

Benefits of DTP to the Industry and Society

Benefits of DTP to the Graphics Industries

- Text and graphics can be imported electronically from remote locations around the world.
- The time it takes to design and publish a document (the lead time) is greatly reduced
- Modifications can be made quickly and easily using DTP editing tools.
- Layouts can be constructed accurately using grid, guidelines, snap, align, scale, rotate and crop functions.
- Files can be sent electronically using email to the editor or client for approval.
- Once approved, the final layout can be sent directly for publication.
- Templates with common features are used to reduce the time and cost required to produce page layouts
- DTP software can be used to control some forms of computer-aided manufacturing equipment used in sign making.

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Benefits of DTP to the Graphic Designer

- Layout can be created on a grid using the snap-to-grid and guidelines functions for speed and accuracy.
- Images can be edited and manipulated easily: colour, size, cropping and shaping can all be edited creatively.
- Visuals can be sent electronically to the client for approval, saving time.
- The client's and editor's modifications can be made quickly and easily.
- Graphic designers can work from home, saving travel costs and reducing their carbon foot print.
- Communication between the graphic designer, client and print company is easily done via email.

Benefits of DTP to the Industry and Society

Benefits of Modern Printing Methods to the industry and Society

- The quantities of paper and inks can be controlled digitally to minimise waste.
- Printing inks are becoming 'greener'. Sustainable, eco-friendly inks based on vegetable oils are beginning to replace petroleum-based inks.
- Modern printing technology can use paper that is 100% re-cycled without loss of quality. This reduces the environmental impact of paper production.
- Electronic newspaper and news feeds further reduce the use of paper.
- Modern printing technologies are more energy efficient than previous methods.
- The printing and publishing industries create many thousands of skilled jobs in Britain.

Benefits of DTP to the Industry and Society

Revision Questions

1. How has DTP software reduced the environmental impact on society? Give two reasons.
2. What Benefits has DTP software brought to:
 - a) The Designer
 - b) Society
 - c) The Client
3. How has the internet reduced the impact of the publishing Industry on society?
4. With regards to Ink and paper how have new technologies reduced the impact of the printing companies on society?