COVENANT UNIVERSITY NIGERIA

TUTORIAL KIT
OMEGA SEMESTER

PROGRAMME: MASS COMMUNICATION

COURSE: MAC 322

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MAC 322: DESKTOP PUBLISHING

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1. Explain the concept "publishing".

2. Explain the concept "desktop publishing".

3. List at least ten major strengths/advantages of desktop publishing over the traditional publishing.

4. State two detailed procedure for inserting columns into your publication.

5. State the detailed procedure for editing your stories in MS Word and going back to Publisher using the MS Publisher package.

6. Give a vivid explanation of the term "Microsoft publisher".

7. State a detailed procedure for connecting frames for overflowing texts in Publisher.

8. State the detailed procedure for turning your publication into book form.

9. State the detailed procedure for inserting **Drop Caps** into your stories.

10. One of the features of Desktop Publishing software is the ability to import texts or documents from word processing software. State one detailed procedure for importing text from Microsoft Word into Publisher without launching MS Word.

11. State two procedures for removing unwanted pages from your publication in Ms Publisher.

12. What are the components of Desktop publishing?

13. Why do we use pictures/photographs and illustrations in publications?

14. List and explain the features of Desktop Publishing.

15. List at least ten examples of Desktop publishing.

16. Using your own creative ability, design any publication of your choice (cards, menus, postals, newsletters, etc).

17. Design a four page newsletter with decent and mature stories and insert relevant

as well as necessary drop caps, pictures/clip arts, adverts and print on A4 size paper.

18. Design a four page magazine with decent and mature stories and insert relevant as well as necessary drop caps, pictures/clip arts, adverts and print on A4 size paper.

19. Design an eight page magazine with decent stories and adverts and print on A3 sizepaper.

20. Design an eight page Newspaper with decent stories and adverts and print on A3 size paper.

ANSWERS

1. Publishing is the process of production and dissemination of literature, music, or information i.e. the activity of making information available to the general public.

   Publishing includes the stages of the development, acquisition, copyediting, graphic design, production – printing (and its electronic equivalents), and marketing and distribution of newspapers, magazines, books, literary works, musical works, software and other works dealing with information, including the electronic media.

   Traditionally, the term refers to the distribution of printed works such as books (the "book trade") and newspapers. With the advent of digital information systems and the Internet, the scope of publishing has expanded to include electronic resources, such as the electronic versions of books and periodicals, as well as micropublishing, websites, blogs, video game publishers and the like.

3. Major strengths of Desktop publishing over the traditional publishing:

a. A cut in printing costs by as much as 75 percent.

b. Fast turnaround time.

c. You can make corrections to spelling errors, omission of words or entire lines of text and poor word division.

d. Making last-minute changes without a major reworking of the paste-up.

e. It uses less office space, a key consideration especially aboard ship.

f. It eliminates the need to work with a publisher on the initial paste-up of a product.

g. It eliminates the need to work with the sub-contractors of the publisher, such as typesetters, proofreaders, and so forth.

h. The reduced cost of producing high quality publications i.e. It is less expensive.

i. The ability to produce them in-house.

j. The quality of desktop publications is significantly better.

k. It is easier and less strenuous to produce.

l. Text can be imported from word processing software.

5. -Click on **Edit**
   -Select **Edit Story in Microsoft Word** from the drop down menu and your work in
   Publisher will be displayed in Ms Word.
   -when you are through with the necessary editing, click on **File**,
   -then select **Close and Return to Publication**…….. and you will returned to Publisher.

7. -Type into your text box until it is full and if it is overflowing,
   -Create a second text box,
   -Click on the previous text box that is overflowing,
   -Click on the **Create Text box Link** icon on the Tool bar and your arrow would turn into a Pitcher,
   -Click on the newly created text box and the overflowing texts will be poured into it.

9. Ensure that there is at least a text in your text box
   - Click on **Format**,
   -from the drop down menu select **Drop Cap**
   -select or scroll to the right to select the **Drop Cap** design that you desire
   -Click **OK**.

11.
   (i)   - Right click on the page icon number of the page you want removed.
          - Select **Delete Page** and the page will be automatically removed.

   (ii)   -Display the page you want to remove
          -click **Edit**

-Select **Delete Page**
- The page will be removed or deleted automatically.

12. Every DTP application should have the ability to do the following:

- Import text from a Word processing package or software.
- Crop an image or picture.
- Drop caps on text.
- Have multiple columns on a page.
- Wrap text around graphics.
- Flow text across pages.
- Control the placement, style, size and fonts of text materials.
- Set or turn publications to "book fold" or book form, etc.

13.   Some reasons for including photos and illustrations in your material are the following:

(i) Photos generally increase readership.

(ii) Photos and illustrations can convey informationmore quickly and completely than words

alone.The cliché about a picture being worth a thousandwords is often right.

(iii) Photos can boost the egos of the people in thepictures and ego-boosting is often a valuable

function of your materials.

14.   -Adobe PageMaker
-InDesign
-Adobe HomePublisher
-Apple Pages
-Corel Ventura
-Microsoft Office Publisher
-Fatpaint (Web-based application)
-InDesign
iStudio Publisher
-OpenOffice.org / LibreOffice
-PageStream (previously called "Publishing Partner")
-PTCArbortext
-QuarkXPress
-Ready,Set,Go
-Scribus
-Serif PagePlus
-Xara Photo & Graphic Designer