

DESKTOP PUBLISHING

Benefits of DTP

DESCRIBE THE BENEFITS OF DTP IN PRINTED MEDIA AND/OR ELECTRONIC MEDIA IN GENERAL

- Using DTP allows companies to improve page layout and create an effective design by balancing the contrast, space and colours to grab the attention of consumers.
- An enhanced appearance with an attractive page layout will encourage consumers to buy a product increasing sales revenue.
- DTP can allow a document to be customised to target a particular consumer.
- Templates with common features can be produced to reduce the time and cost required to produce page layouts.
- Layouts can be constructed accurately using grid, guidelines, snap, align, scale, rotate and crop functions.
- Modifications can be made quickly and easily using DTP editing tools.
- Images can be edited and manipulated easily: colour, size, cropping and shaping can all be edited creatively.
- The time it takes to design and publish a document (the lead time) is greatly reduced.

USER 1: A FAST FOOD COMPANY

REQUIRING POSTERS, MENUS, BOOKLETS AND LARGE SCALE IN-STORE ADVERTISING MATERIALS

In addition to the previous slide:

- The quantities of paper and inks can be controlled digitally to minimise waste.
- Modern printing technology can use paper that is 100% re-cycled without loss of quality.

SPORTSWEAR COMPANY

HOPING TO EXPAND INTO A SCANDINAVIAN MARKET PLACE AND REQUIRING A WEB-SITE

In addition to the first slide:

- Electronic newspaper and news feeds / websites further reduce the use of paper.
- Text and graphics can be imported electronically from remote locations around the world.
- Files can be sent electronically using email to the editor or client for approval.
- Communication between the graphic designer, client and print company is easily done via email.
- Websites can be viewed globally, developed in one country and posted in another.
- Can be made available in a variety of different languages.