



Gurukul Technicals Institute

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FREE EBOOK

DESIGN AND DTP

Desktop Publishing Practical

Make newsletters, forms, books and certificates with a DTP layout

INSIDE THIS BOOK

- What DTP is and the tools people use
- Master pages, margins and columns
- Text frames and threading
- Styles
- Images, text wrap and tables
- ...and 6 more chapters, practice questions and a glossary

Beginner

DTP students and office staff

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Desktop Publishing Practical

Learn how page layout programs work, from master pages, columns and text frames to styles, tables and text wrap. Then build four real projects: a school newsletter, an admission form, a certificate and a small booklet with page numbers, set Hindi and English together correctly, and export clean PDFs for print and for screens.

WHO IT IS FOR	DTP students and office staff
LEVEL	Beginner
SUBJECT AREA	Design and DTP
WHAT IS INSIDE	11 chapters, practice questions with answers, and a glossary

HOW TO USE IT

Read one chapter at a time and try the examples as you go: on a computer, at your workbench or in your notebook. The boxes give tips, safety points and short activities. When you finish, test yourself with the practice questions and check your answers at the end. Words you may not know are explained in the glossary.



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What DTP is and the tools people use

Desktop publishing, or **DTP**, means using a computer to design pages that combine text and pictures, ready for printing or for sharing as a PDF. Newsletters, forms, certificates, brochures, magazines and books are all made this way.

DTP and word processing

A word processor such as MS Word is built for writing: you type, and the text flows from page to page. A DTP program is built for **layout**: you decide exactly where every block of text and every picture sits on the page. Text lives inside boxes called **frames**, which you can place, resize and link. DTP programs also give fine control over spacing, columns, colour and print output.

Tools commonly used

Program	What it is good at	Notes
Adobe InDesign	Professional page layout: books, magazines, newsletters	Paid subscription; the industry standard for long documents
CorelDRAW	Single-page designs: cards, certificates, posters	Very common in Indian print shops; can do multi-page work
Microsoft Publisher	Simple layouts such as flyers and newsletters	Microsoft has announced that its support ends in October 2026 and that it leaves Microsoft 365
MS Word	Letters, forms, simple newsletters and reports	Installed almost everywhere; fine for simple layouts
Scribus	Page layout	Free and open-source

The ideas in this book work in all of them. Menus differ, but master pages, frames, styles and PDF export are the same ideas everywhere. Where steps are given, they are mostly for InDesign and Word.

The DTP workflow

1. **Plan:** what pages, what content, what size, how it will be printed.
2. **Set up:** page size, margins, columns, bleed and master pages.
3. **Place text:** bring in text that has already been written and checked.
4. **Style:** apply paragraph and character styles.
5. **Add images:** place, crop and wrap text around them.
6. **Proof:** check spelling, numbers, alignment and page order.
7. **Export:** make a PDF for the printer or for screens.

DID YOU KNOW

The phrase "desktop publishing" became popular in the mid-1980s, when personal computers, laser printers and the first page layout programs made it possible to design a publication on an ordinary office desk.

TIP

If you are new, learn the ideas in Word or whatever program you already have, then move to InDesign or CorelDRAW for serious work. The ideas carry across; only the buttons change.

CHAPTER 2

Master pages, margins and columns

Good layout starts before you type a single word. A few minutes of setup saves hours later.

Setting up a document

In InDesign, **File > New > Document** asks for:

- **page size** and **orientation** (portrait, upright; or landscape, sideways);
- **number of pages;**
- **facing pages**, which shows pages in pairs like an open book;
- **margins** and **columns;**

- **bleed**, the extra area outside the page for backgrounds that run to the edge.

With facing pages on, left and right margins become **inside** margins (next to the spine) and **outside** margins (at the outer edge). Books and booklets need facing pages. Single sheets such as certificates do not.

Margins and columns

Margins are the empty borders inside the page edge. **Columns** divide the space inside the margins, and the gap between columns is the **gutter**.

EXAMPLE

For an A4 newsletter, set margins of 15 mm all round, 3 columns and a 5 mm gutter. The space inside is $210 - 30 = 180$ mm wide. Take away two gutters (10 mm) and divide by three: each column is about 56.7 mm wide, a comfortable width for 9 or 10 point text.

Master pages

A **master page** is a background template for other pages. Anything you place on it, such as the page number, a header line, the newsletter name or a logo in the footer, appears on every page that uses it. Change the master once, and every page changes.

- In InDesign, master pages are now called **parent pages**. They appear at the top of the Pages panel.
- You can have more than one: for example, one for normal pages and one for chapter openings.
- To change a master item on just one page, InDesign lets you **override** it: hold **Ctrl+Shift** and click the item on that page.

In Word, the **header and footer** do the job of a master page. Text you put there repeats on every page. The "Different First Page" option keeps the cover clean, and section breaks let you change headers part way through a document.

What to put on a master page	Why
Page number	Updates itself on every page
Publication name and issue	Repeats in the header or footer

What to put on a master page	Why
Thin lines or colour bands	Consistent look on every page
Guides for the grid	Same layout structure everywhere

REMEMBER

Never type page numbers by hand on each page. Add an automatic page number on the master page or in the footer, so it stays correct when pages move.

CHAPTER 3

Text frames and threading

Text lives in frames

In a DTP program, text sits inside **text frames**. In InDesign, drag with the **Type tool** to make a frame, then type. In CorelDRAW, dragging with the Text tool makes a paragraph text frame. In Word, the equivalent is a **text box**.

Most text is written elsewhere first, in Word or sent by email. Do the writing and editing before layout. Changing text after it is laid out is slower and can upset the design.

Placing text

In InDesign, choose **File > Place** (Ctrl+D) and pick a Word or text file. The cursor becomes a **loaded text cursor**, showing a small preview of the text. Click inside a frame, or drag a new one, to pour the text in.

Overset text

If there is more text than the frame can hold, the extra text is hidden. InDesign shows a small **red plus sign** in the frame's out port, the little square at its bottom right. This is called **overset text**. Never send a file with overset text: the hidden words will not print.

Threading frames

Threading links frames so that text flows from one into the next, like water through connected pipes.

1. Click the red plus sign in the out port of the first frame. The cursor becomes loaded with the leftover text.
2. Click in the next frame, or drag a new one. The text continues there.
3. Repeat until all the text is placed.

Holding **Shift** as you click with the loaded cursor tells InDesign to flow all the text automatically, adding pages if needed. In Word, select a text box and use the **Create Link** button on the shape format tab, then click an empty text box. In CorelDRAW, click the small tab at the bottom of a paragraph text frame, then click another frame.

Jump lines

When a newsletter article starts on page 1 and continues on page 3, add a small **jump line** at the end of the first part, such as "Continued on page 3", and "Continued from page 1" at the start of the next.

EXAMPLE

In a newsletter, a long article begins in the third column of page 1. The frame fills up, and a red plus sign appears. The designer clicks it, turns to page 3, and clicks in the first column. The article flows on. If the first frame later gets smaller, the extra lines move to page 3 by themselves.

TRY THIS

Make a two-page document with two columns on each page. Place a long piece of text and thread it through all four columns. Then make the first frame shorter and watch the text reflow.

Styles

A **style** is a saved set of formatting with a name, such as "Heading" or "Body text". Instead of setting the font, size and spacing by hand for every paragraph, you apply the style with one click.

Paragraph and character styles

- A **paragraph style** applies to a whole paragraph: font, size, line spacing, spacing before and after, alignment and indents.
- A **character style** applies to a few selected words inside a paragraph: bold, italic, a colour or a different font.

Why styles matter

1. **Consistency:** every heading looks the same.
2. **Speed:** formatting a 40-page booklet takes minutes, not hours.
3. **Easy changes:** if the client wants all headings blue, change the style once and every heading changes.
4. **Contents pages:** both Word and InDesign can build a table of contents automatically from your heading styles.

A style sheet for a newsletter

Style	Font	Size and line spacing	Other settings
Headline	Bold sans serif	24 pt on 28 pt	Space after 4 mm
Subhead	Bold sans serif	12 pt on 15 pt	Space before 3 mm
Body	Serif	10 pt on 13 pt	First-line indent 4 mm
Caption	Italic sans serif	8 pt on 10 pt	Below photos
Pull quote	Serif	14 pt on 18 pt	Centred, coloured

"10 pt on 13 pt" means 10-point text with 13 points of line spacing. These are examples. Adjust them to your fonts and page.

Creating a style

In InDesign, format one paragraph the way you want, keep the cursor in it, and click **Create new style** at the bottom of the Paragraph Styles panel. Double-click the new style to name it and fine-tune it. In Word, format a paragraph, open the **Styles** gallery on the Home tab and choose to create a style from the selection. Word's built-in styles, such as Heading 1 and Heading 2, can be changed by right-clicking them and choosing **Modify**.

Good habits

- Use **space before** and **space after** instead of pressing Enter twice. Empty paragraphs make spacing uneven and break easily.
- Use a first-line indent **or** a space between paragraphs, not both.
- Never use the space bar to line things up. Use tabs, indents or tables.

REMEMBER

Styles are what separate a professional layout from an amateur one. Set them up at the start of every project, even small ones.

CHAPTER 5

Images, text wrap and tables

Placing images

In InDesign, **File > Place** puts an image inside a **graphic frame**. The frame works like a window: the photo can be larger than the frame, and only the part inside shows. Use the fitting commands on the Object menu, such as **Fill Frame Proportionally**, to fit a photo without stretching it.

InDesign **links** to image files instead of copying them into the document. The **Links** panel lists every image. If you move or rename an image file, the link breaks and InDesign warns you. When you hand an InDesign job to someone else, use **File > Package**, which collects the document, its images and its fonts into one folder.

In Word, use **Insert > Pictures**. Word stores the picture inside the document.

Text wrap

Text wrap makes text flow around a picture instead of running under or over it.

Wrap in InDesign	Wrap in Word	Result
Wrap around bounding box	Square	Text wraps around the picture's rectangle
Wrap around object shape	Tight	Text follows the outline of the picture
Jump object	Top and Bottom	Text stops above and restarts below
No wrap	Behind Text or In Front of Text	Text and picture overlap

In InDesign, open **Window > Text Wrap**. Set an **offset**, the gap between picture and text, of about 3 to 4 mm so the words do not touch the image. In Word, select the picture and use the **Wrap Text** button.

TIP

Every news photo needs a **caption**, a short line under it saying who or what is shown. Readers often read captions before the article.

Tables

Tables arrange information in rows and columns. In InDesign, use **Table > Create Table**; in Word, **Insert > Table**.

- Make the top row a **header row** that repeats if the table runs onto the next page.
- Add **cell padding**, a little space inside each cell, so text does not touch the lines.
- Use thin lines or light alternating fills. Heavy black grid lines look crowded.

Tables are ideal for forms: one column for labels such as "Name", and one wide empty column for the answer.

EXAMPLE

A fee receipt table for a music class in Pune has three columns: "Month", "Amount (!)" and "Received by". The header row is shaded light grey, numbers are right-aligned so the digits line up, and each row is tall enough to sign in.

CHAPTER 6

Project: a school newsletter

Sunrise Public School in Ajmer wants a four-page A4 newsletter each term, to send home with students and share as a PDF.

Plan the content

Page	Content
1	Masthead (newsletter name, issue number, date), principal's message, an "Inside this issue" box
2	Events: sports day and science fair, with photos and captions
3	Student corner: a poem, a drawing, a short story; achievements
4	Upcoming dates, notices, school address and phone

The **masthead** is the newsletter's name and title block at the top of the front page. Keep it the same every issue, so families recognise it.

Set up

1. New document: A4, 4 pages, facing pages on, 3 mm bleed.
2. Margins 15 mm all round; 3 columns with a 5 mm gutter.
3. On the master page, add a footer: a thin coloured line, the newsletter name and issue on the outside, and an automatic page number.
4. Create the paragraph styles from the previous chapter.

Build the pages

1. **Page 1:** design the masthead across the top: "Sunrise Times" in a bold font, with "Term 2 | Issue 5" and the month below. Thread the principal's message through the first two columns. Put the "Inside this issue" box in the third column with a light background.
2. **Page 2:** place two event stories, each with one large photo spanning two columns and a caption. Use text wrap so text flows neatly around them.
3. **Page 3:** give the poem a narrow centred column with plenty of white space. Place a scanned drawing with a caption giving the student's class. List achievements in a simple table.
4. **Page 4:** put upcoming dates in a table, notices in a tinted box, and the school's address and phone at the bottom.
5. Add one **pull quote**, a short line from an article set large between columns, to break up a long page.

REMEMBER

Follow the school's rules on student photos and names. Use photos only with the permission the school requires, and never print a child's home address or phone number.

Printing

A four-page A4 newsletter is usually printed on one A3 sheet, both sides, then folded in half. Pages 4 and 1 sit side by side on one side of the sheet, and pages 2 and 3 on the other. Send the printer single pages in order, and they will arrange them.

TIP

Make a test print, fold it and read it like a parent would. Check every name, class and date. Wrong names in a school newsletter upset families more than any design flaw.

TRY THIS

Design the masthead three ways: name on the left with the date on the right; everything centred; and name in a coloured band. Ask three classmates which looks most like a newsletter they would read.

Project: an admission form

A coaching centre in Lucknow needs a one-page A4 admission form that parents fill in by hand. It will be photocopied, so it must work in black and white.

Plan the fields

Group related fields together and in a logical order.

1. **Student details:** name, date of birth, class or course applying for, photo.
2. **Parent or guardian details:** name, relationship, mobile number, email.
3. **Address.**
4. **Previous school.**
5. **Documents attached:** a checklist.
6. **Declaration:** a short statement and signatures with date.
7. **For office use only:** a boxed area at the bottom for staff.

Ask only for what the centre truly needs. Every extra field is more personal information to fill in, store and keep safe.

Building it with a table

1. New A4 portrait document with 15 mm margins. A form needs no bleed.
2. Put the heading at the top, centred: the organisation's name, then "Admission Form" in bold. A bilingual heading such as " /FG' V i/ Admission Form" helps many families.
3. Draw a box at the top right for a passport-size photo, commonly about 35 x 45 mm. Check the size the centre asks for.
4. Insert a two-column table for each group: labels on the left, about one-third of the width, and blank space on the right.
5. Make each row at least 8 to 10 mm tall. Handwriting needs room.
6. For the student's name, use a row of small boxes, one per capital letter. For the date of birth, use boxes marked DD, MM and YYYY.
7. For choices, use tick boxes: ☐ Class 9 ☐ Class 10 ☐ Class 11 ☐ Class 12. Check that your font has the box symbol.

8. Add a shaded heading row for each group, such as "1. Student details", so the form is easy to follow.

Label (Hindi / English)	Space for
नाम / Name	Boxes for capital letters
दिनांक / Date of birth	DD / MM / YYYY boxes
पिता/माता का नाम / Parent or guardian's name	A full line
पता / Address	Three lines
मोबाइल नंबर / Mobile number	Ten boxes

Photocopy-friendly design

- Use black text on white, with light grey shading only for headings.
- Avoid pale text, thin lines and dark backgrounds; they vanish or turn muddy when copied.
- Print the master copy on smooth uncoated paper that takes pen ink well.

EXAMPLE

The first draft has labels in light blue and rows 5 mm tall. Parents squeeze their writing, and photocopies lose the labels. The second draft has black labels, 9 mm rows and grey heading bands. Staff can read every form.

DID YOU KNOW

A form can also be made **fillable** as a PDF, with boxes that people type into on a computer or phone. Programs such as Adobe Acrobat Pro and LibreOffice can create these.

CHAPTER 8

Project: a certificate

A district science quiz in Bhopal needs certificates of merit for 120 students. The layout is A4 landscape, 297 x 210 mm.

What goes on a certificate

1. The organiser's logo and name at the top.
2. The title: "Certificate of Merit".
3. A line such as "This is to certify that".
4. The **recipient's name**, the largest and most important text.
5. The reason: "has secured second place in the District Science Quiz".
6. Date and place.
7. Signature lines, each with the signer's printed name and designation.
8. A certificate number, if the organiser keeps a register.

Layout

Certificates are formal, so **centre alignment** and a symmetrical layout suit them. Use a dignified serif font for most text and, if you like, an elegant script font for the name only. Add a border, but keep it inside the safe area. Office printers usually cannot print right up to the paper edge, and a border too close to the edge looks uneven after cutting.

Element	Suggested size
Title	36 to 48 pt
Recipient's name	28 to 36 pt
Main lines	14 to 16 pt
Signer's name and designation	10 to 12 pt

Printing 120 names with mail merge

Typing 120 names by hand invites mistakes. **Mail merge** fills in names from a list automatically.

1. Put the names and positions in an Excel sheet, with a column heading on each column, such as "Name" and "Position". Check the spellings with the organiser.
2. In Word, open the certificate and use **Mailings > Start Mail Merge**, then **Select Recipients** and choose the Excel file.
3. Click where the name goes and use **Insert Merge Field** to add "Name". Do the same for "Position".

4. Preview the results, check a few, and then finish the merge to print or to a new document.

InDesign has a similar **Data Merge** feature, and CorelDRAW has **Print Merge**.

EXAMPLE

At an example price of ₹ 15 per certificate on thick card, 120 certificates cost 120 x 15 = ₹ 1,800. A single misspelt name means reprinting, so the name list is checked twice before the merge.

REMEMBER

Make certificates only for organisers who have the authority to issue them. Making a certificate that pretends to come from a school, board or company that did not issue it is forgery, which is a crime. Also, do not paste scanned signatures without the signer's clear permission; hand signing is safer.

TIP

Print one certificate on plain paper first and hold it at arm's length. The name should be the first thing you see.

CHAPTER 9

Project: a small booklet with page numbers

A women's self-help group in Mysuru wants a 16-page A5 booklet of millet recipes to sell at a local fair. It will be stapled in the middle (saddle-stitched).

Check the page count

A saddle-stitched booklet is made of sheets folded in half, and each sheet carries four pages. So the page count must be a multiple of 4. Sixteen pages means 4 sheets of A4, each printed on both sides and folded to A5.

Page	Content
1	Front cover

Page	Content
2	Inside cover: about the group
3	Contents
4 to 14	Recipes
15	Notes page
16	Back cover: contact phone number

Set up

1. New document: A5 (148 x 210 mm), 16 pages, facing pages on, 3 mm bleed.
2. Margins: inside 15 mm, outside 12 mm, top 15 mm, bottom 18 mm.
3. On the parent page, add a small text frame at the bottom outside corner for the page number.

Automatic page numbers

- **InDesign:** click in the frame on the parent page and choose **Type > Insert Special Character > Markers > Current Page Number**. The parent page shows a letter such as "A"; real pages show their numbers.
- **Word:** use **Insert > Page Number** and choose a position. **Format Page Numbers** lets numbering start at any number, and **Different First Page** keeps the number off the cover.

Covers usually carry no page number, but they still count, so the first recipe is on page 4.

Build the pages

1. Create styles for the recipe title, the ingredients list and the method steps.
2. Give every recipe the same layout: photo at the top, ingredients in a narrow column, numbered steps beside it.
3. Generate the contents page from the recipe title style, so the page numbers are always right.
4. Read every quantity and step twice. A wrong amount of salt ruins a recipe.

Printing a booklet at the office

To print the booklet yourself on a printer that prints both sides, the pages must be rearranged so that page 16 sits beside page 1, page 2 beside page 15, and so on. Every pair adds up to 17.

- **InDesign: File > Print Booklet** does this for you.
- **Word:** in the Page Setup window (from Margins > Custom Margins), set **Multiple pages** to **Book fold**.
- **Adobe Acrobat Reader:** the print window has a **Booklet** option that arranges the pages of any PDF.

TRY THIS

Print a 16-page booklet as a test, fold the 4 sheets together and staple the fold. Check that every page is in order and the page numbers sit on the outside corners.

SAFETY

Use a long-arm stapler to staple booklets. Keep fingers clear of the stapler head, and let an adult handle the paper cutter if the edges need trimming.

CHAPTER 10

Hindi and English together with Unicode

What Unicode is

Computers store every letter as a number. **Unicode** is the world standard that gives every letter of every script its own number. Devanagari, the script used for Hindi, Marathi, Sanskrit and other languages, has its own block of Unicode numbers, separate from English letters. So Unicode Hindi text stays correct when it moves between computers, phones, programs and websites. It can also be searched, spell-checked and copied.

The trouble with legacy fonts

Before Unicode was common, many Indian offices and print shops used **legacy fonts** such as Kruti Dev. These fonts draw Hindi shapes in place of English letters: typing certain English keys shows Hindi letters, but the computer still stores English letters. Open such a file on a computer without that font, or copy the text into an email, and it turns into strings of English letters and symbols.

	Unicode Hindi	Legacy font Hindi
Works on any computer and phone	Yes	Only with that font installed
Can be searched and spell-checked	Yes	No
Works on websites and in emails	Yes	No
Example fonts	Mangal, Nirmala UI, Noto Sans Devanagari	Kruti Dev and similar

Tools exist to convert legacy text to Unicode. Always proofread the result carefully, because some letters convert wrongly.

Typing in Hindi

Windows includes Hindi keyboards that you add in its language settings. **InScript** is the standard Indian keyboard layout, with Hindi letters arranged on the keys.

Phonetic typing tools, which let you type a word such as "namaste" in English letters and convert it to –× are also widely available, especially on phones.

Setting Hindi in layout programs

- **Word** handles Unicode Hindi well. Set the proofing language to Hindi for spell-checking.
- **InDesign** needs the right composer for Indian scripts. Select the Hindi paragraphs, open the Paragraph panel menu and choose the **Adobe World-Ready Paragraph Composer**. Without it, matras and joined letters may appear broken.
- **CorelDRAW**: recent versions handle Unicode Hindi; check every line closely after typing.

Typesetting tips

- Devanagari matras sit above and below the letters, so give Hindi text more line spacing than English. In tables with fixed row heights, check that top matras are not cut off.
- Hindi often looks smaller than English at the same point size. Set it slightly larger if the two look unbalanced.
- Hindi uses the **purna viram** (।) as its full stop.
- Hindi can be written with international numerals (1, 2, 3) or Devanagari numerals (१, २, ३). Choose one style for the whole document.
- Most Devanagari fonts have no italic. Use bold for emphasis.

DID YOU KNOW

Unicode covers all the major Indian scripts, including Bengali, Gurmukhi, Gujarati, Odia, Tamil, Telugu, Kannada and Malayalam. The same rules apply: use Unicode fonts and proofread carefully.

REMEMBER

Small marks change meaning. Check the chandrabindu (◌ं) and anusvara (◌ं) the nukta under letters such as c and f , and half letters. Ask a fluent reader to check any public document.

CHAPTER 11

Exporting PDFs

A **PDF** (Portable Document Format) shows the same pages, fonts and pictures on any computer or phone. It is the standard way to send work to a printer and to share documents on screens.

Two kinds of PDF

	PDF for printing	PDF for screens
Colour	CMYK, as the printer asks	RGB

	PDF for printing	PDF for screens
Images	Full resolution, around 300 ppi	Compressed, smaller
Bleed and crop marks	Included if the printer asks	Not needed
File size	Large	Small, easy to send by email or chat
Links	Not needed	Clickable links and bookmarks

Make both when a job will be printed and also shared online, such as a newsletter.

Exporting from InDesign

1. Choose **File > Export** and pick **Adobe PDF (Print)**.
2. Choose a preset: **High Quality Print** for office printing, **Press Quality** or a **PDF/X** preset for a commercial printer, **Smallest File Size** for screens.
3. In the **Marks and Bleeds** section, tick **Crop Marks** if the printer wants them, and **Use Document Bleed Settings**.
4. Export single pages, not spreads, for a printer, unless told otherwise. For a screen PDF with clickable buttons, InDesign also offers **Adobe PDF (Interactive)**.

Exporting from Word

1. Choose **File > Save As** (or **Export**) and pick **PDF** as the file type.
2. Choose **Standard** for printing, or **Minimum size** for sharing online.
3. Under **Options**, choose the page range and whether to create bookmarks from headings.

Word embeds fonts in the PDF in most cases. Check the result, especially Hindi text.

Checking the PDF

Always open the PDF before sending it.

- Is the page count right, and are the pages in order?
- Is the page size right? The document properties in a PDF reader show it.
- Are all fonts embedded? The Fonts tab of the document properties lists them.

- Does the Hindi text look correct, with every matra in place?
- Are the photos sharp when zoomed in?
- Do the links work, in a screen PDF?

Naming and sending

Give files clear names with the version: `Sunrise-Times-Term2-print-v3.pdf` and `Sunrise-Times-Term2-screen-v3.pdf`. Send print files as attachments or through a file-sharing service, not as photos in a chat app.

TIP

A PDF built from real text, with headings made from styles, can be searched and read aloud by screen-reading software used by people who are blind or have poor eyesight. A PDF made from scanned pictures of pages cannot. Another reason to use styles.

REMEMBER

Keep the original layout file with its images and fonts. The PDF is the finished product, but next term's newsletter will start from the layout file.

CHECK YOURSELF

Practice questions

1. What does DTP stand for, and what is it used for?
2. How is a DTP program different from a word processor?
3. What has Microsoft announced about Publisher?
4. What are inside and outside margins, and when are they used?
5. What is a master page, and what would you put on one?
6. What does the red plus sign at the bottom of an InDesign text frame mean?
7. What is threading?
8. What is the difference between a paragraph style and a character style?

9. Give three reasons to use styles.
10. Why should you not press Enter twice to make space between paragraphs?
11. What does File > Package do in InDesign?
12. Name three text wrap options in Word.
13. How is a four-page A4 newsletter usually printed?
14. Give four groups of fields on an admission form.
15. Why should a form be photocopy-friendly, and how?
16. What is mail merge, and why is it useful for certificates?
17. Why must a saddle-stitched booklet's page count be a multiple of 4?
18. In a 16-page booklet, which page sits beside page 5 on the printed sheet?
19. How do you insert an automatic page number in InDesign?
20. Why are legacy Hindi fonts a problem?
21. What must you choose in InDesign to set Hindi correctly?
22. Give three differences between a print PDF and a screen PDF.

ANSWER KEY

Answers

1. Desktop publishing: designing pages that combine text and pictures on a computer, ready for printing or sharing as PDF.
2. A word processor is built for writing flowing text; a DTP program is built for placing text and pictures exactly, in frames, with fine control over layout and print output.
3. That its support ends in October 2026 and that it leaves Microsoft 365.
4. With facing pages, the inside margin is next to the spine and the outside margin is at the outer edge. They are used for books and booklets.
5. A background template whose items appear on every page that uses it, such as page numbers, the publication name, header lines and guides.

6. Overset text: there is more text than the frame can show, and the hidden text will not print.
7. Linking text frames so that text flows from one frame into the next.
8. A paragraph style formats a whole paragraph; a character style formats selected words within a paragraph.
9. Any three: consistency, speed, easy changes to every heading at once, and automatic contents pages.
10. Empty paragraphs make spacing uneven and break easily; space before and after is exact and consistent.
11. It collects the document, its linked images and its fonts into one folder for handing over.
12. Any three: Square, Tight, Through, Top and Bottom, Behind Text, In Front of Text, In Line with Text.
13. On one A3 sheet printed on both sides and folded in half.
14. Any four: student details, parent or guardian details, address, previous school, documents, declaration with signatures, office use only.
15. Forms are often photocopied. Use black text, light grey shading only, no pale text or thin lines, and no dark backgrounds.
16. It fills in names and other details from a list automatically, avoiding typing mistakes and saving time.
17. Each folded sheet carries four pages, two on each side.
18. Page 12, because each pair adds up to 17.
19. In a text frame on the parent page, choose Type > Insert Special Character > Markers > Current Page Number.
20. They store English letters with Hindi shapes, so the text turns into nonsense without the font, and cannot be searched, spell-checked or used on the web.
21. The Adobe World-Ready Paragraph Composer, from the Paragraph panel menu.
22. Any three: print PDFs use CMYK, full-resolution images, bleed and crop marks, and are large; screen PDFs use RGB, compressed images, links, and are small.

Glossary

Bleed

extra area outside the page edge for backgrounds and photos that run to the edge.

Caption

a short line under a picture saying who or what is shown.

Character style

saved formatting applied to selected words inside a paragraph.

Desktop publishing (DTP)

designing pages of text and pictures on a computer for print or PDF.

Facing pages

a setup that shows pages in pairs, like an open book.

Frame

a box that holds text or a picture in a layout program.

Gutter

the gap between two columns.

InScript

the standard Indian keyboard layout for typing Indian scripts.

Jump line

a note such as "Continued on page 3" that tells readers where an article continues.

Legacy font

an older font that shows Hindi shapes but stores English letters underneath.

Mail merge

filling in names and details from a list to make many copies of a document.

Master page

a template page whose items appear on every page that uses it; called a parent page in InDesign.

Masthead

the name and title block at the top of a newsletter's front page.

Overset text

text that does not fit in its frame and is hidden.

Paragraph style

saved formatting applied to whole paragraphs.

PDF

a file format that shows the same pages, fonts and pictures on any device.

Pull quote

a short line from an article, set large to catch the eye.

Purna viram

the vertical line (।) used as a full stop in Hindi.

Saddle stitch

binding with staples through the fold of a booklet.

Text wrap

making text flow around a picture.

Threading

linking text frames so text flows from one to the next.

Unicode

the world standard that gives every letter of every script its own number.



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