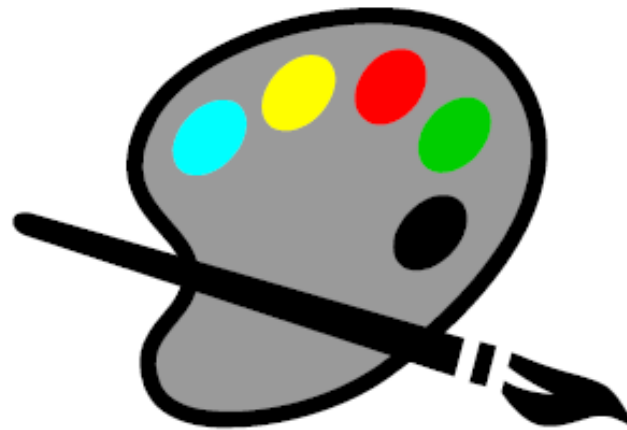




Greenfaulds High School



Technical Department



Curriculum for Excellence
National 4/5
Graphic Communication

Desktop Publishing & Colour Theory

Page



DTP Page Layout

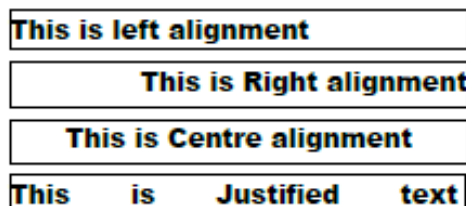


DTP Features

Alignment

Alignment can be applied in two ways.

Text Alignment The alignment of text within a text box. This can be left, centre, right, or justified.



Element Alignment The alignment of elements on a page.



Bleed

Any text or graphic element touching the edge of a page is called a bleed. Often done intentionally for non-text objects.

Caption

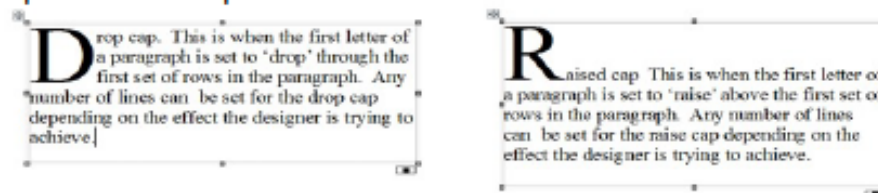
Text placed under an illustration to describe it.

Crop

To cut the edges of an illustration or image to fit in a given space or to show a particular detail.

Drop cap

This is when the first letter of a paragraph is set to 'drop' through the first set of rows in the paragraph. Any number of lines can be set for the drop cap depending on the effect the designer is trying to achieve. The opposite effect is Raised cap. In the examples below both the drop and raised caps are set to 3 lines.



Drop Shadow

This gives the effect of a shadow behind text or a shape. The shadow can be altered to appear anywhere around the selected element and any distance from the element.

Drop Shadow
Drop Shadow

Design Principles

These help us design a DTP page layout to make it easy for the customer or user to read.

Contrast - This enables us to communicate between elements on the page. Such as contrasting colours to make something stand out or contrast in size to make something seem more important.

Unity - This is about making items that relate to each other look similar visually. Such as making a headline and subheadings the same colour or font style in an article.

Dominance (Emphasis) - This is about giving an article or information graphic a focal point. Making an important feature stand out and "catch the readers eye".

Depth - This is about using images or shading to create the visual perception of depth (3D). Such as using drop shadow on text or using gradient fills on backgrounds/shapes.

Design Elements

These help us design a more interesting DTP layout or information graphic.

Lines - can be used to underline important items or, to separate two items on the page.

Shapes - these can be used to draw attention to items on the page (shapes of colour behind text or bullet points).

Space - White space on a page can separate items or help balance a page.

Colour - *Colour theory* can be used to make a page more dramatic, exciting, relaxing, warm, cold etc...

Fonts

Fonts are an integral part of desktop publishing. Historically, font refers to a specific typeface in a specific point size and style. Therefore, Times New Roman Bold 12 points is a single font while Times New Roman 10 points is another separate font. Today, in common usage font refers to any digital typeface that can normally be rendered in a variety of sizes.

Footer

Any information that's repeated in the page's bottom margin.

Guidelines/Guides

Non-printing lines, often dotted, that aid in flow and alignment of text and positioning of graphics during page layout are known as **guides**. Most desktop publishing software applications allow the user to drag guides onto the page or position them precisely using a dialog box. Groups of guides form a grid. There are three types of non-printing guides: margin guides, column guides, and ruler guides. Guide may act differently depending on if they are placed on master pages or regular publication pages in the document. Ruler guides can also be used on the pasteboard to align objects before moving them onto the page.



Gutter

The blank space between two columns of text is the **gutter**. Sometimes a **column-rule** is placed in the gutter, especially with close-set columns, to help keep the reader's eye from jumping the gutter over to the next column.

Header

Any information that's repeated in every page's top margin.

Heading

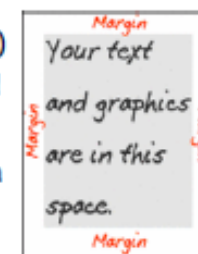
The name of the article or the headline on a page.

Handles

The small rectangles or circles that surround a selected shape or text box. By clicking and dragging on these you can alter their shape and size.

Margins

The margins (top, bottom, and either side) is that (usually) empty space between the trim (where the page is cut) and the live printing area (primary text and graphics) of the page. Sometimes headers or footers may be placed within the margins.



Page Format

DTP layouts can be either single page format (like an informational graphic) or multi-page format (like a magazine or booklet).

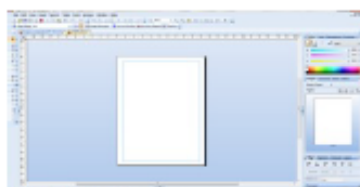


Single page format

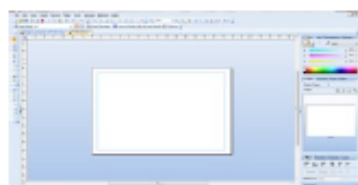
Multi-page format

Page Orientation

There are two ways a page layout can be set Portrait and Landscape. Both pages shown below are A4 size.



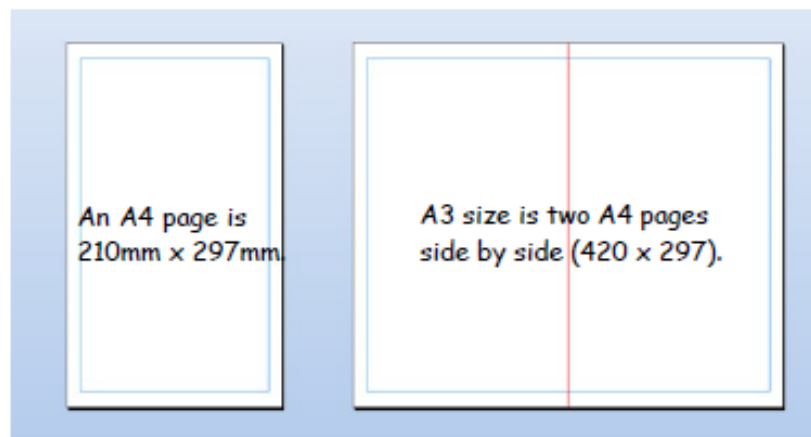
Portrait



Landscape

Page size

There are several sizes of page. The most commonly used page sizes in schools are A2, A3, A4, and A5.



Reverse

The technique of printing white or light coloured text on a black or dark background for emphasis.

Rule

Horizontal or vertical lines used in design for separating sections or merely provide graphic elements for decoration.

Text format

As well as alignment, there are several styles of inputting text in a DTP layout.

Body text Sometimes called extended text. This style is restricted by the shape of the *text box* and is used to form columns for an article.



Free flowing text Sometimes called artistic text this style of text is not restricted by a box or shape. As such it can be altered in many more ways than *body text* and is very useful for *headings*.

Text Column

Body text that is displayed in side-by-side columns. The text flows from the bottom of one column to the top of the next column of the article.



Text wrap

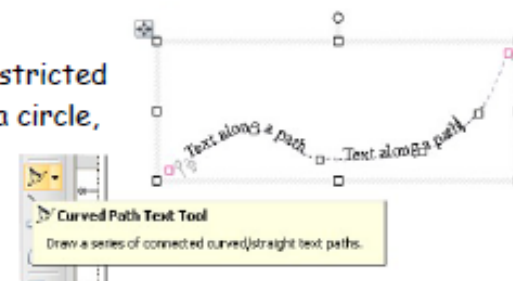
Used when you want text to "wrap" around a graphic or pullout quote. A text wrap is most commonly rectangular, but may also be tight to a cropped image or irregular shape.

Text wrap applications allow the user to drag text precisely using a dialog box. There are three types of non-printing text wrap: rectangular, around, and ruler guides. Text wrap is used on publication pages to be used on the page and moving them onto the page.



Text along a path

The *free flowing text* is restricted by following a path such as a circle, wave or other shape.



Title

The main heading on a front cover or information graphic.

Transparency

This is where an image or shape can be altered to be "see through". The image can be altered uniformly or as a gradient. Very useful for creating *watermark* images on a background or blending an image into a background (gradient transparency).



Solid Transparency (uniform)

Watermark

A Graphic/Text that is semi-transparent overlaid or behind text or another graphic.

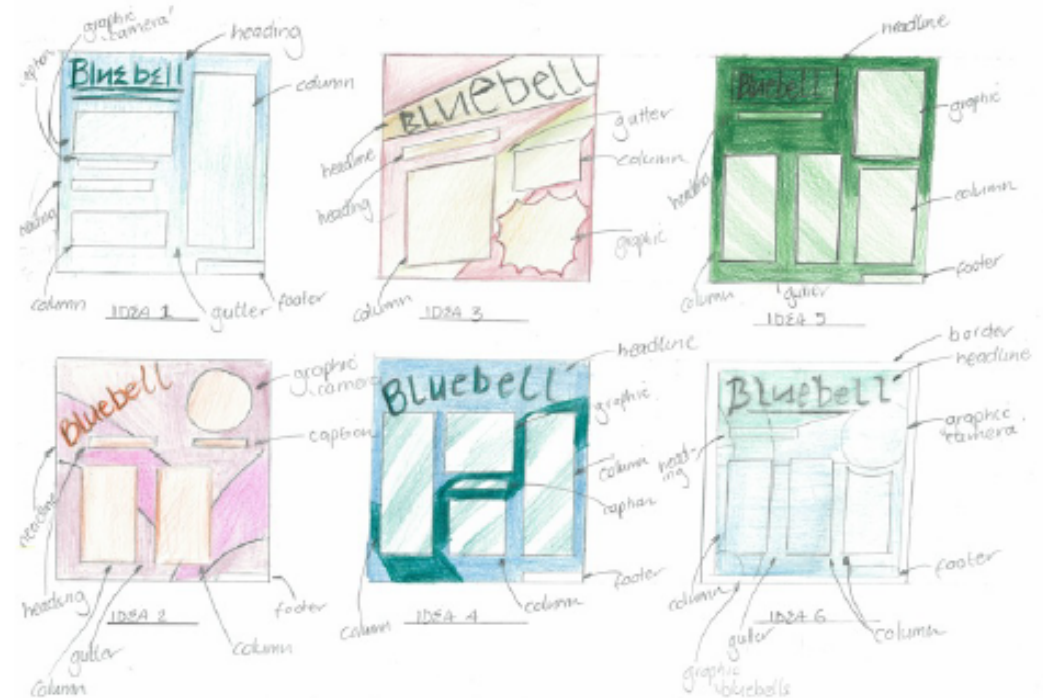
White Space

Areas on a piece which are free of type, graphics, and photos. White space is important in good design. It makes a DTP layout easier to read and can help make a busy layout less intense or help the visual balance of a layout.

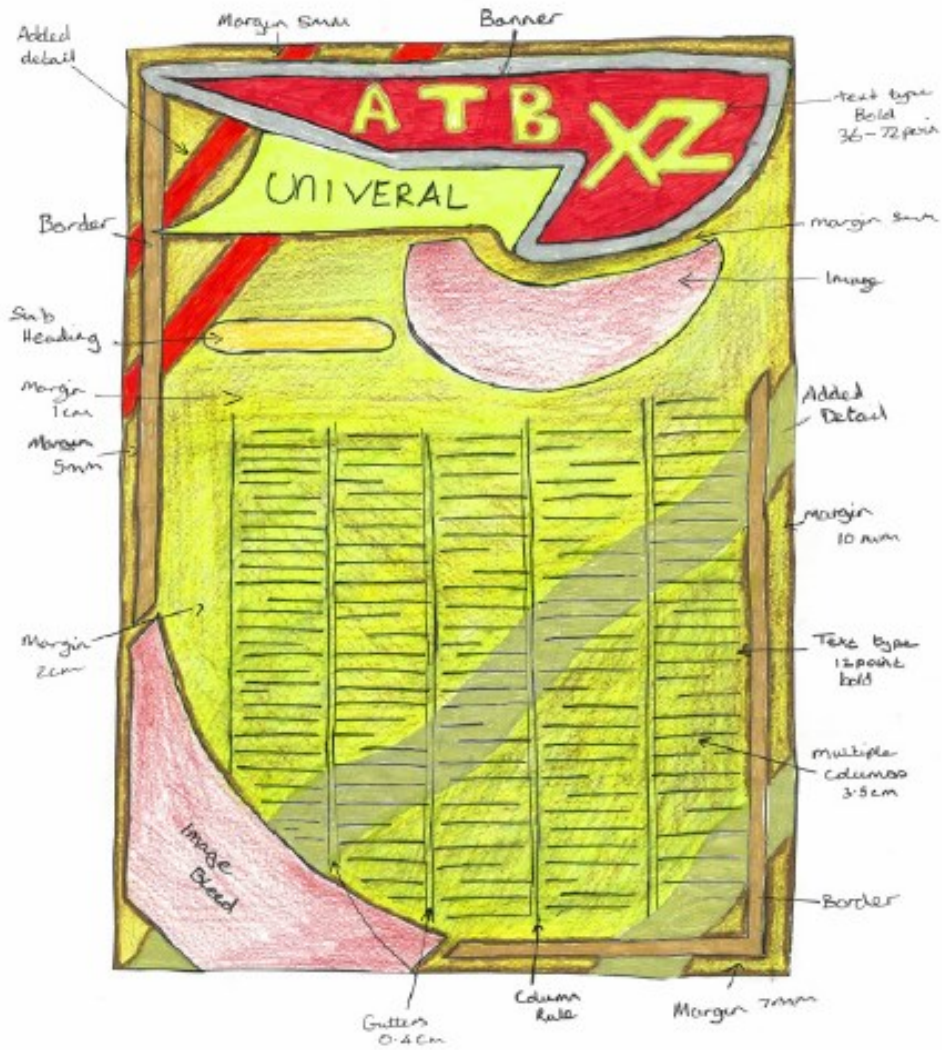
DTP Planning and production drawings

- **Thumbnails** A variety of quick sketches which show basic layout of proposed ideas. Thumbnails should have splashes of proposed colour schemes and annotation (notes on layout features such as images, columns, heading, header, footer etc...)
- **Working Rough** A sketched version of the final product featuring some annotation and representations of all images to be used. This would be the final proposal shown to a client.
- **Visual** An accurately drawn version of the final DTP proposal to aid the computer generation of the document. This should have accurate notes on the sizes and style of text to be used, as well as accurate sizes to position images etc...

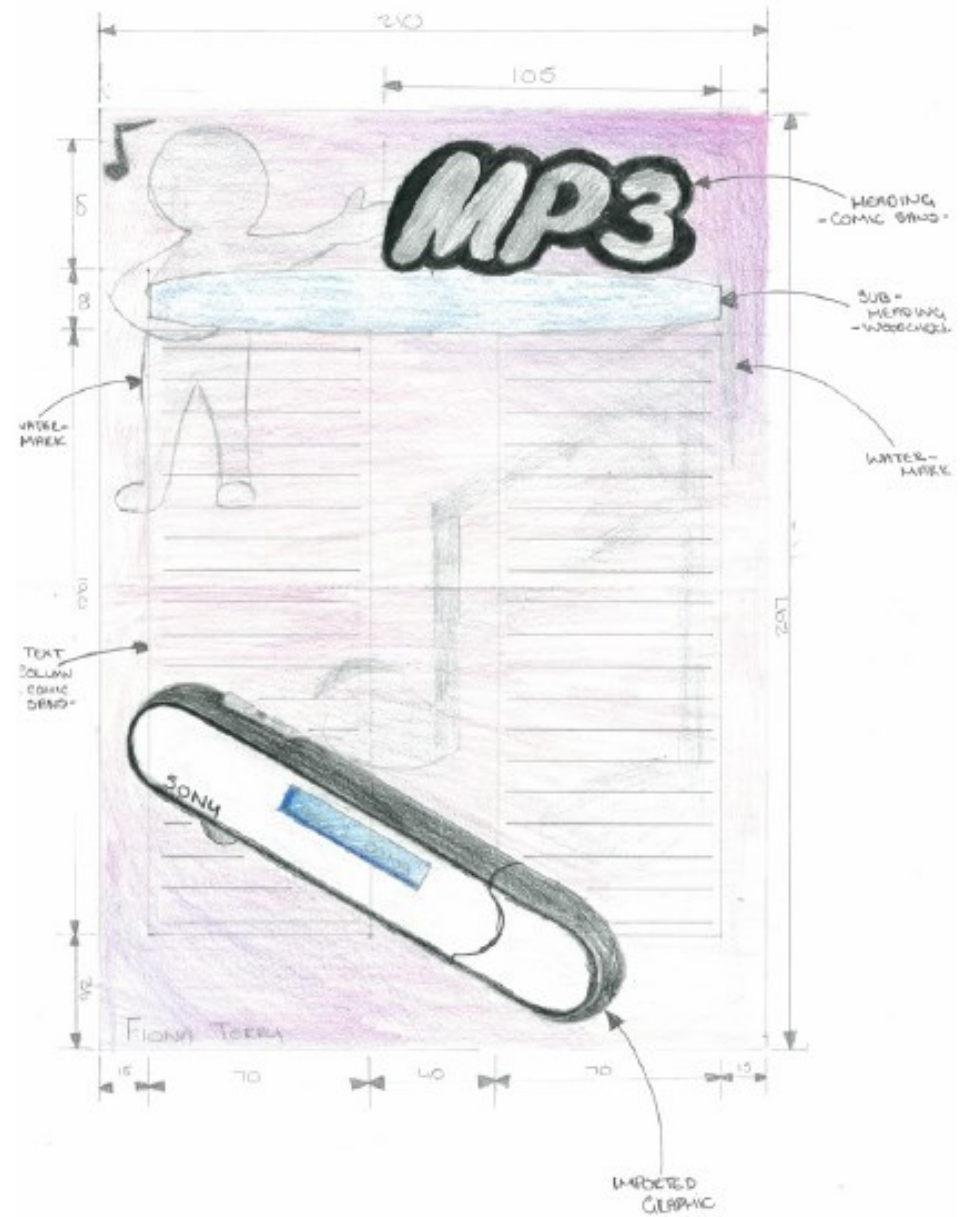
Examples of annotated thumbnail sketches



Example of annotated working rough sketch



Example of accurate visual drawing



Common Computer Terms often used in DTP

Application Software

Software that has been specially written to carry out a certain task to solve a specific problem.

CAG Changing and altering pictures and basic text (posters / adverts).

CAD Line drawings of objects used for engineering drawings.
(Orthographic and Pictorial working drawings)

3D Modelling Computer generated 3D models from the line drawings.
(Animation & simulation)

DTP Changing, altering and arrangement of text and pictures
(magazine pages, leaflets).

Illustration & Presentation Changing and altering pictures and graphics
(e.g. photoshop).

Word Processing Changing and altering text. (Letters, reports etc..)

Spread Sheet Adding and altering statistical information. (e.g. Excel)

Back-up

Making a second copy of a computer file. In case the working copy is damaged the back-up files can be retrieved and used. Back up files are often stored on alternative storage devices, such as USB keys.

Copy/Paste

An image or text is copied onto the clipboard. The original stays in place. The object can then be pasted (inserted) from the clipboard.

Cut/Paste

As per copy/paste except that the original object is removed.

Export

Saving a copy of a file as a different filetype so that the file can then be used by an alternative computer program.

i.e. A CAD drawing file (.dwg) can be exported as a windows metafile (.wmf) and can then be imported into a CAG program.

Fill

- **Solid Fill** Fills an object with colour.

- **Gradient fill** A fill that goes from white to a solid colour uniformly. A Gradient fill shows the *tonal range* of a colour.

- **Colour gradient fill** Goes from one colour to another uniformly.

- **Tonal Scale** This is similar to Gradient fill. A fill showing a colour becoming lighter or darker.

- **Highlights** Using Gradient or Colour Gradient fill to simulate the effect of light hitting a surface or an edge of an object.



Grid

All CAG systems provide 'transparent' grids; patterns which appear on the screen as construction aids but do not form part of a drawing.

Hard copy

Simply means any copy of drawings produced as a plot or printout.

Import

To bring in a copy of a graphics or text file. Such as an image or text for use in a DTP layout.

Rotate

The designer can manipulate a shape, image or text box turning it to any angle. Some DTP software programmes have 'quick' rotate buttons for set angles such as 90°.



Undo

Means to reverse the last command.

Colour Theory

Primary Colours

Red, Yellow, Blue

Secondary Colours

Mixing two primary colours
(Green, Orange, Violet)

Tertiary Colours

Mixing a primary and secondary colour
(Red-Orange, Red-Violet, Blue-Violet, Blue-Green,
Green-Yellow, Yellow-Orange)

Harmonising

These colours are close together on the colour wheel.
The effect is easy on the eye (a relaxing image).

Contrasting

These colours are far apart on the colour wheel.
Colours that are exactly opposite are said to be
complimentary colours. The effect is eye catching as
they stand out (a dynamic image).

Warm Colours

Red, Yellow and Orange make people feel warm. They
are also known as *advancing colours* as they make a
room feel smaller.

Cool Colours

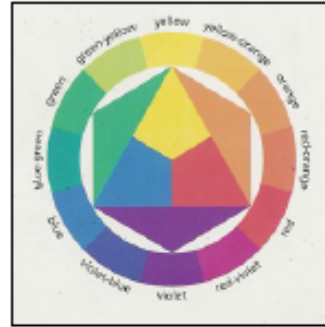
Blue, Violet and Green make people feel cool. They are
also known as *receding colours* as they make a room
feel larger.

Tint

Adding White to a colour giving a more calming effect.

Shade

Adding Black or Grey to a colour giving a more
dominating effect.



Colour Psychology: Moods and Representations

Colours can make us feel differently and also represent certain aspects of society. Some colours have different representations depending on which part of the world you live in (i.e. Black reminds most Britons of death or un-happiness, however in Russia Black represents power and authority).

Red

Exiting, Dangerous, Passionate, Revolutionary, Active,
Aggressive, Vibrant, Courageous, Festive.

Green

Restful, Natural, Fresh, Calm, Soothing, Informal, Quiet.

Violet

Solitary, Peaceful.

Purple

Rich, Luxury, Pompous, Royal.

Blue

Elegant, Formal, Reliable, Sophisticated, Heavenly, Water.

Orange

Energy, Happy, Sunny, Cheerful.

Yellow

Happy, Sunny, Lively, Bright.
(the most easily seen colour)

Grey

Dignified, Comfortable, Boring.

Brown

Natural, Calm, Safe, Reliable, Good.

Black

Death, Dramatic, Powerful, Authority, Sophisticated, Elegant.

White

Pure, Hygienic, Angelic, Snow.