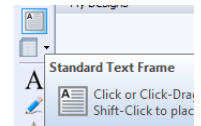


## Terms & Techniques

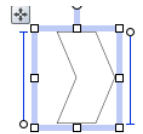
You will need to understand basic terms and techniques used in **DTP**, as well as file types used within **DTP** and their advantages and disadvantages. This is separate from Elements and Principles of **DTP** which must also be understood.

**COPY/PASTE:** Allows any item within a document to be copied and pasted within the same document or within compatible software applications.

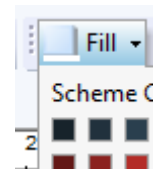
**TEXT BOX:** Boxes that can be inserted into documents that contain only text. these boxes can be any size, and can be moved to any position within a document.



**HANDLES:** Handles are found on frames to allow shapes to be manipulated.



**COLOUR FILL:** Allows colour to be added to frames or boxes within a document.



## Terms & Techniques

**COLOUR PICKING:** A DTP tool that enables exact colour matching of one colour to another



**TEXTURED FILL:** A variety of fill types including material, wood, metal etc can be used instead of plain colour or gradient fills. [Helps to create texture in a doc.](#)

**GRADIENT FILL:** Gradient fills are more subtle than block colour, especially when fading to white.



**MARGIN:** The white space and border found around a page layout.

**SINGLE AND MULTI-PAGE FORMAT:** Single page format is normally found in advertising posters, multi- page is more than one page normally a leaflet or brochure.

## Terms & Techniques

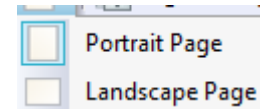
**TITLE:** Text that introduces the article or subject; usually a large font.

**EXTENDED TEXT:** Text consisting of several lines.

**ALIGNMENT:** Where more than one element on a page is in alignment, this can be vertical, horizontal or central.

**PAGE SIZE:** The sizes of the external page including margins. Pages can be standard or custom.

**ORIENTATION:** There are two page orientations, Landscape; where the longest edge is on the horizontal and Portrait where the longest edge is on the vertical.



**HEADING:** Same definition as title.

## Terms & Techniques

**DROP CAPITALS:** The first letter (upper Case) in an article or paragraph that is enlarged and dropped below the line. Helps to identify the start of an article. Helps to create Emphasis in a Document.

**LINE SPACING:** This is the space between lines of text. This would normally be set at single which is normally one line high or double spaced ,although it can be customized.

**CROPPING: (Square & Full)**



**Square:** This involves cropping the outer parts of the graphic, retaining its rectangular shape.



**Full:** To fully crop an image it is more than likely that the image needs to be taken into photo editing software allowing the full background to be removed. This helps to connect the text to the image creating unity.

## Terms & Techniques

**TEXT WRAP:** Text can be wrapped around a graphic which can help to create space within a document ,can connect the text closely to the image creating unity or can create flowing shapes helping to create either unity or contrast depending on the shapes within the document.



**FLOW TEXT ALONG A PATH:** Text can be made to flow along a line. The line is called the path. This can add unity or contrast depending on the shapes within the document.

*Flow text along a path*

**BLEED:** When any image or element on a page touches the edge of the page, extending beyond the trim edge, leaving no margin it is said to bleed. Helps to create a modern, exciting layouts.

**PULL QUOTE:** A pull quote(also known as a lift-out pull quote) is a key phrase quotation, or excerpt that has been pulled from an article and used as a graphic element.



## Terms & Techniques

**TRANSPARENCY:** A transparency can make a graphic or colour fill see-through. Transparencies can be controlled to be more or less transparent. This can help to improve visual impact and enhances the layout without being too dominate.

**DROP SHADOWS:** Where a shadow is inserted behind an image or text within a document. This helps to create visual impact and emphasis in a document, it also helps to create depth within a document by lifting the image off of the page.

**ROTATE:** Images and text boxes can be rotated within a document. This helps to create movement and rhythm within a document also creating emphasis.

**JUSTIFICATION:** Text can be justified right, left, centrally or fully depending on what is required within the layout of a document. Fully justified text gives a document a more formal feel.

## Terms & Techniques

**REVERSE:** Reverse is where the text colour and original background colour are swapped over, normally this is white on black but not always the case. This creates contrast within the document and emphasises the text.

**COLUMN:** The width of the frame of the body text.

**GUTTER:** The narrow space between columns of text.

**CAPTION:** A brief description that accompanies a photograph, graphic or table.

**HEADER & FOOTER:** Information that appears at the top and bottom of a page.

## Terms & Techniques

**THUMBNAILS/VISUALS:** Preliminary layouts that can be sketched quickly to give a few ideas of layout designs. Visual is a more formalised fully drawn out idea.

**PRE-PRESS PROOFS:** Is the processes and procedures that occur between the creation of a print layout and the final printing. This is used as a tool for customer verification that the entire job is accurate before a final print run takes place.

**REGISTER MARKS:** Registration marks print outside the trim area of printing. They can include bulls-eye targets, crop marks, plate information, etc. These marks allow the printer to accurately align separate letterpress plates for multiple colour print jobs and better align cuts when trimming.



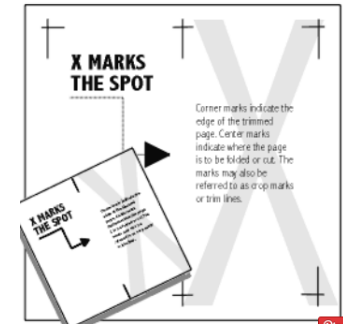
**CROP MARKS:** Crossed lines placed at the corners of an image or a page to indicate where to trim it. Crop marks are typically used when printing to a larger sheet of paper than the final trim size of the document, especially when doing bleeds. They indicate where to cut the paper.





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**GRID:** All CAG systems provide 'transparent' grids; patterns which appear on the screen as drawing aids but do not necessarily form part of the drawing. Grids are used to divide the page up into orderly areas with which to structure the printed elements of the page.

**GUIDE:** Non-printing lines on the screen page (usually dotted) which mark grid lines, columns, margins etc. These are intended to assist in the placement on text and graphics on the page.

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**SNAP:** DTP packages use the snap effect for positioning frames within a predefined page format.

**MASTER PAGE:** The master page is important because it establishes a structure for text and graphics. It is flexible and can be modified once text and graphics are added. Master pages consist of Layers/Grid and guidelines.

## Terms & Techniques

**LAYERS:** Layers allow the graphic designer to control separate parts of the layout. Headers, footers and margins may be stored on one layer, Text on another, graphics on another and colour fill on another. Layers can be switched on and off to allow for more clarity. Layers can be edited separately to allow ease of editing. Layers can be locked to stop accidental editing errors.

**FONTS:** Styles of text lettering used in a document. Font styles can be chosen to suit their target market. SAN SERIF is a more modern font used for a younger target market, these fonts do not have any flicks on the end strokes. SERIF font is based on an old typeface and is more traditional in style.

**INDENT:** When referring to *text*, *indent* or *indentation* is the increase or decrease of space between the left and right margin of a paragraph

**HANGING INDENT:** In a *hanging indent* the first line of the *reference* is flush with the left hand margin of the page and each subsequent line of that *reference* is Indented.

## Terms & Techniques

**RUNNING HEADLINE:** heading printed at the top of every page (or every other page) of a book.

**IMPORT/EXPORT:** The process of sending digital files (graphics or text).