

## 3.0 Desktop Publishing

### 3.1 Familiarization with the desktop publishing

# Lesson Coverage

- explain the concept of desktop publishing

# Explain the concept of desktop publishing

- **Desktop publishing** is the process of using the computer and specific types of software to combine text and graphics to produce documents such as newsletters, brochures, books, etc.
- Desktop publishing is also known as DTP



- **Desktop publishing software** is a tool for both graphic designers and non-designers to create visual communications for professional or desktop printing.

- Examples

- Aldus PageMaker®
- Microsoft Publisher®
- Publish It!®
- Corel Ventura Publisher

- Adobe FrameMaker
- Adobe InDesign
- Adobe PageMaker
- CorelDRAW
- Corel Ventura
- iStudio Publisher
- Microsoft Office Publisher
- PageStream(used to be "Publishing Partner")
- QuarkXPress
- Scribu
- Serif PagePlus
- Ready,Set,Go

- Desktop publishing software is used in professional graphic design firms and also other types of businesses of all sizes.
- It is used in homes, schools, service bureaus, quick copy centers, and print shops. For any kind of printed communications desktop publishing service is required.

- The software is used to make:
  - Newsletters
  - Visiting cards
  - Brochures
  - Catalogs
  - Invitation letters
  - Greetings cards
  - Billboards



- POP displays
- Certificates
- Exciting, Eye Catching Event Handouts
- Business Forms and Work Orders
- Books
- Presentations
- Flyers
- Proposals & Reports etc.

- **Microsoft Publisher**, officially **Microsoft Office Publisher**, is a desktop publishing application from Microsoft.
- It is an entry-level application, differing from Microsoft Word in that the emphasis is placed on page layout and design rather than text composition and proofing.
- The current version is Microsoft Office Publisher 2007 for Windows (no version exists for the Macintosh).

# Quiz

- Use Microsoft publisher to create the following
  - i. Invitation card
  - ii. Business card
  - iii. Flyer
  - iv. Birthday card

**END**