

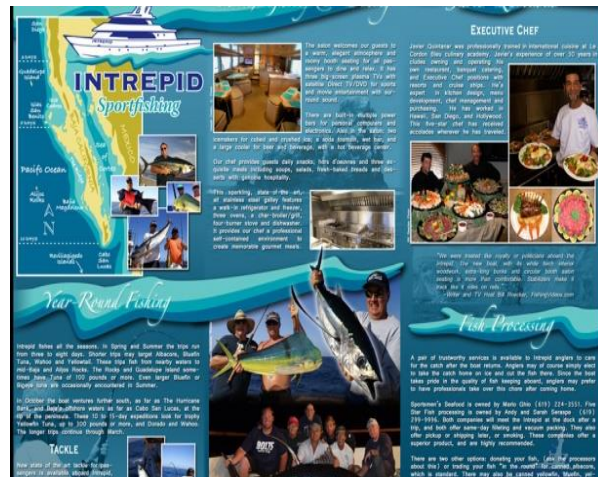
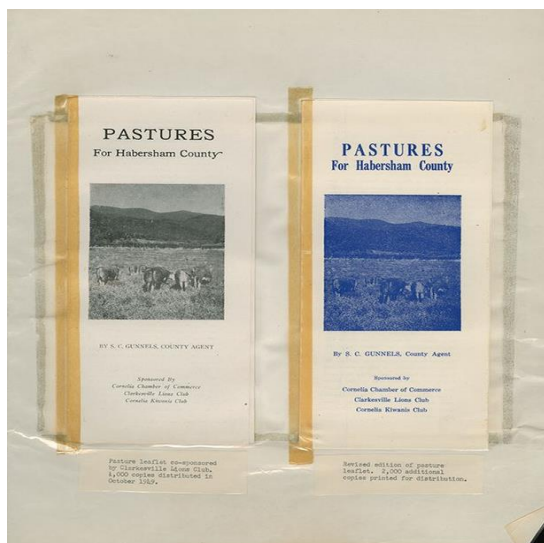
UNIT 13 DESKTOP PUBLISHING

Objectives: at the end of the lesson, students will be able to:

1. understand the purpose and benefits of using DTP software;
2. explore principles of effective document design (e.g., layout, typography, color theory);
3. to use degrees of adjectives to describe the process;
4. understand the importance of communication and teamwork in DTP projects.

Lead-in: Analysis and discussion

Ask each group to examine the printed documents. Encourage them to analyze the design elements such as layout, typography, use of images, color scheme, and overall visual appeal.



Vocabulary Building

Key Terms

Desktop publishing – is the art of using computers to design finished, printable documents

Example: Children collect and write their own stories, take digital photographs and use desktop publishing to produce the magazine.

Desktop publishing software – is a computer program that is used to make page layouts

Example: Desktop publishing software (DTP software) is a program media professionals use for outlining and executing editorial projects. You can use this software to outline texts, move them around a canvas, create images, design graphics, and edit documents to suit your intentions.

Graphic communication – is the study of sending and receiving visual messages

Example: Graphic communication is the study of how we convey meaning through visual design. This includes the creation, production, management, and distribution of advertising, marketing, websites, mobile apps, books, packaging, and other media in printed and digital form.

Page layout – is the process of arranging text and graphics on a page

Example: City or country maps work well as the background for a page layout.

Clip art – is electronic artwork that can be used in publications

Example: Clip art is a type of digital picture that is used for a variety of graphic design projects. Images that are added to Microsoft Word documents, brochures, and other materials are among the most common types of clip art that are known to most basic computer users, but the topic is much more widespread.

Electronic page – a computerized version of a piece of paper

Example: Electronic pages displayed on a web browser are often called web pages, regardless of whether they are accessed online via a web server on the World Wide Web, or stored locally offline.

Comprehensive layout – is a nearly complete version of a publication

Example: *In February 2023, China promulgated the Comprehensive Layout Plan for Digital China Construction.*

Offset lithography – is a common form of printing

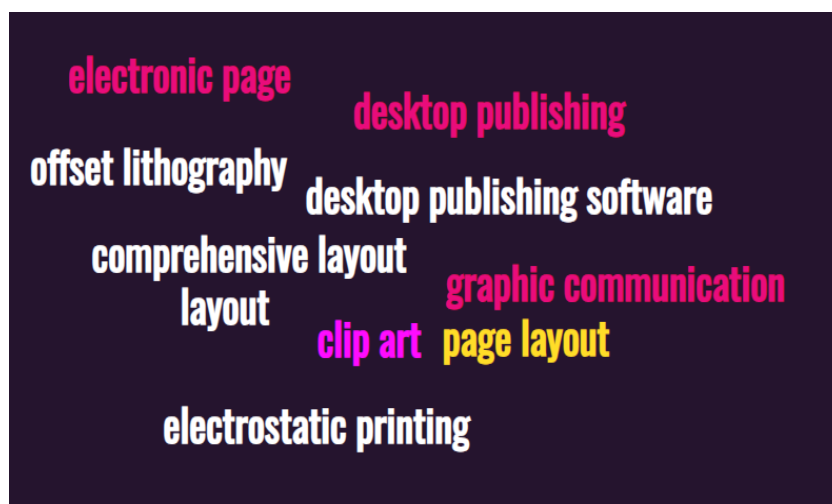
Example: *Currently, most books and newspapers are printed using the technique of offset lithography.*

Electrostatic printing – is a method that uses the forces of electricity to print

Example: *Electrostatic printing is low cost due to its electrostatic driven force, but it tends to clog because of the small orifice diameters.*

Activity: Boosting vocabulary via gamification

The necessary tools to conduct this game are a whiteboard, two markers, and the written key terms on the board in a jumbled way.



Divide students into two groups. Ask groups to stand in two rows. Students in each group need to cross out the words one at a time as the teacher reads their definitions. A student who can find the word that matches the given definition and mark it first will earn the group a score. At the end, the scores will be totaled and the winning group will be announced.

Grammar Focus: Degrees of adjectives

An adjective is a word that describes, qualifies, modifies, or quantifies nouns or pronouns. There are three degrees of adjectives that compare one item to another. These three degrees of adjectives reflect the strength of the adjective.

Adjectives with a Single Syllable:

When two items or people are contrasted, the extension ‘**er**’ is used for the adjective in conjunction with the word ‘**than**’ to create a comparative degree of the adjective. Only the letter ‘**r**’ is added to adjectives that end in an ‘**e**’. When comparing more than two items or people, the superlative degree is created by adding the word ‘**est**’ to the adjective. Only ‘**st**’ is added to words ending in ‘**e**’.

| Positive Adjective - the basic form of an adjective. It simply implies the presence of a quality. | Comparative - when comparing one noun or pronoun to another, comparative degree is applied. | Superlative - in comparison to other things, it represents the utmost intensity (quality or quantity) of a thing. |
|---|---|---|
| smart weak late | smarter weaker later | the smartest the weakest the latest |

Example: *Subnotebooks are smaller than laptops.*

When an adjective ends in a consonant + vowel + consonant, we double the consonant and add -er for the comparative form, and we double the consonant and add est for the superlative form. Examples:

- big – bigger – biggest
- hot – hotter – hottest
- thin – thinner – thinnest

We omit the y and add - **ier** for the comparative form and - **iest** for the superlative form when the adjective ends in consonant + y. Examples:

- dirty – dirtier – dirtiest
- ugly – uglier – ugliest
- pretty – prettier – prettiest

Two or More-Syllable Adjectives

We add the word more to produce a comparative form and more to form a superlative form when the adjective is lengthy, i.e. two or more syllables.

| Positive | Comparative | Superlative |
|-----------|----------------|--------------------|
| useful | more useful | the most useful |
| beautiful | more beautiful | the most beautiful |
| important | more important | the most important |

Example: *A laptop is more compact than a desktop computer.*

Irregular Degree of Adjectives. There are a few adjectives that don't have comparative or superlative versions. They use adjectives in an ad hoc manner and do not adhere to any rules. Examples:

- good – better – best
- bad – worse – worst
- much – much – most
- little – less – least
- far – farther – farthest

Activity: Choose the correct form (comparative or superlative) of the adjective in parentheses to complete each sentence.

1. Python is (popular) _____ than Ruby among data scientists.
2. This algorithm is (efficient) _____ than the previous one we used.
3. JavaScript is (widely used) _____ for front-end development.
4. Artificial Intelligence is (complex) _____ field of study in computer science.
5. HTML is (basic) _____ language used for creating web pages.
6. Java is (versatile) _____ language because it can run on different platforms.
7. Cybersecurity threats are becoming (sophisticated) _____ over time.
8. Machine learning models are becoming (advanced) _____ in analyzing big data.
9. C++ is (fast) _____ than Python in terms of execution speed.
10. Blockchain technology is considered (secure) _____ than traditional databases.

Reading

Activity: Read the following text and answer the questions.

Welcome to our lesson on Desktop Publishing (DTP), where we dive into the world of digital design and graphic communication. Desktop publishing revolutionizes how we create and present content, allowing us to meticulously craft electronic pages with comprehensive layouts. Whether you're designing a sleek brochure, an eye-catching poster, or a polished newsletter, DTP tools empower you to merge text and visuals seamlessly. Understanding the principles of typography, color theory, and layout composition is key to producing professional-grade materials that captivate and inform your audience effectively. Join us as we explore the art and science of desktop publishing, where creativity meets precision in digital design.

1. What is Desktop Publishing (DTP)?

- A. Creating documents using traditional printing methods
- B. Designing electronic pages with text and visuals
- C. Writing code for web development
- D. None of the above

2. What does DTP allow you to do?

- A. Create comprehensive layouts
- B. Edit videos
- C. Perform complex mathematical calculations
- D. All of the above

3. Which of the following is important in DTP?

- A. Understanding of color theory
- B. Learning to play musical instruments
- C. Mastering cooking techniques
- D. A and B only

4. How does DTP contribute to graphic communication?

- A. By simplifying text editing
- B. By combining text and visuals effectively
- C. By automating social media posts
- D. By designing computer hardware

5. Why is understanding typography essential in DTP?

- A. To become a professional chef
- B. To create visually appealing documents
- C. To repair cars

D. None of the above

Checking Comprehension Questions (CCQ):

➤ How does the layout contribute to the overall effectiveness of the design?

➤ What role does typography play in conveying the intended message?

➤ How might Desktop Publishing software have been used to create the design?

➤ What improvements or changes would you suggest to enhance the design?

Home assignment

Preparation for the Project Work 1.