

DTP

DTP stands for **Desktop Publishing**. A type of software that allows you to arrange text and illustrations on a page. Often used to layout magazines, newsletters, flyers, posters etc.

DTP allows you to import text (importing is the process by which text from another package e.g. a word processor, can be brought into a DTP package), import and place images, create graphic elements such as circles, lines, boxes etc.

A DTP package is for designing a publication and laying out all the elements such as text, images and graphics, it is not for typing in lots of text, do this in your word processor.

DTP software

There are several different types of DTP packages, all have strengths and weakness

MS Publisher	Relatively cheap and is free with Office Professional 2000. This is a flexible, easy to use package, which uses Wizards which help you design and create a variety of different documents. This is an excellent choice for individuals and community and voluntary groups.
Quark XPress	A more expensive package, and aimed at professional print designers, e.g. newspaper layout. A popular choice for the professional designer.
Pagemaker	As above, a Adobe product with is not as popular as Quark XPress

Can't I use WORD?

You can use WORD to do a lot of DTP jobs such as posters and newsletters, however WORD is a word processor and works on slightly different rules to a DTP package. It less flexible than a DTP package, e.g. it is more difficult to place images exactly where you want them on a page than it is DTP.

It is always best to use the right package for the job, if you want to type a letter use a word processor, if you want to do a budget and calculate income and expenditure use a spreadsheet, if you want to layout text, images and graphs use a DTP package.

However a word processor is useful to type in large amounts of text and spell check your text ready to be imported into a DTP package.

1. Prepare your text
2. Spell Check and proof read
3. Click File and Save As
4. Select the drive and folder you want to save it in
5. Type an appropriate name in the filename box
6. Click down on the arrow in the Save as type.... Box
7. Click on Text Only (*.txt)
8. Click Save

Doing this means you lose all formatting, however you can add this in the DTP package.

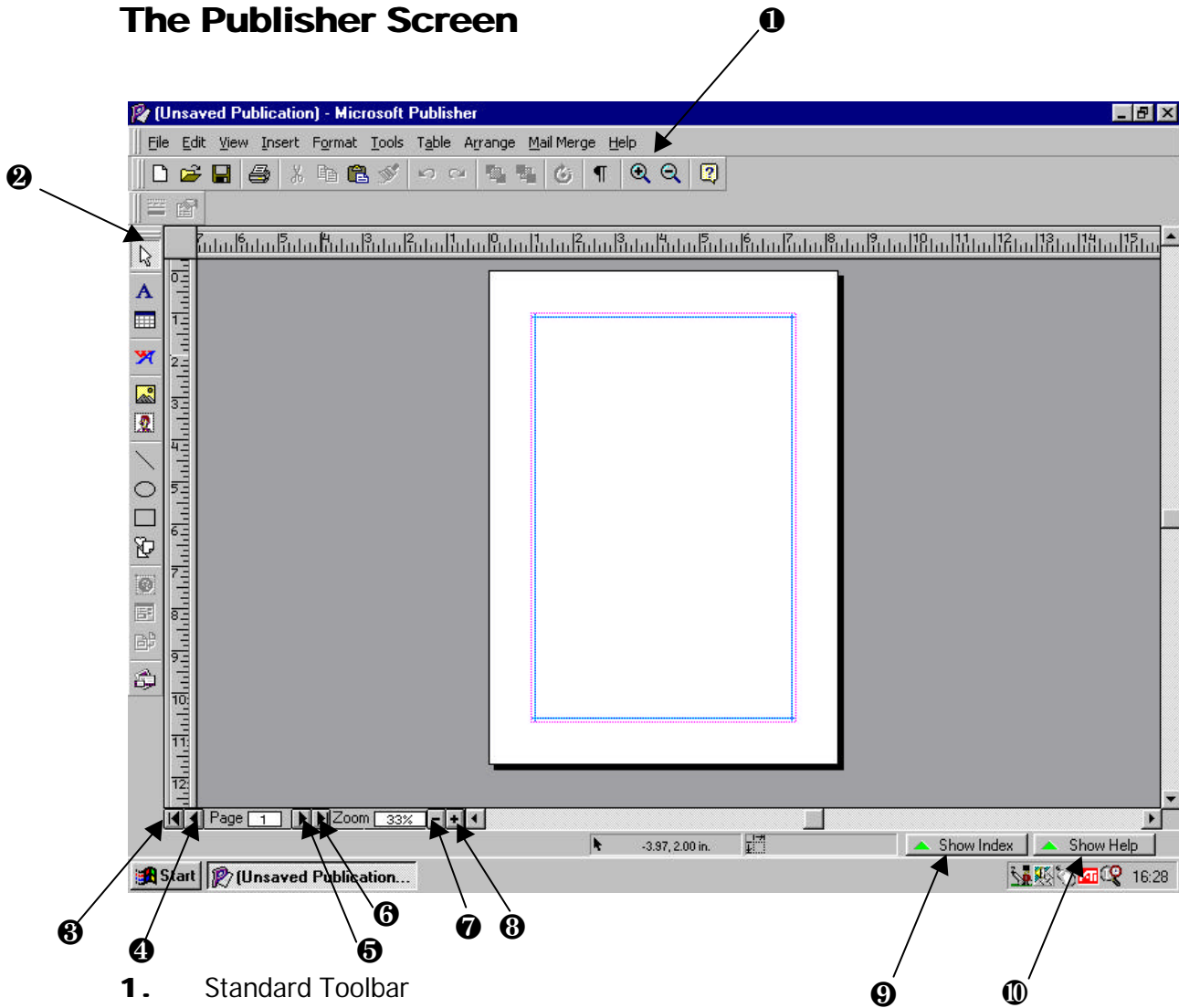
What are Wizards?

Wizards

Wizards are features in many office applications, including Publisher which asks you questions about what type of publication you want to create, what you want to include and how you want your publication laid out. They take a lot of the work out of creating publications, especially more complex ones like leaflets and newsletters. They give you design ideas and ideas on how best to use Publisher. However you still have to know a little about how DTP and Publisher works to get the best out of them. Also they take a lot of control away from the user. Your organisation may have its own 'image' or you have strong ideas about how you want to lay your publication out. Use Wizards to get to know what Publisher can achieve and then try creating documents from scratch.

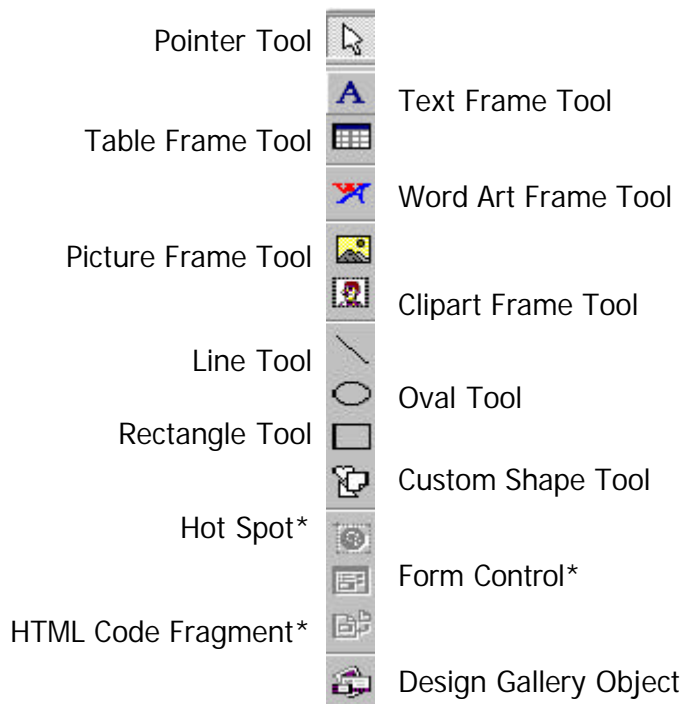
MICROSOFT PUBLISHER

The Publisher Screen



1. Standard Toolbar
2. Toolbox
3. Go to first page of Publication
4. Go back a page
5. Go forward a page
6. Go to last page of Publication
7. Zoom In (click once)
8. Zoom Out (click once)
9. Help Index
10. Help Contents

Tool Box

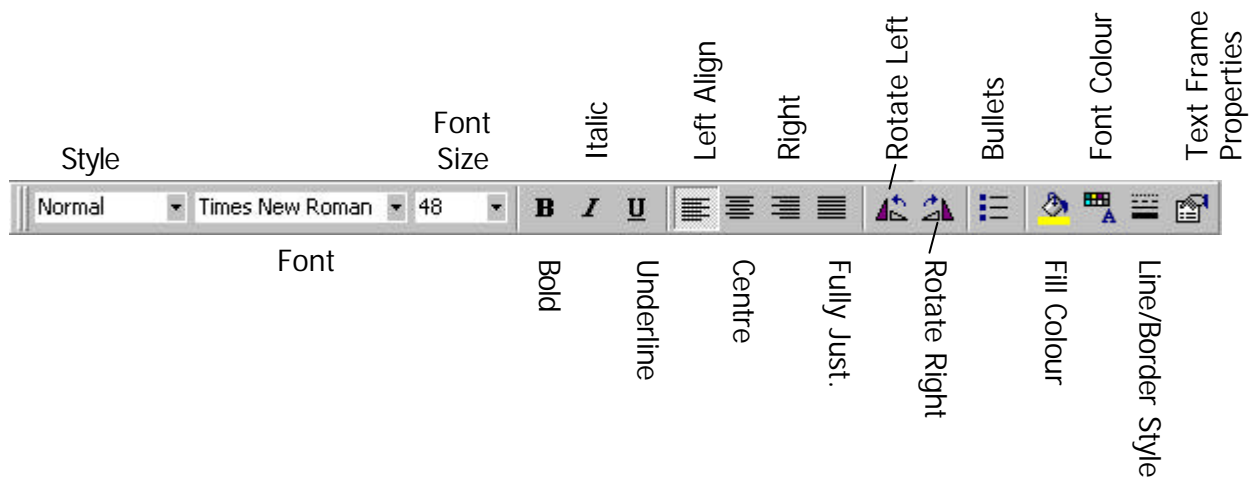


* =Web Tool

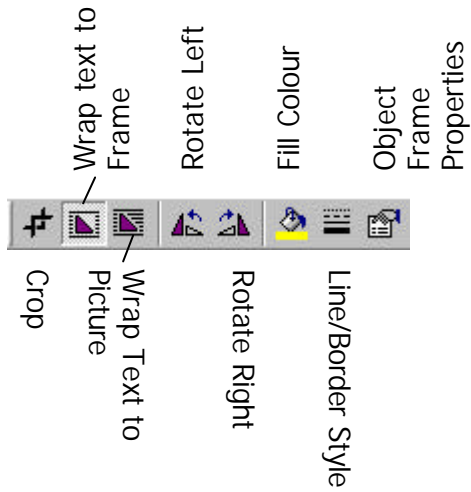
Formatting Tool Bar

Note, the formatting Tool Bar changes depending on what type of object is selected, i.e. text/table, picture/clipart or graphic

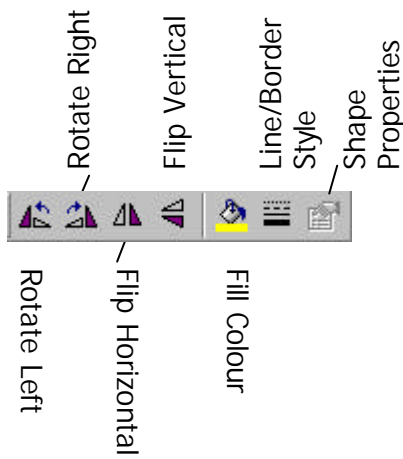
Text/Table



Picture/Clipart



Graphic



Remember to view what a button does, place your cursor over the top of it and wait a second or two, the button name will come up. If you want more information click on Show Index (Bottom Right of screen) and type the button name in the index, click on the entry you want and help will display on the right.

Design Tips

- Don't be afraid of white/blank space
 - Don't overdo the clipart
 - Avoid TYPING IN BLOCK CAPS, it takes up more room and is less readable
 - Keep it simple, at first, learn a few design rules and build on your skills
 - Don't use more than 3 fonts in a publication
 - Contrast Serif and San Serif Fonts
 - Left and right alignment creates a strong visual effect
 - Not all text/images are equally important, decide which is the most important information and make that stand out. Once the readers attention is caught they will read smaller text
 - Not everything has to be in large type
 - Create **Contrast** - using colour/black white, different fonts
 - Create **Repetition** - using same fonts for headings, lines, graphs, etc
 - Create strong visual affects using left and right **Alignment**, but don't overdo it
 - Place objects and text which belong together in close **Proximity** to each other - e.g. names address and telephone numbers
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- Draft out the design of your publication by hand first
 - Get your organisation to decide on a corporate image - in terms of fonts/font sizes, use of logos etc
 - Use the Boundaries and Guides and the Rulers to lay your document out. Use Snap to align. See page 21.

Like most rules, they are there to be broken, but only when you've really got to grips with the basic principles.

Design – how to develop your skills

Design is all around, if you like something, look at it and decide why. Use the headings of contrast, repetition, alignment and proximity to learn to understand why it works.

Reading

The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice by Robin Williams. Peachpit Press 1994

Basic Skills

This section will take you through the basic skills of

- Creating Text Frames, inserting and formatting text, resizing and moving
- Creating Picture/Clipart Frames, inserting images, resizing and moving

Creating a Text Frame	<ol style="list-style-type: none">1/ Click the Text Frame tool on left of screen. It looks like an A.2/ Place the mouse on the page approximately where you want the top left corner of the Text Frame to be. Drag right and down. Release the mouse button <p><u>Important!</u> Make sure it is even and that it is drawn in the correct position. You may need to resize or move the frame. See the instructions below.</p>
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Entering text: (Change the type size before you start to type). Change the type size after you start to type)	<ol style="list-style-type: none">1/ <u>Make sure</u> there is a <i>flashing cursor</i>. <p><u>f</u> there is no cursor; click the mouse onto the text frame.</p> <ol style="list-style-type: none">2/ Click the size list at the top of the screen. Click the size that you want.3/ Type the text. <ol style="list-style-type: none">1/ After you have typed your text, make sure you have zoomed in so you can see your text clearly. Make sure the Text Frame is selected (8 handles) and that there is a flashing cursor in the Frame2/ Highlight the text as usual, by pressing and holding down your left mouse button and dragging over the text.
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Change the font:	<ol style="list-style-type: none">1/ Highlight the text.2/ Click the font list at the top of the screen.3/ Use the Scroll arrows to look up and down the list. Click the style that you require.
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	<p><u>OR</u></p> <p>1/ Highlight the text</p> <p>2/ Click Format then Font</p> <p>3/ Select the Font you would like from the Font list, add any other effects, e.g. Emboss. You will see an example of your text at the bottom of the dialogue box</p> <p>4/ Click OK when complete</p>
<p>Use bold, italic and underline:</p>	<p>1/ Highlight the text.</p> <p>2/ Click the correct tool (B for bold, <i>I</i> for italic, <u>U</u> for underline).</p>

<p>Other Text Options (1) Scaling, Tracking and Kerning</p>	<p>1/ Highlight your text</p> <p>2/ Click Format then Character Spacing.....</p> <p>Under this menu you will find the following options</p> <p>Scaling – this stretches or condenses text, it can be Shrunken (less than 100%) or it can be stretched (more than 100%). Both these examples are in Arial 11.</p> <p>Tracking – this is adjusting the general amount of space between characters you can have tight tracking (less than 100%) or <i>l o o s e t r a c k i n g</i> (more than 100%).</p> <p>Kerning – this adjusts the amount of space between specific character pairs of letters that have not been kerned. See help for visual example of this</p> <p>3/ Make Changes</p> <p>4/ Click OK</p>
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<p>Select an object:</p>	<p><u>Remember!</u> Selecting tells the computer which frame, box, line etc. you want to change or work with.</p> <p>Select = 8 handles around it.</p> <p>1/ If the object does not have 8 handles around it; click the mouse onto it, just once. You should now see 8 handles.</p> <p><u>If it does not work:</u> Carefully move the mouse to the edge of the object, but not near a handle.</p>
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	<p>When you see the white arrow; <i>gently</i> click the mouse button.</p> <p>If it does not work; just keep trying this until you see the 8 handles.</p>
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<p>Import clipart:</p>	<ol style="list-style-type: none"> 1/ Draw picture frame for image: so click Picture tool on left of screen. 2/ Hold down mouse and drag across/down until correct size. (Make sure that the picture frame is in the correct position. You may need to look at the instructions for moving an object). 3/ Click Insert, Picture, Clip Art. 4/ The ClipArt Gallery box will appear on the screen; In the left of the box you will see a list of categories. Click onto a picture and then click the Insert button.
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<p>Import a graphic from different directories or drives:</p>	<ol style="list-style-type: none"> 1/ Draw picture frame for image: so click Picture tool on left of screen. 2/ Hold down mouse and drag across/down until correct size. (Make sure that the picture frame is in the correct position. You may need to look at the instructions for moving an object). 3/ Click Insert, Picture, From File. 4/ If you need to look on a different drive or folder. Click the Up One Level button until you reach the location you want. 5/ Under where it says Files of Type: Use scroll arrows to find the type of file you are looking for. E.g. WMF, TIF etc. All Picture Formats will list everything in that directory. 6/ If you like the picture click OK (Or repeat step 4 until you find a picture that you like).
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<p>Move object: (frames, pictures, lines and boxes)</p>	<p>1/ <u>Make sure</u> object is selected (you should see 8 handles).</p> <p><u>If</u> it is not selected, click mouse onto it once so that you should see 8 handles.</p> <p>2/ Move mouse <i>carefully</i> onto the edge of the object.</p> <p>When you see the <u>Move (Four Headed Arrow)</u> symbol, drag to new position.</p>
<p>Resize object: (image, frame, box, line)</p>	<p>1. <u>Make sure</u> object is selected (you should see 8 handles).</p> <p><u>If</u> it is not selected, click mouse onto it once so that you should see 8 handles.</p> <p>2/ Holding down the Shift key if you want to keep the Frame in proportion (important for images). Move mouse onto a corner handle.</p> <p>3/ When you see the <u>Resize</u> (Two Headed Arrow) symbol, drag the handle to correct size.</p>

Exercise 1 – Creating a Poster with Text and Graphics


1. Open Publisher
2. Click on **Blank Publications**, make sure **Full Page** is Highlighted and click **Create**
3. Create separate Text Frames for the following information
 - AGM or Annual General Meeting
 - An invitation for all to come
 - Place
 - Date and Time
 - Refreshments available
 - Access information


Make sure you leave some space to insert a graphic

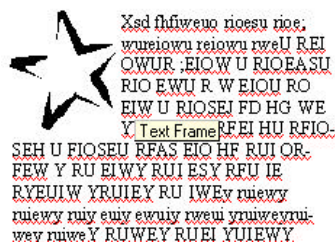
4. Decide which information is most important, and give that emphasis, group related information together. Don't use more than 2 or 3 Fonts.
5. Format text using Font, Font Size. For smaller text, zoom in use the + sign at the bottom of the screen
6. Click on the Clip Gallery Tool, draw the frame the size you want your image, using the categories down the left, browse the images, once you've selected the image you want click on it and then **Insert**.
7. If you want to resize the image, select it, place your cursor over one of the corner points until the cursor displays resize, press and hold down the Shift key and drag the image to the size you want it.
8. Save your publication as AGMPoster.pub

Changing Frame Properties

You can change Frame Properties for both Text and Picture Frames

Changing Line Style and Thickness (for both Text and Image Frames)	<ol style="list-style-type: none">1/ Select the Frame2/ Click Format, then Line/Border Styles....., then More Styles3/ Click on the Thickness you want. Then click the colour list box, if you want more colours click More Colours, or try the Fill Effects options. Click OK to get back to the Border Style dialogue box.4/ You may want to vary the thickness or style of lines according to the side. e.g. click the top line of the Frame in the Select a side option on the right, select a line thickness of 4pt and click OK. You can create different effects, see below 
Adding Shadow to a Frame (for both Text and Image Frames)	<ol style="list-style-type: none">1/ Select the Frame2/ Click Format, then Add Shadow <p>Publisher will use the colour selected in the More Lines menu as its default, change the colour under this menu if you want to change the colour/shade of the Shadow</p>
Fill Colour. With this option you can fill your Frames with different colours, or if you are laying text on top of images you can have No Fill	<ol style="list-style-type: none">1/ Select the Frame2/ Click Format, then Fill Effects..... <p>For No Fill</p> <ol style="list-style-type: none">3/ Click on No Fill <p>To Fill with a Colour</p> <ol style="list-style-type: none">4/ Click on the Colour you want in the current colour scheme or if you want more colours click More Colours, or try the Fill Effects options. Click OK when complete.

<p>Wrapping. This sets how text in a document is related to images. Does the text follow all around the image or does it flow round the frame in which the image is in</p>	<ol style="list-style-type: none"> 1/ Select the Frame 2/ Click Format, then Object Frame Properties, 3/ Click on Entire Frame for Option 1 <p>Or</p> <ol style="list-style-type: none"> 4/ Click Picture Only for Option2 <p>Or</p> <ol style="list-style-type: none"> 5/ Just Select the Frame and click on the Edit Irregular shape Tool on the Toolbar.  This will give you much more flexibility to set the exact points where you want the text to wrap. 6/ Move your pointer over one of the handles you want to move until it changes to the Adjust Pointer. 7/ Drag the handle to change the outline of the picture. 8/ To add additional handles, press and hold down Ctrl and click where you want the new handle to be. To delete a handle press Ctrl+Shift and click the handle
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Option 1: Wrapped round entire frame



Option 2: Wrapped round picture only



Option 3: using the Edit Irregular Shapes Tool

<p>Recolour Image. You can change the colour of any clipart, for e.g. Make an image into a Watermark which sits underneath text</p>	<ol style="list-style-type: none"> 1/ Select the Frame 2/ Click Format, then Recolor Object....., 3/ Click down on the colour list box 4/ Click More Colours 5/ Click All Colours 6/ Click on the colour you want and use the slider on the right to determine the shade 7/ Click OK, then click OK again
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Exercise 2 – Changing Frame Properties

1. Open up your AGM poster **AGMPoster.pub**
2. Experiment with the Line options of the Image Frame, try different options, including Line thickness, colour and shadow.
3. Create a copy of your chosen image, select it and copy (Edit, Copy), and then paste it (Edit, Paste)
4. Drag your copy away from your main document to the left or right of the publication
5. Re-colour this image so it can be displayed underneath the text as a watermark, choose a pale colour or pale grey
6. To place your image underneath the text, select the image, click **Arrange** and **Send Back**
7. Select one of your Text Frames and Fill that in an appropriate colour, (use a colour which is already in your publication or one that complements it)

Aligning and Grouping

Aligning. In this section we are looking at how to align objects with other objects. You can align to the right, left or centre on a vertical line, or right, left, centre on a horizontal line.

Grouping. Objects, both text and images can be grouped so they can be moved, re-sized and formatted one go.

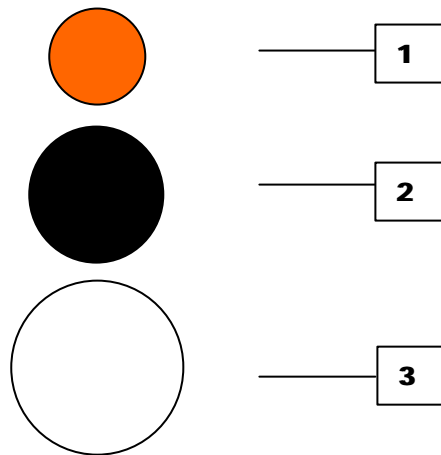
Aligning Objects to other Objects	<ol style="list-style-type: none">1/ Hold down the Shift key as you click all the objects that you want to align2/ Click Arrange, then Align Objects3/ In the Left to Right and Top to Bottom, click the options you want4/ Click OK
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Grouping Objects and Ungrouping	<ol style="list-style-type: none">1/ Hold down the Shift key as you click all the objects that you want to group2/ In the lower right hand corner click the Group Objects button3/ To ungroup click the grouped objects and click the Group Objects button
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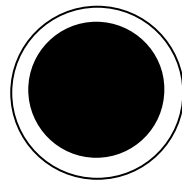
Exercise 3 - Aligning and Grouping

1. Open up a blank document
2. Click on the **Oval Tool**
3. Place your cursor on the page, holding your **Shift** key down and **drag** to create a circle
4. Make sure the circle is highlighted and press **Ctrl+C** (Copy), then press **Ctrl+V** (Paste), you will now have a copy of that circle, move the circle away from the original and enlarge the second circle slightly
5. Do the above once more so you have 3 separate circles, going up slightly in size.
6. Click on the 1st circle and **fill** with **Orange**, then click on the 2nd circle (the middle sized one) and **fill** with **Black**.

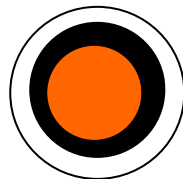
You should now have something like this:



7. Move Circle 2 over Circle 3, if Circle 2 'disappears, don't worry, it is just hidden behind the larger Circle 3. Click on the Circle 3 – the biggest one, and click **Arrange**, then **Send to Back**. You should now have something like this:



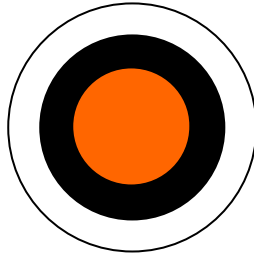
8. Move Circle 1 over the top of Circle 2, it will probably disappear, again don't worry, or click anywhere else, Click **Arrange** and then **Bring to Front**. It should now look like this



9. We now want to get the alignment just right, in this case we want to align Left to Right – Centres, and Top to bottom –

Centres. Click on the **Pointer Tool** and **draw a box** around all three circles

10. Click on **Arrange** and then **Align**
11. On the left hand side of the box, click **Centres** for both alignment options, click **OK**



This may seem a lot of work for something so small, however when designing something you have to bear in mind that the human eye can pick up minute anomalies such as things not been aligned or spaced properly. They may not be able to articulate exactly what is wrong, however making sure things are finished off perfectly will give your publications a professional edge.

Think?

Think about the publications you want to create, when would you use this 'layer' effect placing objects on top of one another?

Exercise 4 – Applying Aligning and Grouping

1. Open up the file businesscard1.pub. This is the first draft of a business card, what are the problems with it? Which part of the card do your eyes go to first? Write down a couple of the problems.

None of the objects on the card seem to have any connection with any other element. One of the main principles of design is **Proximity**. Elements that belong together should be placed together. Another principle of design is **Alignment**. In this example there are too many different alignments, left, right and centre.

We are going to use a strong **right alignment** to improve this business card.

2. Move all the objects apart from **Jane Hall** to off the page, onto the grey area. Move **Jane Hall** so it is in the top right hand corner of the business card. Use the guides to line it up
3. Click Right Align, to align **Jane Hall** to the right of the text box
4. Move **Community Auditors** Text Frame so it is directly underneath Jane Hall. Right align it.
5. **Make sure the two text boxes do not touch. We'll discuss why later.**
6. You are now going to Cut and Paste all the text objects into one frame. Increase the height of the Text Frame which contains the first line of the address, press Enter to create another line. Highlight **Manchester, M4 5RF**, Cut it and Paste it into the Text Frame containing the first line of the address. Do the same for the Telephone Number, it should look like this below. Re-size the text from so the text just fits inside.

75 Oldham Road
Manchester, M4 5RF
0161 765 4321

7. Right align the text for the address and place the Text Box in the bottom right hand corner of the page.
8. Click on all objects (Click the first Object, press and hold your Shift key down and click on the other Objects in turn). Use **Arrange and Align Objects**, Left to Right: Right Edges to make sure all elements are aligned at the same point. De select all Objects
9. Group the top to Name and Organisation elements together (Select both Objects using technique above and click the Group Objects button)
10. Save as businesscard2.pub
11. Before you print check what your card will look like without guidelines by going to **View, Hide Boundaries and Guides**. Switch the guides back on when you've finished.

Exercise 5 - Adding Graphic Shapes to the Business Card

In this exercise you are going to add a black rectangle at the right of the business card text to reinforce the strong right alignment. See below for example of what the finished card should like. Follow these instructions to create your own, or use what you have already learnt to do it yourself.

1. Open up the file businesscard2.pub
2. Group all the text elements together and move them over to the left by about 1 inch
3. Using the rectangle tool, draw a rectangle to the right of the text from the top blue guideline to the bottom blue guideline
4. Use the Fill Tool to fill the bar with black, it should look something like this:



5. If you need to change the alignment of position of individual elements, ungroup and move/align as necessary.
6. Save your document as businesscard3.pub

Now you are going to add a black banner behind Jane Hall and make the text white. For an example of the finished business cards see below:



7. Ungroup the top and bottom text elements, click the highlight off and move the grouped objects **Jane Hall and Community Auditors** down slightly. This will make sure that the text **Jane Hall** will not touch the edge of the black banner we are creating.
8. Before you create the Banner you need to make sure that you can 'see through' the text boxes to the black banner (if you're not sure what I'm talking about, follow the instructions and discuss it later). First make sure **Jane Hall** and **Community** is selected. Click on **Jane Hall** so it is surrounded by a Pink box. Click on **the Fill**

Colour Button and select **No Fill**. Now do the same with **Community Auditors**.

9. Highlight the text **Jane Hall** and change the Font Colour to white, the text will 'disappear' don't worry its because its white text on white paper.
10. Draw a rectangle which aligns with the blue guidelines on the left and top and goes right up to the rectangle on the right. Fill with black
11. Your text will probably be behind the black banner, we now have to send the banner to the back so the white text sits on top of the banner. Make sure the Black Rectangle is selected, then click **Arrange**, and **Send to Back**
12. Save your publication Ss businesscard4.pub
13. Run the Design Checker, **Tools, Design Checker** to make sure there are not problems.

If you have time experiment with the Fill Tool, click on a graphic element and then click the Fill Tool, click More Colours or Fill Effects and explore the options available.

Again if you have time, close your current publication and to File and New, Click on the Publication by Wizard Tab, scroll down the Wizards until you see Business Cards, click on it and on the right you'll see examples of designs of business cards, choose the one you want and click Start Wizard. Read the instructions/info on the left, then Click Next or Finish.

Exercise 6 – More Aligning and Grouping

1. Open Publisher
2. Open up the file **dropin poster1.pub**.
3. Align the heading (Free Computer.....)and sub-heading (Find out...) to the left, then group.
4. Align When? and the text below it (which begins Every Friday) to the left, then group
5. Align To Book and the text below it (which begins Call WICOP) to the left, and then group
6. Align all the Frames to the left (NOT the text on the left or the logos), and the Text Frame at the bottom of the poster (which begins Women's EVH). Group all the text elements.
7. Double Click the text in the left hand margin (you are now entering WordArt! – which allows you to change the direction of text). Change the colour of this text to 'Pumpkin'
8. Align both the WEVH and Lottery logos `Left to Right' to the Centre
9. Group both the logos and move them away from the edge of the poster if necessary.
10. Make any other changes you think will improve the poster.

More Design tips

- **Design a template for your publication, using Guides and Boundaries**

Click on **View** then **Go to Background**. Once you are in the Background, every thing you type, e.g. page numbers and any guides you add will appear on each and every page.

You will get the standard guides and boundaries, i.e. one inch from the margin of an A4 page.

To change the Guides and Boundaries, click on **Arrange**, then **Layout Guides**. Under Grid Lines type in the number of columns and rows you want (these marks will be in blue). Change the Margin Lines (pink lines) by clicking on the Margin Guides up and down arrows. Then Click OK.

To adjust these, move your pointer over the guides, and press and hold the Shift Key down, until a double headed arrow appears. Drag guides and boundaries to the place where you want them to be.

Then return to the Foreground (**View** and go to **Foreground**).

- **Use Ruler Guides to help you as you go along**

For temporary guidelines for specific pages, you can use Ruler Guides. Click Arrange, Ruler Guides, then click the option you want. Add Horizontal, Add Vertical, Clear all. Again to move Rulers place your cursor over the Ruler, press and hold Shift key down and drag the Ruler to the desired location.

- **Use the options Snap to Ruler Marks and Snap to Guides** to make sure all objects are aligned properly. Through the Tools menu select the appropriate Snap to option to make the objects in your publication, stick to the Ruler Marks or Guides.

- **Use the Design Checker.** Click on Tools then Design Checker. This will run a check on your publication to make sure there are not errors, e.g. empty Frames.

- **Use Tables to layout columns of data or numbers.** Click on the Tables button on the Toolbox and draw the Frame where you want the Table to be. When you release your mouse button Publisher will ask you how many columns and rows you want. Explore the Tables function as this is very useful.