INTRODUCTORY CONCEPTS
Desktop Publishing Terms
Overview

GOAL: Produce a reference guide demonstrating desktop publishing (DTP) terms.

Measurable Learner Objectives	Crosswalk to Show-Me Standards	Instructional Activities	Assessment
Define terms related to desktop publishing. A1	CA1, 2.1	Accurately define at least 15 alphabetized desktop publishing terms to be used as a reference guide. Students will select terms from a listing generated by the instructor or other provided source(s). The terms will be displayed in an appropriate easy-to-read format according to DTP concepts. Each definition is to demonstrate the term used, e.g., drop cap will begin with a drop cap. Effective DTP layout and design are to be used in margins, focal point, columns and gutters, etc. A minimum of 5 related graphics are to be inserted and manipulated and are to demonstrate appropriate text wrapping, layering, etc.	Use the *Desktop Publishing Terms* assessment to evaluate the definitions provided of each term. Also evaluate the ability to demonstrate the specified terms; the use of appropriate desktop publishing layout and design with text, graphics, columns, and gutters effectively manipulated; the use of appropriately selected graphics to represent definitions; proper font selection and sizing; and the use of the number of terms and graphics specified. The ability to provide an error-free document will also be assessed.
Import text files and word processing documents into publications. C2	CA1, 2.1		
Set margins. B1	CA1, 2.1		
Create columns. B2	CA1, 2.1		
Set guttering. B3	CA1, 2.1		
Create an effective focal point. B6	CA1, 2.1		
Utilize pasteboard. B7	CA1, 2.1		
Import graphics from various sources (e.g., software-specific library, other applications, Internet). E1	CA3, 2.7		
Manipulate graphics (e.g., resizing, cropping, scaling, rotating). E2	CA3, 2.7		
Edit graphics (e.g., color, filters, tints). E3	CA3, 2.7		
Proofread and correct multi-media documents. A14	CA1, 2.2		

Activity originally developed by Carolyn Strobl; adapted and used with her permission.

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Teaching Points

Overview

Desktop publishing (DTP) has become a viable occupation for many creative people. While the software has evolved over the years, the terminology has remained consistent. This assignment will allow students to demonstrate their understanding of selected DTP terms used throughout the semester and to use their creativity in producing a reference guide of terms. The instructor will provide a list from which students can select 15 terms for the reference guide.

Content Review

Review and/or teach the following with students:

1. DTP layout and design
2. Working with tables and columns
3. Importing word processing documents into a DTP program
4. Using graphics and images with text

Activity Preparation

Brainstorm with students the terms that have been used in DTP.

Provide a list of DTP terms and check it against those brainstormed.

Demonstrate the desktop publishing concepts of focal point, inserting and manipulating graphics, setting margins, using tables, textboxes, text wrapping, layering, balancing white space, and others as appropriate for the DTP software used.

Discuss layout, design, and creativity in DTP.

Select and demonstrate several terms that could be used by students.

If a sample of the project is available, it could be provided for review.

Resources

Supplies needed for the activity:

Computer
Paper
Printer
DTP software

DTP dictionary
Internet connection

Websites (and/or key words to be used for search):

http://desktoppub.about.com
Information about many desktop publishing topics

http://ict.cas.psu.edu/training/howto/pagemaker/ManipulatingGraphics.html
Using graphics in PageMaker

http://www.ettc.net/desktoppublishing/textbox.htm
Using textboxes

Key words: *desktop publishing terms, DTP terms, graphics, manipulating graphics, DTP layout and design*

Books, articles, and other resources:

Adobe Press. (2002). *Adobe PageMaker 7.0.* Upper Saddle River, NJ: Adobe Press (Prentice Hall).

Braveheart, R. (2003). *Adobe PageMaker 7.0 basics.* Boston, MA: Thomson Course Technology.

Lee, L. (2002). *Introducing Adobe Photoshop elements.* Upper Saddle River, NJ: Que/Sams (Prentice Hall).

Proot, K. (2003). *Adobe PageMaker 7.0 – Illustrated.* Boston, MA: Thomson Course Technology.

Reding, E. (2004). *QuarkXPress 5 – Design professional.* Boston, MA: Course Technology.

Romano, F. (1997). *Delmar's dictionary of digital printing & publishing.* Albany, NY: Delmar Publishers (Thomson).

Weinmann, E., & Lourekas, P. (2003). *Illustrator 10 for Windows and Macintosh: Visual quickstart guide, student edition.* Berkeley, CA: Peachpit Press (Pearson Education).

Obtain books, videos, and other materials from Resources@MCCE
http://www.resources.mcce.org.

Design Principles for Desktop Publishers
Lichty, Tom
Book –
[4675—BE 11.0101 P L618]
CA, WADSWORTH, 1994.

Desktop Publishing: Getting the Message Out
Video – This program introduces the key components of a basic DTP system including: a fast microprocessor, large hard drive storage capacity, CD-ROM drive, large-screen monitor, b/w-color printer and flatbed scanner and more. Learn about software, page layout programs, drawing programs, editing, clip art and lots more!
[10547 – BE VIDEO 40]
MERIDIAN, 2000.

How To Create High Impact Designs; Over 90 Examples Of What Works And What Doesn't For Creating Brochures, Newsletters, Ads, Reports, etc.
Cleland, Jane K.
Book – Examples of designs for printed materials
[4336 – BE 50.0401 C589b]
CO, CAREER TRACK, 1995.

INTRODUCTORY CONCEPTS
Desktop Publishing Terms
Sample List of DTP Terminology

Alleys
ASCII
Baseline
Baseline shifts
Bitmapped characters
Camera-ready
Copyfitting
Counters
Delimiter
Descenders
Dithering
DPI
Drop caps
Em space
En space
EPS
Figure
Gray-scale
Greeked text
Gutter
Halftone
Hanging indent
Headers and footers
JPEG
Kerning (kern)
Landscape
Layering
Leaders

Leading
Letter spacing
Master pages
Masthead
Monospaced typefaces
Negative space
Pica
Picas (px or pi)
Pitch
Pixel
Point
Points (pts)
Portrait
Proportionally spaced typefaces
Recto
Resolution
Sans serif
Serifs
Superscript and subscript
TIFF
Tracking (track)
Typeface
Typography
Verso
Window/orphan
Word spacing
Word wrap
WYSIWYG

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Assignment

Activity Preparation and Assignment

As an introduction to desktop publishing terms, you will review and work with columns.

Copy a file of desktop publishing vocabulary to your disk (or network drive). Open the file and immediately resave it as a different name. This file will be worked on, initially, as a word processing document.

Provide an appropriate definition for each term and check them off as they are learned throughout the term. This sheet should be updated and kept in a notebook for this class. The sheet will be checked periodically by the instructor. This sheet will become documentation for the reference guide you will develop.

Select 15 terms from the sheet and create a reference guide using the following directions:

1. Set the document up as a two-column table with one-half inch between the columns.

2. List the term in the left column and the definition in the right column.

3. Enhance each term (bold, larger point size, underlined, etc.).

4. Alphabetize terms in ascending order.

5. Use one and one-half inch left margin; one-inch top, right, and bottom margins.

6. Include an appropriate title (banner) in a 24-point serif font; include an alphabetic index at the left margin throughout in a 20-point serif font. The point size of the text for the definitions should not be larger than 12-point type.

7. Use a minimum of five appropriate graphic images that can be effectively manipulated to demonstrate text wrapping, layering, white space balancing, etc.

8. Provide a demonstration of each term (i.e., drop cap, kerning).

9. Proofread and correct all errors, and check for consistency in spacing, etc.

10. Remove all borders before printing, including tables that are used to establish columns.

11. Print and submit the reference guide.

Resources

Web sites (and/or key words to use for search):

http://ict.cas.psu.edu/training/howto/pagemaker/ManipulatingGraphics.html
Using graphics in PageMaker

http://www.ettc.net/desktoppublishing/textbox.htm
Using textboxes

Key words: *desktop publishing terms, DTP terms, graphics, manipulating graphics, DTP layout and design*

Student _____   Due Date _____   Date Submitted _____

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Assessment

Criteria	10 Points	9-7 Points	7-5 Points	4-0 Points
Terms and Definitions (10) ☐ Terms accurately defined ☐ Terms adequately defined ☐ Font size for definitions	All criteria evident and correct	13-14 terms have strong and correct definitions	11-12 terms have strong and correct definitions	10 or fewer terms have strong and correct definitions
Number and Order of Terms (10) ☐ Minimum of 15 terms used ☐ Terms alphabetized	All criteria evident and correct	13-14 terms meet criteria	11-12 terms meet criteria	10 or fewer terms meet criteria
Layout (10) ☐ 1" right, top, bottom margins ☐ Two-column table format with 1 ½" left margin gutter ☐ Banner used ☐ Alphabetic indexes throughout ☐ Equal spacing between entries ☐ DTP terms enhanced, definitions use plain text	All criteria evident, consistent, and correct	5 criteria evident, consistent, and correct	4 criteria evident, consistent, and correct	3 or fewer criteria evident, consistent, and correct
Graphics (10) ☐ Used 5 graphics ☐ Graphics match the definition ☐ Graphics appropriately manipulated ☐ Graphic-to-text wrapping and layering appropriate	All criteria evident and correct	4 graphics used are appropriate, 4 effective graphic manipulations, 1-2 text wrapping and layering issues	3 graphics used are appropriate, 3 effective graphic manipulations, 3 text wrapping and layering issues	2 or more graphics used are appropriate, 2 or fewer effective graphic manipulations, 4 or more text wrapping and layering issues
Text (10) ☐ Banner text 24 pt. ☐ Alphabetic index 20 pt. ☐ Definitions 12 pt. ☐ Serif font used	Font used correctly in banner, all indexes, and all definitions; and serif font used throughout	Banner correct, 1 index font incorrect, 1-2 definition(s') fonts incorrect, 1-2 non-uses of serif fonts	Banner correct, 2 indexes' fonts incorrect, 3-4 definitions' fonts incorrect, 3 non-uses of serif fonts	Banner correct, 3 indexes' fonts incorrect, 5 or more definitions' fonts incorrect, 4 or more non uses of serif fonts

Student _____   Due Date _____   Date Submitted _____

Criteria	10 Points	9-7 Points	7-5 Points	4-0 Points
Proofreading (10)	All errors found and corrected	1-2 errors/typos in document	3 errors/typos in document	4 or more errors/typos in document
Subtotal				
			Total Points =	