

# Desktop Publishing 5N0785

## Learning Outcome 1

Monaghan Institute Level 5 Module

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1. Learners will be able to distinguish between desktop publishing and other forms of document production with reference to purpose, development process, and specialised DTP roles.
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### A. Desktop Publishing - DTP

**DTP** stands for **Desktop Publishing**. Desk Top Publishing primarily pertains to designing of documents using personal computer loaded with DTP software packages like Page Maker, Coral Draw, MS Word, Venus, Parkashak, etc.

You use DTP software to produce professional-looking documents such as tri-fold brochures, business cards, headed paper, books, posters or leaflets. Desktop publishing combines a personal computer and WYSIWYG (what you see is what you get) page layout software to create publication documents on a computer, for both large scale publishing or small scale local output and distribution.

#### *DTP Information*

Desktop publishing is a term coined after the development of a specific type of software. It's about using that software to combine and rearrange text and images and creating digital files. So the term "desktop publishing" is commonly used to describe page layout skills.

The DTP has many advantages in comparison with the manual process. It is a factual and can quickly edit with minimum mistakes. Text and graphics can be merged into single file. Achieve higher productivity, efficiency and quality in printing and publishing with economy. DTP is used for type setting, layout, printing, graphics and photographs etc. With the latest DTP software packages it is possible to undertake a variety of work in the field of printing and publishing.

**Note:** Desktop publishing is usually the use of a software tool that designers can use to help translate their concepts and ideas into the proper format for printing.

### B. Another form of Document Production – Word Processing

**Word Processing** is another method of document production used primarily for the creation of letters and written documents. Word Processing is a type of software or computer program which allows the user to type words, sentences, paragraphs and then enhance and manipulate the text to

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produce professional looking typed documents. Word Processors now boast a wide variety of other features such as charts, tables, mail merge, images and clip art which can be added into documents.

### C. Explain the difference in using page layout software over a word processor

- 1) DTP software gives you more control over the layout of a page than a word processor and lets you easily integrate graphics into your publications.
- 2) Word Processing programs are designed to focus on texts whilst Desktop Publishing devices are designed to focus more on the structure or display of a document.
- 3) WPs are generally more condensed then DTPs and so are better suited for transferrals across the internet. Smaller file size.
- 4) DTP programs give the user the tools required to greatly edit a piece of graphic whilst WPs only allow the most simple edits to graphic such as changing of its size inside a file. However WP programs allow one to more effectively edit text then a DTP.
- 5) DTPs also make it possible for people to save money on the designs of their documents. WPs do not essentially offer this because whilst there are professionals who are experts in using DTP programs WPs have never been an industry in its own. E.G. one cannot really make money from being an expert in Word processing programs.

### D. Describe different page layout software such as Adobe InDesign, QuarkXPress, Microsoft Publisher etc. and give advantages and disadvantages between them:

Some common Desktop Publishing Software are as follows:

- Adobe InDesign
- Adobe PageMaker
- CorelDRAW
- Corel Ventura
- iStudio Publisher
- Microsoft Office Publisher
- QuarkXPress
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**Adobe InDesign** is a desktop publishing software application produced by Adobe Systems. It can be used to create works such as posters, flyers, brochures, magazines, newspapers and books. InDesign can also publish content suitable for tablet devices in conjunction with Adobe Digital Publishing Suite. Graphic designers and production artists are the principal users, creating and laying out periodical publications, posters, and print media. It also supports export to EPUB and SWF formats to create digital publications, and content suitable for consumption on tablet computers. The Adobe InCopy word processor uses the same formatting engine as InDesign.

**Microsoft Publisher** is included in higher-end editions of Microsoft Office, reflecting Microsoft's emphasis on the application as an easy-to-use and less expensive alternative to the "heavyweights," with a focus on the small business market where firms do not have dedicated design professionals available to make marketing materials and other documents. However, it has a relatively small share of the desktop publishing market, which is dominated by Adobe InDesign and QuarkXPress.[1] Publisher has historically been less well liked among high-end commercial print shops, compared with other desktop publishing applications.

**QuarkXPress** is used by individual designers and large publishing houses to produce a variety of layouts, from single-page flyers to the multi-media projects required for magazines, newspapers, catalogs, and the like. QuarkXPress once dominated the market for page layout software with over 95% market share among professional users. While one publisher estimates that share has fallen to below 25% and Adobe InDesign is now the market leader, QuarkXPress still has significant marketshare.

A user may choose to produce work in another package rather than directly using a desktop publisher as the other package may offer better features than the desktop publisher. For example a spreadsheet will probably be capable of producing better charts than a DTP program could.

### *Microsoft Publisher Features for DTP*

Probably the best known application of this type is **Microsoft Publisher**. It is an intermediate application - intermediate is defined in terms of capability and price.

- **Page Icons** - This is the "booklet" feature—a basic feature of any DTP application. It is very useful for multi-page newsletters, among other things.
- **Guides** - Another basic DTP feature, the guides can be very precisely positioned, which means text and graphics can be very precisely positioned.
- **Autoflow** -you can automatically thread text among several pages

### *Advantages of DTP Software Applications*

- In relation to Microsoft Publisher - previous knowledge of Microsoft Word will make it easier to learn.
- Suitable for complex documents with multiple pages and a lot of graphics, such as business documents for sales and marketing.
- PostScript compatible (A computer language that reliably converts the electronic file into a printable page). This is necessary for volume printing

### *Disadvantages of DTP Software Applications*

- The software can be very expensive.
- DTP requires a lot of study to learn how to use all of the features of the software – when compared to a word processor. The more complex the application, the steeper the learning curve.

**Notes:**

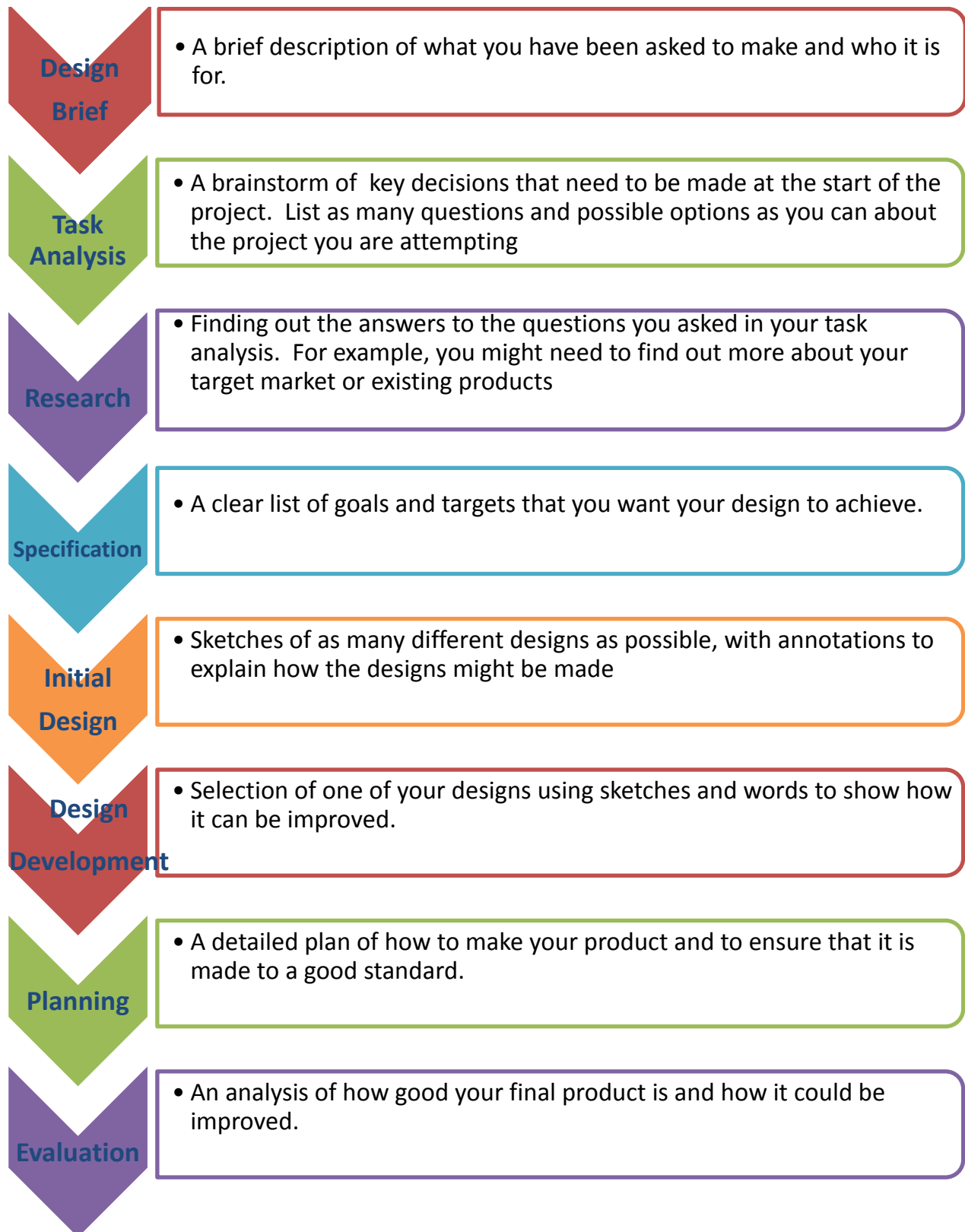
*Websites:*

<http://desktoppub.about.com/od/history/tp/dtpmyths.htm>

## E. Development Process

The Development Process can be seen as a cycle one example of this is as follows:

# The Design Process



## F. Describe specialist roles in DTP

Below you will find listings for the most frequently used job titles within the DTP world. They have divided them into Operations, Management and Peripheral roles:

### 1) **Operations**

Presentations Operator, Graphics Operator, PowerPoint Specialist, Word Specialist, Creative Presentations Operator, DTP Operator, DTP Secretary, Template/VBA Developer, Reprographics Operator

### 2) **Management**

DTP Manager, Team Leader, Workflow Coordinator, Shift Supervisor, Graphics Manager, Marketing Manager, Bid Manager, Proposals Manager

### 3) **Peripheral**

Microsoft Office Trainer, RFP/Bid Writer, Research Assistant, Pitch Designer, Proposals Executive, Marketing Executive

### *Job Titles:*

- desktop publishing specialist
- desktop publishing technician
- documentation specialist
- graphic designer
- prepress technician

In the job market, a desktop publisher is more than just a software user. A desktop publisher is proficient in the use of desktop publishing software — perhaps even having certification in specific programs such as Adobe InDesign.

A desktop publisher uses the computer and software to create visual displays of ideas and information. The desktop publisher may receive text and images from other sources or may be responsible for writing or editing text and acquiring images through digital photography, illustration, or other means.

A desktop publisher arranges text and images into the correct visual and digital format for books, newsletters, brochures, letterhead, annual reports, presentations, business cards, and any number of other documents.

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Desktop publishing documents may be for desktop or commercial printing or electronic distribution including PDF, slide shows, email newsletters, and the Web. The desktop publisher prepares the files in the correct format for the method of printing or distribution.

### Desktop Publisher Skills and Education

- For desktop publishers, less formal education including on-the-job or vocational training is often sufficient for employment. Although a degree is not usually required, there are still certain skills necessary to successfully compete for desktop publisher jobs — even as a freelancer. Specific software requirements will vary by employer but general skills and knowledge include advanced PC or Macintosh computer skills, basic to advanced design knowledge, prepress skills, and understanding of printing technologies.

**Note: Desktop publisher** usually denotes a more technical job; however, depending on the specific employer and job requirements it may also require a greater degree of artistic and design skills and/or writing and editing proficiency.

### LO 1: Revision Questions

1. What do the letters DTP stand for?
2. Why is a DTP package often used to prepare a document instead of a word processor?  
Name 3 advantages.
3. Explain the difference in using page layout software over a word processor? Give advantages and disadvantages for each of them.
4. Name 5 documents that can be produced by Word Processing Software?
5. Name 5 documents that can be produced by Desktop Publishing Software?
6. Name 3 different brands of page layout software?
7. There are 8 stages in the Design Process name each stage.
8. What is the role of a Desk Top Publisher? How does this role distinguish from someone who works with Work Processing software?