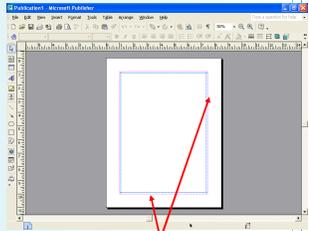


# Layout of a Desktop Publishing Document

1.03A Demonstrate desktop publishing.

## Margin Guides

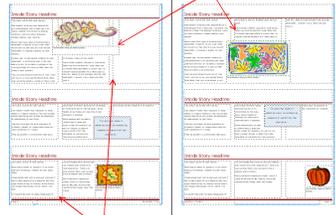
- Margin guides are lines that indicate the space between the edge of the page and the document contents



Margin Guides

## Column Guides

- Column guides control the flow of text within columns and keep text out of the gutter (space between columns)

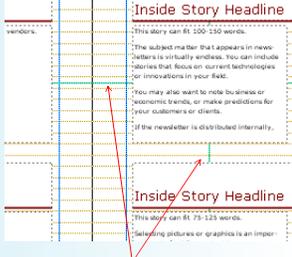


Gutters

Sample newsletter template from Microsoft

## Ruler Guides

- Ruler guides are used to align objects consistently



Horizontal and Vertical Ruler Guides

## Grids

- Grids are guidelines used to ensure consistent placement of logos, graphics, and other objects throughout multiple documents, such as a print media kit



Grids

## Template

- A standard pre-formatted layout which may contain a color scheme, font scheme, pictures, and preset margins.

### Page Size

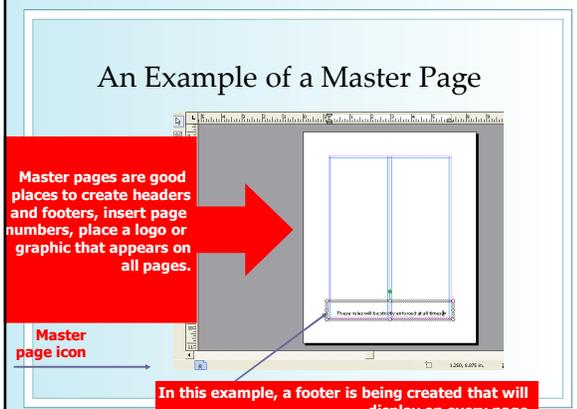
- Publications can vary in size
- Different purposes require different paper sizes:
  - Business card
  - Brochure
  - Poster
  - Invitation



1.03B Demonstrate desktop publishing.

## Document Design

### An Example of a Master Page



Master pages are good places to create headers and footers, insert page numbers, place a logo or graphic that appears on all pages.

Master page icon

In this example, a footer is being created that will display on every page.

### Purpose of a Master Page

- Maintains layout consistency
- Includes items common to every page
  - Most desktop publishing programs allow a left and a right master page for *facing page layouts*.
  - Some desktop publishing programs allow the definition of several master pages that can be applied to specific pages in the document.

### Prototype



- A prototype, or mockup, is an example of how the final document should appear.
- Created using software or paper and pencil.
- Also called a “dummy” page.

### Format Considerations

- Selection of the document sizes and layouts that will be used in a project
- Layouts and documents may include one or more layouts for the following publications:
  - Poster
  - Letterhead
  - Business card
  - Newsletter
  - Program
  - Invitation
  - Tri-fold or double-fold brochure



DTP Design Features

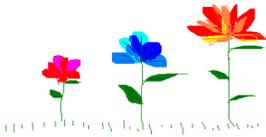
1.03C Demonstrate desktop publishing.

### Special Features of Publications

- Art
- Balloon
- Bleed
- Caption
- Dropped Cap
- Running Headlines/Footers
- Jumpline
- Pull Quote
- Rules
- Sidebar
- Text Box
- Watermark
- End mark
- Reverse text

### Art

- Illustrations and photographs used to convey meaning and add appeal



### Balloon

- A circle or bubble enclosing copy in an illustration
- Often used in cartoons



### Bleed

- A print effect in which a color, object or image appears to run off the edge of a page.



### Caption

- Brief descriptive text accompanying an image or chart..
- Can be in the form of a textbox or balloon.



### Dropped Cap

- An enlarged character at the beginning of a paragraph
- Drops below the line of text
- Grabs the reader's attention



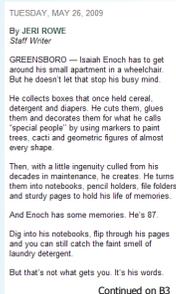
### Running Headlines/Footers

- Running text at the top and/or bottom of a document.
- Also called headers.
- Used for organization, page numbers, date, author, running title, etc.



### Jumpline

- Line which tells readers which page to refer to for the continuation of an article.



### Pull Quote

- Quotation taken directly from the body of the article.
- Used to draw attention.
- Often made larger than body text.

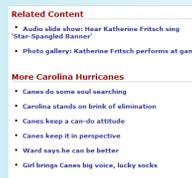


- Placement
  - Between columns with word wrap
  - Alone in a column surrounded by white space
  - Right justified in the last column
  - Beneath the headline as a deck

### Rules

- Horizontal or vertical lines that can be applied to paragraphs, text boxes, and objects in a publication.

### Sidebar



- Square box filled with information related to the main story or to a completely separate article.

## Text Box

- Container for text that can be placed and formatted independently of other text.
- Have borders that display when selected.
  - Many have sizing handles that appear around the border to resize the box if needed.
  - Some have a rotation handle that can be used to rotate the box



## Watermark

- A semitransparent image in the background of printed material



## Endmark

- A symbol that indicates the end of an article or news item
- Symbols vary



## Reverse Text

- Text that is the opposite to what the reader is accustomed.
- Light text on a dark background.
- Often used in headlines to draw attention.
- Use sparingly!