



What is Desktop Publishing?

- ◊ **Desktop Publishing**
 - ◊ Users create professional publications with text, graphics and other visual elements using **Microsoft Publisher**.
 - ◊ Desktop Publishing is a _____ software
 - ◊ .
 - ◊ Your work during editing will be very similar to the final product when printed.

- ◊ Desktop Publishing allows for easy layering (ordering) of objects.
- ◊ Most publications can be printed on a basic laser jet or ink jet printer.
 - ◊ Larger publications must be printed on plotters or specialized printers.
- ◊ Examples of Microsoft Publisher publications include:
 - ◊ .
 - ◊ .
 - ◊ .
 - ◊ .
 - ◊ .
 - ◊ .

Real Life Applications of Desktop Publishing

- ◊ Desktop Publishing can be used by individuals at home, at work or at school in different ways.
- ◊ Many professionals utilize Desktop Publishing software in order to satisfy the demands of their career responsibilities:
 - ◊ .
 - ◊ .
 - ◊ .
 - ◊ .
 - ◊ .

Marketing Concepts

- ◊ Desktop Publishing is a marketing based software that allows individuals and companies to attract the attention of customers/consumers.
 - ◊ Customer –
 - ◊ Consumer –
- ◊ The 4 P's of Marketing explain key elements that should be included in publications used for marketing.

The 4 P's of Marketing

- ◊ **Product**
 - ◊ .
 - ◊ .
 - ◊ .
 - ◊ .
 - ◊ .
- ◊ **Price**
 - ◊ .
 - ◊ .

o **Place**

- o Where are you going to sell your product/service?
- o .
- o When are you going to sell your product/service?
- o How will you market it as far as positioning in stores?

o **Promotion**

- o How will you promote your product?
- o Do you have a _____ and a _____?
- o Will you use the internet for promoting?
- o What type of publication will best suit your promotion needs?

Key Publisher Terms

o **Nudge**

- o moving an object on the screen, a small amount of pixels at a time.
- o select the object with your mouse then use the arrows keys to move position.

o **Frame**

- o a placeholder for an object.
- o frames can be used for text, tables, word art, images.
- o every object in a publisher document will have its own frame.

o **Layering**

- o putting frames that contain objects on top of one another.
- o layering is done by ordering frames:
 - o Send to front - moves up and becomes first frame layer
 - o Send forward - moves up one frame layer
 - o Send to back - moves back and becomes last frame layer
 - o Send backward - moves back one frame layer

o **Design Wizards**

- o publisher templates that allow you to create a publication for a particular purpose:
 - o Brochure
 - o Newsletter
 - o Business card

Classwork/Homework

Complete Desktop Publishing – Microsoft
Publisher Worksheet
