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Mastering

Desktop Publishing

Simon Mitchell BA (Hons), Cert. Ed. FE.

This book is dedicated to my son, William.

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Introduction

Who this book is for

This book is for any computer user who publishes, either on screen or on paper. If you are new to desktop publishing (DTP) and have a project to produce, this book can be read from cover to cover as a project guide. Chapters 13 and 14 introduce the technology of DTP, should you need this. For more experienced computer users the book can be dipped into at will, according to need.

In order to apply the wealth of information held in this book, it is useful to work through a publishing project. This could be:

- a personal project at home
- a project at work
- a college project or presentation

For educational purposes, the book offers help in designing and managing a project for publication, in print or digital media. This is of assistance to people studying:

- media or communications
- business and marketing
- design and desktop publishing

What this book contains

- an introduction to publishing and design
- information on four major design variables:
    MARKET – MEDIA – MONEY – MESSAGE
- a resource of design techniques, processes and skills needed for quality self-publishing
- an exploration of language, text and graphic elements in design
- strategies for effective ideas, layout and communication
- a section with examples of design projects in different media
- a project management system to help publish your own design
- valuable information on the technology of DTP
- a glossary of terms

What this book offers

This book helps the reader to create designs that are truly effective.

Many desktop publishing books and courses teach only the technical skills for DTP, while ignoring design and communication skills. Using the software is not the same as being a designer, any more than operating a word processor makes someone an author.

DTP software is complex, and many programs are large and unwieldy. In our efforts to master communications technology, we often overlook the design involved in communication. It is these design skills that produce outstanding publications and the reason for the focus of this book. The reader is offered a design process in addition to techniques, skills and strategies to achieve effective results in publishing.

With the technology of communication changing so fast, the book concentrates on the elements of design that endure throughout these technological changes.

There is an ever-increasing quantity of publishing, on screen, in the streets, through our doors and at work. In modern life, information overload is an increasing trend. As the amount of information we have to deal with expands, it is vital to recognise the skills of design in communication.

If we are just passive consumers of media, it affects us in ways we do not see. If we are more actively involved in making media, the messages we make have to find the audience we intend. Design in publishing is more important than ever.

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