Desktop Publishing Glossary

**Align** - to line up text or other graphic material as specified, using a base or vertical line as the reference point.

**Balance** - the arrangement of text and graphics on a page in such a way as to create a feeling of order. Balance may be either formal or informal.

**Border** - a continuous decorative design or rule surrounding the material on a page.

**Caption** Text placed under an illustration to describe it.

**Clip Art** - non-photo images created in a graphics program. May be simple or complex. Hand-drawings scanned into a computer and manipulated in a graphics program may also be considered clip art.

**Composition** - selecting text and graphics and arranging them on a page to communicate a message

**Contrast** - the difference in visual properties that makes an object distinguishable from other objects and the background

**Copy** - (or Body text) the text used in a desktop publishing layout, usually formatted in 10 or 12 point.

**Drop cap** - a large initial letter at the start of the text that drops into the line or lines of text below.

**DTP (Desktop Publishing)** - the process of using a computer and page layout software to arrange text and images on a page for printing (or possible electronic distribution)

**Elements of Design** - the building blocks of design, chosen to communicate a message, include line, shape, space, texture, colour, and form

**Flush right (or left)** - text aligned along the right (or left) margin.

**Font** - a complete set of characters in a typeface.

**Font Size** - The height of characters in a font is measured in points, each point being approximately 1/72 inch. The width is measured by pitch, which refers to how many characters can fit in an inch. Common pitch values are 10 and 12. A font is said to be fixed pitch if every character has the same width. If the widths vary depending on the shape of the character, it is called a proportional font.

**Graphics** - graphics can be photographs, clip art, or images created entirely in a graphics program. Graphics also include basic elements that can be created in page layout programs such as simple filled or unfilled boxes, frames, and rules (lines) or bullets used as accents or to divide a page into sections. Graphics may or may not contain text (alphanumeric characters).

**Gutter** - The space between columns of text on a page.

**Headline** This is the title of the articles themselves. It is usually formatted in a contrasting font. Most headings are in a sans serif type (e.g. Impact) and the article is in a serif type (e.g. Times New Roman).

**Justify** - the alignment of text along a margin or both margins. This is achieved by adjusting the spacing between the words and characters as necessary so that each line of text finishes at the same point.

**Landscape** - page orientation, the width is greater than the height and so often referred to as wide. (See Portrait.)
**Layout** - the process of planning and arranging text and graphic elements in a publication

**Margin** - The blank space bordering the printed area on a page

**Masthead** - a listing often found on the second or editorial page of a newsletter, newspaper or magazine. Can include name of publisher, editor, writers and other circulation information

**Nameplate** - title area of a newsletter, usually found at the top of the front page, can contain newsletter name, subtitle, date, volume and issue number

**Point of Interest** - an area of a visual presentation on which the creator wants the viewer to focus. By dividing a page into thirds four “points of interest” can be defined. These points make excellent locations for the placement of graphics which have been selected to help convey the message of the presentation.

**Point Size** - the standard unit of type size of which there are 72 to the inch. The higher the number the larger the size of the text. Point size is measured from the top of the ascender to the bottom of the descender.

**Portrait** - page orientation page orientation, the height is greater than the width and so often referred to as tall. (See Landscape).

**Principles of Design** - how one uses the Elements of design to create a publication or other work, include movement, balance, pattern, rhythm, emphasis and unity

**Pullquote** - (or Lift-Out Quote) is a quote from an article that is printed in larger font on the same page, the intention is to attract a reader’s attention to the piece

**Resize** - change the physical size or dimensions of an object. Objects can be resized proportionally or distorted by making the height smaller and the width narrower

**Rule of thirds** - in image composition, dividing the image area into 9 imaginary squares. Objects of interest are placed at the intersection of these imaginary lines or aligned horizontally or vertically using these lines. Eg. A horizon would be aligned with the top horizontal imaginary line.

**Sans serif font** - a typeface that has no serifs (small strokes at the end of main stroke of the character).

**Serif font** - a typeface having a small cross stroke at the end of the main stroke of the letter.

**Text type** - typefaces used for the main text of written material. Generally no larger than 14 pt. WordPerfect 6.1 defaults to 12 pt text fonts. This document is set in 10 pt.

**Text Wrap** - a feature where text flows round a graphic object.

**Typeface** - another name for font

**Virtual Page** - an apparent page created when a physical page is sub-divided The virtual page may be worked on in the same way as a physical page.

**Watermark** - an impression incorporated in the paper making process showing the name of the paper and/or the company logo. In desktop publishing a watermark is simply a background text or graphic image.

**White Space** - is the term designers use to define the blank areas on a printed page or website. It may not actually be white in color, but the lack of content is just as important to the delivery of the message as the content is in other portions of the page.