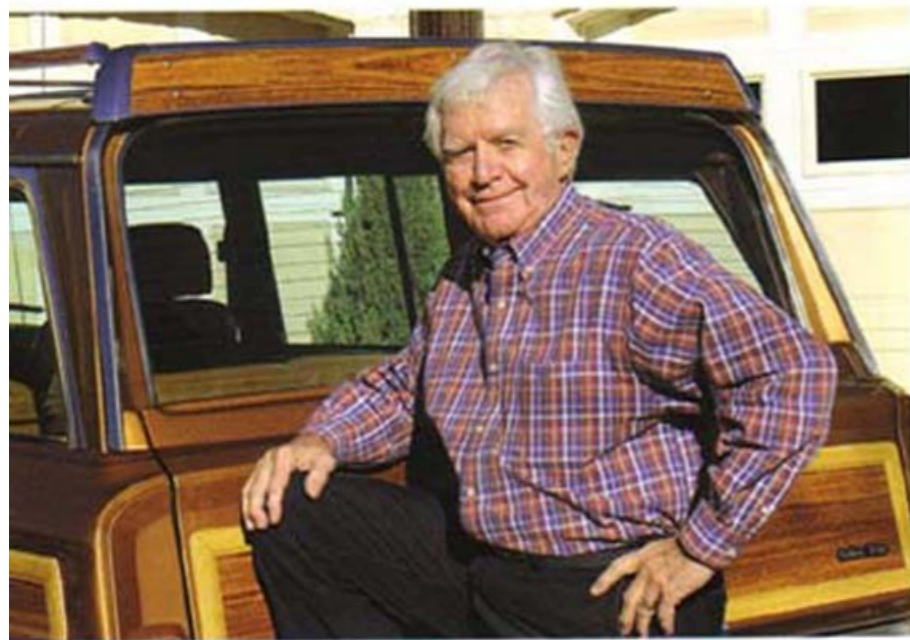
Desktop Publishing 3

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)



FOR ALMOST two decades, Leon Miller has been "reviving" Chrysler products.

Viva the Wagoneer!

With one lucky call, Kerrville's Leon Miller began a second career **BY KEVIN PRICE**

LONG BEFORE the modern SUV became popular, the Jeep Grand Wagoneer was one of the first utilitarian, mass-market vehicles. Introduced in 1963, it stayed in production until 1991—longer than any other American car or truck. Despite Chrysler's bankruptcy, the Jeep brand still holds appeal. Just last fall a marketing research firm recommended Chrysler should change its name to Jeep Corporation. The firm also suggested that the Wagoneer be revived.

Kerrville's Leon Miller told Chrysler the same thing over 15 years ago. Since 1992, Miller has strived to keep the Wagoneer's rich history alive through his company, **Wagonmaster**.

When Miller discovered that Chrysler dropped the Wagoneer after 1991 to focus on the burgeoning mini-van market, he was not ready to give up his favorite ride. So Miller called the Detroit automaker,

hoping to persuade the company to reconsider. When that failed, he followed the advice of the vehicle's original designer, the late Brooks Stevens, and began restoring Wagoneers. Soon the former cattleman who'd moved to Kerrville to retire had a successful second career.

Miller's unlikely relationship with Stevens began during his second call to Chrysler. "He was there as a consultant going over some plans and he was really put out the girl had plugged me through to him. He wasn't even an employee," says Miller, now 76.

As they talked further, Miller's love of Stevens' vehicle softened the famous designer. Stevens became more helpful. "Go out and get you the lowest mile one you can find... and renew it." He used the word 'renew,' recalls Miller. "I love that word—'renewal'."

Ironically, Stevens is credited with popularizing the phrase "planned obsolescence," describing it in the mid-fifties as, "instilling in the buyer the desire to own something a little newer, a little better, a little sooner than is necessary." Miller's customers are no doubt grateful that, by the early nineties, Steven's advice had changed.

Miller's own love of the luxury wagon began when he bought his first new Wagoneer—the groundbreaking 1979 model. "It was the first year it had the wood grain all around. It was very loaded. Way ahead of its time. Power steering, power seats, four-on-the-fly. A lot of leather. A very classic piece."

In sixteen years, Miller has sold over 1,370 vehicles. Thanks to his reputation, Miller doesn't have to look for gently used Wagoneers. Owners regularly find him online (www.wagonmaster.com), allowing Miller to be picky about his projects. No rust, no more than 70,000 miles and, he adds, "No wrecks. And [they] must pass a Carfax [vehicle history report]."

Stevens not only prompted Miller's current career, he became his most valuable advisor—and later, a customer. Other satisfied clients are scattered around the globe. Yes, while Detroit struggles, Miller continues to sell an American original to customers worldwide. ■



DESIGNER Philippe Starck has purchased a Wagonmaster re-do.

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? (1)

The publication has included a small piece of descriptive text to support its images, what is this known as? (1)

There is an image of a car at the bottom of the page, what has the designer done to the text to accommodate this? (1)

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? (2)

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? (3)



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? (1)

There are many different sizes of text on the top, each would have to be created separately, what would you use to do this? (1)

To alter the surface area which the text will take up, what would you select to do so? (1)

The '100%Beef' text is at a different angle, what tool would you use to apply this? (1)

A background covers the top and front of the box, to make this red what tool would you use? (1)

Desktop Publishing 6



1. What tool has been used to cut the woman out in this advert? (1)
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 (1)
 - (b) They would like the title to stand out more (1)
 - (c) The angle of the 'ice cold' should be changed (1)
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. (2)
4. State **one** disadvantage. (1)

(7)

Desktop Publishing 7



From the Images above, can you explain what DTP edits have been made to the different parts.

The wavy green box

..... (1)

The biscuit image

..... (1)

(c) The paw print

..... (2)

The title text ('Dog Munchies')

..... (1)

(e) The slogan ('Making sure you have a happy and healthy dog')

..... (1)

..... (6)_

Desktop Publishing 8

ICHS



DESIGN



Inveralmond Community High School
Willowbank
Ladywell
Livingston
EH54 6HW



FRONT



BACK



From the Images above, can you explain what DTP edits have been made to the different parts.

'ICHS'

----- (1)

'DESIGN'

----- (1)

(c) The small green triangle

----- (2)

The large green triangle

----- (1)

(e) The address

----- (1)

(f) The pink triangle

----- (1)

(7)