

DTP Design Features

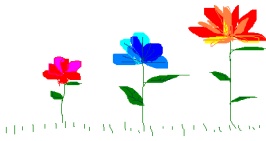
1.03 Demonstrate desktop publishing.

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

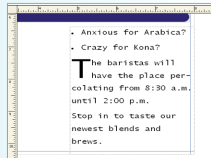
- Brief descriptive text accompanying an image or chart..
- Can be in the form of a textbox or balloon.



File photo (News & Record)

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.

TUESDAY, MAY 26, 2009
By JERI ROWE
Staff Writer

GREENSBORO — Isaiah Enoch has to get around his small apartment in a wheelchair. But he doesn't let that stop his busy mind.

He collects boxes that once held cereal, detergent and diapers. He cuts them, glues them and decorates them for what he calls "special people" by using markers to paint trees, cats and geometric figures of almost every shape.

Then, with a little ingenuity culled from his decades in maintenance, he creates. He turns them into notebooks, pencil holders, file folders and sturdy pages to hold his life of memories.

And Enoch has some memories. He's 87.

Dig into his notebooks, flip through his pages and you can still catch the faint smell of laundry detergent.

But that's not what gets you. It's his words.

Continued on B3

Pull Quote

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

"Our scientific community is serving on the front lines of this war by developing new technologies that will make America safer."

George W. Bush
Argonne-East
July 22, 2002

- 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

Related Content

- Audio slide show: Hear Katherine Fritsch sing 'Star-Spangled Banner'
- Photo gallery: Katherine Fritsch performs at game

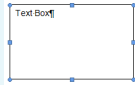
More Carolina Hurricanes

- Canes do some soul searching
- Carolina stands on brink of elimination
- Canes keep a can-do attitude
- Canes keep it in perspective
- Ward says he can be better
- Girl brings Canes big voice, lucky socks

- 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!