

# Desktop Publishing

## What is Desktop Publishing?

Desktop publishers use computer software to design page layouts for newspapers, books, brochures, and other items that are printed or put online. They collect the text, graphics, and other materials they will need and format them into a finished product.

This technology allows individuals, businesses, and other organizations to self-publish a wide range of printed matter. Desktop publishing is also the main reference for digital typography. When used skillfully desktop publishing allows the user to produce a wide variety of materials, from menus to magazines and books, without the expense of commercial printing.



Desktop publishing is or can be:

- designing print communications such as brochures, fliers, ads, and posters
- designing print communications such as catalogs, directories, and annual reports
- designing logos, business cards, and letterhead
- designing and publishing newsletters, magazines, and newspapers
- designing books and booklets
- converting print communications to formats for the Web and smartdevices such as tablets and phones
- creating resumes and business forms (including invoices, inventory sheets, memos, and labels)
- self-publishing (books, newsletters, ebooks, etc.)
- designing and publishing blogs and Web sites

- designing slides shows, presentations, and printing handouts
- creating and printing greeting cards, banners, postcards, candy wrappers, and iron-on transfers
- making digital scrapbooks and print or digital photo albums
- creating decorative labels, envelopes, trading cards, calendars, and charts
- designing packaging for retail merchandise from wrappers for bars of soap to software boxes
- designing store signs, highway signs, and billboards
- taking work designed by others and putting into the correct format for digital or offset printing or for publishing online
- creating more attractive, readable reports, posters, and print or on-screen presentations for school or business