

DESKTOP PUBLISHING I

Curriculum Content Frameworks

Please note: All assessment questions will be taken from the knowledge portion of these frameworks.

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DESKTOP PUBLISHING I

Grade Levels: 10, 11, 12

Course Code: 492150

Prerequisite:

Word Processing I or CBA or CA I & II

Course Description: Desktop Publishing is a one-semester course that combines the versatility of the microcomputer with page-design software, enabling students to produce materials of near photo-typed quality. The course includes page composition, layout, design, editing functions, and a variety of printing options.

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Unit 1: Introduction to Desktop Publishing

Hours: 5

Terminology: Copyright laws, Desktop publishing, Fair use, Graphics software, Page layout software, Public domain, Royalty-free, Trademark, Word processing software

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
1.1 Define terminology	1.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies information and concepts derived from printed materials [1.3.3] Applies/Understands technical words that pertain to desktop publishing [1.3.6]
1.2 Define desktop publishing and describe various types of publications	1.2.1 Identify desktop publishing examples	Foundation	Reading	Applies information and concepts derived from printed materials [1.3.3]
1.3 Describe the types of hardware and software used in desktop publishing	1.3.1 Identify the hardware components needed for desktop publishing: computer, laser, printer, scanner, camera, etc.	Foundation	Reading	Comprehends written information for main ideas [1.3.7]
	1.3.2 Compare and contrast the different software used in desktop publishing: word processing, page layout, graphics	Thinking	Reasoning	Determines which conclusions are correct when given a set of facts and a set of conclusions [4.5.3]
1.4 Discuss the copyright laws and the applications to desktop publishing	1.4.1 Describe appropriate application of copyright laws, fair use, royalty-free, public domain, trademark	Foundation	Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]
		Thinking	Problem Solving	Demonstrates logical reasoning in reaching a conclusion [4.4.2]
1.5 Discuss career opportunities in desktop publishing	1.5.1 Research careers in desktop publishing	Personal Management	Career Awareness, Development, and Mobility	Explores career opportunities in Desktop Publishing [3.1.6]

Unit 2: Introduction to Layout and Design

Hours: 10

Terminology: Accordion fold, Alignment, Asymmetrical balance, Balance, Binding, Bond, Card stock, Consistency, Contrast, Flow, Focal point, Gatefold, Half fold, Layout, Legal, Letter, Line, Mass, Mock layout, Newsprint, Optical center, Paper weight, Perfect binding, Ream, Repetition, Saddle stitch, Shape, Space, Spiral binding, Symmetrical balance, Tabloid, Target audience, Texture, Thumbnail sketch, Time frame, Tri-fold, Unity, Value, White space, Z-pattern

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
2.1 Define terminology	2.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to layout and design [1.3.6]	
2.2 Discuss basic design principles and elements	2.2.1 Identify examples of basic design principles: balance, contrast, flow, focal point, repetition, unity	Foundation	Writing	Applies/Uses technical words and concepts [1.6.4]	
	2.2.2 Identify examples of basic design elements: line, shape, mass, color, value, texture, space	Thinking	Creative Thinking	Forms opinions [4.1.7]	
	2.2.3 Evaluate good and bad design layouts		Decision Making	Demonstrates decision-making skills [4.2.4]	
	2.2.4 Collect examples of design principles and elements		Evaluates information to make best decision [4.2.5]		
2.3 Discuss pre-planning activities	2.3.1 Describe basic pre-planning activities: target audience, purpose, time frame, layout, delivery	Foundation	Listening	Follows directions [1.2.6]	
	2.3.2 Develop a time frame for completing a project	Thinking	Reading	Determines what information is needed [1.3.10]	
	2.3.3 Create a mock layout		Creative Thinking	Creates new design by applying specific criteria [4.1.3]	
2.4 Discuss specific costs associated with production	2.4.1 Identify paper sizes	Foundation	Writing	Applies/uses technical words and concepts [1.6.4]	
	2.4.2 Identify paper stock				
	2.4.3 Demonstrate types of folds				
	2.4.4 Identify types of binding				
	2.4.5 Evaluate production costs				

Unit 3: Typography

Hours: 10

Terminology: 3-D, Ascender, Baseline, Bold, Cap height, Character, Character width, Contoured text, Decorative font, Descender, Dingbat, Display font, Drop cap, Em dash, Em space, En dash, En space, Font, Font style, Greeking, Hanging indent, Indent, Initial cap, Italics, Kerning, Leading, Lower case, Orphan, Point, Reverse type, Sans Serif, Script, Serif, Shadow, Small cap, Text wrap, Texture, Tracking, Typeface, Typography, Upper case, Widow, X-Height

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
3.1 Define terminology	3.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to typography [1.3.6]	
3.2 Identify the basic characteristics and classifications of fonts	3.2.1 Label the parts of a character: baseline, x-height, cap height, ascender, descender	Foundation	Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]	
	3.2.2 Describe how type is measured	Thinking	Writing	Applies/Uses technical words and concepts [1.6.4]	
	3.2.3 Identify fonts from the basic categories: serif, sans serif, display, script		Decision Making	Comprehends ideas and concepts related to fonts [4.2.2]	
3.3 Discuss the guidelines for selecting fonts	3.3.1 Describe appropriate guidelines for selecting fonts	Foundation	Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]	
	3.3.2 Describe appropriate guidelines for selecting point sizes	Thinking	Writing	Applies/Uses technical words and concepts [1.6.4]	
	3.3.3 Identify examples of appropriate and inappropriate use of fonts		Decision Making	Comprehends ideas and concepts related to fonts [4.2.2]	
3.4 Discuss basic styles and special formats	3.4.1 Apply styles: bold, italicize, underline, shadow, small cap, outline, 3-D	Foundation	Writing	Applies/Uses technical words and concepts [1.6.4]	
	3.4.2 Apply special formats: contour, texture, color, drop cap, reverse type, text wrap, etc.	Thinking	Decision Making	Comprehends ideas and concepts related to styles and formats [4.2.2]	
3.5 Discuss spacing techniques	3.5.1 Apply spacing techniques: leading, kerning, tracking, em space, en space, indents, hanging indents, etc.	Foundation	Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]	
		Thinking	Writing	Applies/Uses technical words and concepts [1.6.4]	
			Decision Making	Comprehends ideas and concepts related to spacing [4.2.2]	

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
3.6 Discuss punctuation guidelines	3.6.1 Demonstrate correct spacing of em dash, en dash, end-punctuation marks, etc.	Foundation Thinking	Speaking Writing Decision Making	Communicates a thought, idea, or fact in spoken form [1.5.5] Applies/Uses technical words and concepts [1.6.4] Comprehends ideas and concepts related to punctuation [4.2.2]	
3.7 Discuss alignment options	3.7.1 Apply different alignment options to text	Foundation Thinking	Speaking Writing Decision Making	Communicates a thought, idea, or fact in spoken form [1.5.5] Applies/Uses technical words and concepts [1.6.4] Comprehends ideas and concepts related to alignment options [4.2.2]	

Unit 4: Digital Images

Hours: 20

Terminology: Bitmap, Bitmap (BMP), Brightness, Contrast, Cropping, Digital zoom, Drawing software, Flip, Graphics Interchange Format (GIF), Grouping, Hairline, Import, Joint Photographer Experts Group (JPEG), Layering, Macro zoom, Optical zoom, Painting software, Portable Network Graphics (PNG), Resize, Resolution, Rotate, Rule, Tagged Image File (TIF), Uploading, Vector, Watermark, Windows Metafile (WMF)

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
4.1 Define terminology	4.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to digital images [1.3.6]	
			Writing	Uses words appropriately [1.6.21]	
4.2 Discuss digital image file formats	4.2.1 Compare the two categories of digital images: bitmap, vector	Foundation	Writing	Applies/Uses technical words and concepts [1.6.4]	
	4.2.2 Identify digital file formats: bmp, gif, jpg, png, tif, wmf, etc.				
4.3 Identify the software available for creating and editing graphics	4.3.1 Examine painting and drawing software	Foundation	Reading	Uses appropriate materials and techniques as specified [1.3.20]	
	4.3.2 Create bitmap and vector images	Thinking	Creative Thinking	Uses imagination to create something new [4.1.1]	
	4.3.3 Edit and manipulate graphics, using the following features: rotate, move, crop, flip, resize, color, shadow				
4.4 Explain how to layer and group graphics	4.4.1 Create documents, using grouped graphics	Foundation	Listening	Follows directions [1.2.6]	
	4.4.2 Create documents, using layered objects				
4.5 Discuss the basic characteristics of the digital camera	4.5.1 Demonstrate an understanding of the basic characteristics of a digital camera: storage media, uploading, resolution, digital zoom, optical zoom, macro zoom	Foundation	Writing	Applies/Uses technical words and concepts [1.6.4]	
	4.5.2 Demonstrate basic maintenance and care of the digital camera	Thinking	Creative Thinking	Creates new design by applying specified criteria [4.1.3]	
	4.5.3 Take pictures with the digital camera and upload to a computer				

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
4.6 Describe photo editing features	4.6.1 Edit and manipulate photos using the following features: crop, rotate, resize, brightness/contrast, layering	Foundation	Writing	Applies/Uses technical words and concepts [1.6.4]
	4.6.2 Print a photo in a special size (i.e., 4 x 6, 5 x 7)	Thinking	Creative Thinking	Uses imagination to create something new [4.1.1]
	4.6.3 Convert a photo to a different file format (i.e., bmp, gif, jpg, png, tif, wmf)		Decision Making	Comprehends ideas and concepts related to editing photos [4.2.2]
	4.6.4 Import an edited photo into a document		Problem Solving	Devises and implements a plan of action to resolve a problem [4.4.3]
4.7 Explain methods to import	4.7.1 Demonstrate importing a graphic file from clip art, paint/draw programs, etc.	Foundation	Speaking	Applies/Uses technical terms as appropriate to audience [1.5.2]
		Thinking	Decision Making	Comprehends ideas and concepts related to digital images [4.2.2]
4.8 Explain how to scan an image	4.8.1 Scan an image, and import the image into a document	Foundation	Speaking	Applies/Uses technical terms as appropriate to audience [1.5.2]
		Thinking	Decision Making	Comprehends ideas and concepts related to digital images [4.2.2]

Unit 5: Publications

Hours: 5

Terminology: Alley, Business card, Brochure, Byline, Clip art, Column, Continuation line, Gutter, Headline, Letterhead, Jump line, Masthead, Nameplate, Newsletter, Pull quote, Tombstoning

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
5.1 Define terminology	5.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to publication features [1.3.6]	
			Writing	Uses words appropriately [1.6.21]	
5.2 Discuss the basic layout of a newsletter	5.2.1 Identify basic components of a multi-column newsletter	Foundation	Reading	Applies/Understands technical words that pertain to publication features [1.3.6]	
	5.2.2 Create a multi-column newsletter	Thinking	Writing	Uses words appropriately [1.6.21]	
5.3 Discuss the basic layout of a brochure	5.3.1 Identify basic characteristics of a brochure	Foundation	Reading	Applies/Understands technical words that pertain to publication features [1.3.6]	
			Writing	Uses words appropriately [1.6.21]	
			Decision Making	Comprehends ideas and concepts related to a multi-column newsletter [4.2.2]	
5.4 Discuss publications that utilize special size paper	5.4.1 Identify publications that typically use special size paper	Foundation	Reading	Applies/Understands technical words that pertain to publication features [1.3.6]	
			Writing	Uses words appropriately [1.6.21]	
			Thinking	Decision Making	Comprehends ideas and concepts related to publications on special sized paper [4.2.2]
	5.4.2 Create publications on special size paper; i.e., invitations, businss cards, coupons, postcards, jewel case insert, etc.	Thinking	Writing	Uses words appropriately [1.6.21]	
			Decision Making	Comprehends ideas and concepts related to publications on special sized paper [4.2.2]	

Glossary

Unit 1: Introduction to Desktop Publishing

1. Copyright laws – laws designed to protect intellectual property rights and provide potential monetary rewards for inventiveness and hard work
2. Desktop publishing – using a computer and software program to produce high quality, printed documents that combine text and graphics
3. Fair use – a section of the U.S. copyright law that allows the use of copyrighted works in reporting news, conducting research, and teaching
4. Graphics software – software designed to create, edit and manipulate graphics; (ex. Photoshop, picasa)
5. Page layout software – software designed to combine text and graphics to create print-ready publications (ex. InDesign, Quark, Publisher)
6. Public domain – property rights that belong to the community at large, are unprotected by copyright or patent, and are subject to use by anyone
7. Royalty-free – prepared material that can be used legally, without paying a fee to the artist, publishing company, etc.; some royalty-free material is available at no cost, however, most material must be purchased
8. Trademark – a name, symbol, or other device identifying a product; it is officialy registered with the U.S. government and its use is legally restricted to its owner
9. Word processing software – the use of a computer and specialized software to write, edit, format, print, and save text

Unit 2: Introduction to Layout and Design

1. Accordion fold – a zig-zag fold with 6-panels and two parallel folds that go in opposite directions; also known as *zig-zag*
2. Alignment – the placement of text or graphics on a line (right, left, center, or justified)
3. Asymmetrical balance – the type of balance when both sides of the central axis are not identical, yet appear to have the same visual weight
4. Balance – a feeling of equality of weight, attention, or attraction of the various elements within a production as a means of accomplishing unity
5. Binding – the joining of pages with either wire, glue or other means
6. Bond – standard type of paper used in copiers and printers
7. Card stock – a heavy weight paper; typically used for business cards, greeting cards, post cards, etc.
8. Consistency – maintaining the same layout and style throughout the publication; i.e. fonts, colors, spacing, graphic elements, etc.
9. Contrast – the differences in values, colors, textures, shapes, and other elements within a presentation
10. Flow – the visual path created by the arrangements of elements
11. Focal point – the visually dominant elements in a presentation; the center of interest
12. Gatefold – folding the sides in toward the middle of a page
13. Half fold – dividing the page in half; often called a booklet fold
14. Layout – the arrangement of all key parts of a publication without including specific content
15. Legal – a standard American paper size that is 8.5 X 14 inches
16. Letter – a standard American paper size that is 8.5 X 11 inches
17. Line – as a design element, lines can be used to divide or unite elements on a page, denote direction of movement, or anchor objects on a page
18. Mass – the physical or visual size of a publication or an object in the publication
19. Mock layout – rough draft of the finished publication that shows the major elements of the publication
20. Newsprint – a type of paper that is low quality and inexpensive
21. Optical center – the optical center is slightly to the right of and above the actual center of a page

22. Paper weight – the actual weight in pounds of 500 full sheets of paper regardless of the basic size or grade of paper; paper sizes vary based on the type of paper; also known as ream weight
23. Perfect binding – to bind pages together with glue to create a book
24. Ream – a package of 500 sheets of paper
25. Repetition – the use of the same visual effects a number of times in the same project; the consistent repetition of graphic elements works to create visual unity
26. Saddle stitch – a type of binding that staples down the middle of folded pages; frequently used to assemble booklets
27. Shape – a design element that includes geometric, natural, or abstract shapes
28. Space – space is the distance or area between or around things; space separates or unifies, highlights, and gives the eye a visual rest
29. Spiral binding – a type of binding that secures pages by using metal combs or plastic combs that fit into holes punched along the edge of the pages; allows the publication to lay flat when opened
30. Symmetrical balance – type of balance that occurs when the weight of a composition is evenly distributed around a central vertical or horizontal axis
31. Tabloid – a standard American paper size that is 11 X 17 inches; sometimes referred to as ledger paper
32. Target audience – a specific group of people for which you design your documents; can be categorized by age, gender, income
33. Texture – the surface quality of a shape; i.e., rough, smooth, soft hard glossy etc.; texture can be physical (tactile) or visual
34. Thumbnail sketch – a small sketch that shows only the large elements of the page
35. Time frame – the amount of time given to complete a document or project
36. Tri-fold – two parallel folds resulting in three panels on each side of the paper; also known as a brochure fold
37. Unity – the combination of all elements working together to achieve a sense of harmony in your design; grouping related items close together
38. Value – the measure of lightness and darkness in color
39. White space – areas on a page with no text or graphics; designed to provide a visual break and to give other elements on the page a greater impact; also known as negative space
40. Z-pattern – the visual path that draws the eye from top left to top right down to bottom left and then to bottom right

Unit 3: Typography

1. 3-D – an effect that gives the illusion of depth
2. Ascender – the part of a lowercase character (b, d, f, h, k, l, t) that extends above the x – height
3. Baseline – an imaginary horizontal line along which the base of a letter sets
4. Bold – font style that makes characters appear darker than the surrounding text
5. Cap height – the height of capital letters from the baseline to the top of caps, most accurately measured on a character with a flat bottom (E, H, I, etc.)
6. Character – any written or printed letter, number, or symbol
7. Character width – the horizontal distance of a character
8. Contoured text – text that follows an outline in some type of curved or irregular pattern
9. Decorative font – typefaces designed to attract attention; used in limited situations, mostly in large sizes for headlines or titles
10. Descender – the part of a character (g, j, p, q, y, and sometimes J) that descends below the baseline
11. Dingbat – a decorative element available in font format
12. Display font – see decorative font
13. Drop cap – the first letter in a story that is enlarged and lowered so the top of the letter is even with the first line of text and the base of the letter drops next to the rest of the paragraph
14. Em dash – a line the width of a capital M in whichever font is being used; is used to indicate a break in thought
15. Em space – a space that is the width of a capital M in the font and point size being used
16. En dash – a line the width of a capital N in whichever font is being used; is used to connect ranges of numbers, dates, letters
17. En space – a space that is the width of a capital N in the font and point size being used; half the size of a em space
18. Font – a family of alphabetic characters, numbers, punctuation marks and other symbols that share a consistent design; often used synonymously with typeface
19. Font style – the appearance of type (e.g., bold and italics)
20. Greeking – nonsense text used as a placeholder for actual text; also known as lorem ipsum
21. Hanging indent – the first line of a paragraph is flush left, but all remaining lines are indented

22. Indent – a feature that sets a temporary left, right, or left and right margin for paragraph text
23. Initial cap – an enlarged letter that is used as the first character of a paragraph; may be dropped or raised
24. Italics – printed in or using characters that slope to the right
25. Kerning – the adjustment of space between pairs of letters to improve its appearance or alter its fit
26. Leading – the space between lines of text
27. Lower case – non-capital letters in a typeface
28. Orphan – a very short line of text (single sentence or phrase) that appear at the top of a column or page, with the rest of the paragraph at the bottom of the previous page
29. Point – a unit of measurement used to describe the size of text; one point = 1/72 of an inch
30. Reverse type – special formatting style that uses light color text on a dark background
31. Sans Serif – typeface without serifs
32. Script – formal or informal typefaces designed to imitate handwriting
33. Serif – typeface with projections extending off the main strokes of a character
34. Shadow – a formatting style that adds depth to text or other objects, making them appear more three-dimensional
35. Small cap – a formatting style that displays uppercase letters in a smaller size than the regular uppercase letters, typically the height of lowercase letters in that font
36. Text wrap – a technique that allows text to flow around a graphic image
37. Texture – a special formatting style creates the illusion of actual textures such as wood, metal, objects in nature, etc.
38. Tracking – adjusting the spacing between words, phrases, and extended blocks of text
39. Typeface – see font
40. Typography – the study of all elements of type as a means of visual communication; includes the shape, size, and spacing of characters
41. Upper case – capital letters in a typeface
42. Widow – a very short line of text (single sentence or phrase) that appears at the end of a paragraph or column
43. X-Height – the height of lowercase letters, specifically the lowercase x, not including ascenders and descenders

Unit 4: Digital Images

1. Bitmap – a category of graphics that represents the digital image as an array of dots called pixels
2. Bitmap (BMP) – an uncompressed bitmap file format that is very large and is not appropriate for the web
3. Brightness – the measure of relative lightness or darkness of a color (measured as a percentage from 0% [black] to 100% [white])
4. Contrast – the relationship between the light and dark areas of an image
5. Cropping – a tool that enables the user to remove part of an image
6. Digital zoom – a function of a digital camera used to make the image seem more close-up
7. Drawing software – program used to create vector graphics; provides for freehand as well as geometric shapes
8. Flip – reverse the image; mirror image
9. Graphics Interchange Format (GIF) – compressed bitmap file format (lossless) that supports only 256 colors and is appropriate for the web; supports transparency and animation
10. Grouping – to select more than one object to create a composite object; used for common resizing and moving
11. Hairline – very small space; thin line
12. Import – to insert text or objects from another source
13. Joint Photographer Experts Group (JPEG) – a compressed bitmap file format (lossy) that is preferred for photographs; supports 16 million colors and is appropriate for the web; does not support transparency or animation
14. Layering – a feature that allows you to place one image on top of another and edit each independently
15. Macro zoom – zoom that allows you to take extreme close-ups
16. Optical zoom – zoom that physically increases the length of the lens, essentially creating a magnifying glass; produces a higher-quality image
17. Painting software – programs used to create bitmap images; useful in creating original art because they provide the tools used by artists (such as brushes and pens)
18. Portable Network Graphics (PNG) – compressed bitmap file format (lossless) similar to the gif format; it is not limited to 256 colors, is appropriate for the web, and supports transparency
19. Resize – changing the size or shape of an object
20. Resolution – the quality of digital detail in an image, depending on the number of dots per inch (dpi)

21. Rotate – a function within graphic software that enables a user to rotate an image a number of degrees
22. Rule – a horizontal or vertical line used as a divider
23. Tagged Image File (TIF) – uncompressed bitmap file format that supports 16 million colors; file size is very large and is not appropriate for the web
24. Uploading – the transfer of a file from a "source" computer to a "destination" computer
25. Vector – an image created by using a series of mathematically defined lines and curves rather than pixels, making the image easier to rescale; also called draw-type graphics
26. Watermark – lightly shaded text or image placed in the background or embedded in some paper stock
27. Windows metafile (WMF) – Microsoft's vector file format; most Microsoft clip art are metafiles and can be edited

Unit 5: Publications

1. Alley – the space between columns
2. Business card – small publication (3 ½ x 2 inches) containing information such as name, title, business, address, phone numbers, logo
3. Brochure – a booklet or pamphlet that contains descriptive information or advertising
4. Byline – the credit line for the author of an article
5. Clip art – ready-made pieces of printed or computerized graphic art
6. Column – a vertical section of text
7. Continuation line – restates the original headline to simplify the process of finding an article that has been continued from a previous page.
8. Gutter – the interior space between margins of two facing pages; sometimes used to describe the space between columns
9. Headline – large type running above or beside a story to summarize its content; also called a head, for short
10. Jump line – type that tells the reader that a story is continued from another page
11. Letterhead – the area on a sheet of stationery where the name, address and other information is printed
12. Masthead – often located on the first inside page or the editorial page of a publication; contains information such as publisher, staff and contact information
13. Nameplate – the section on a newsletter that contains the publication name, date, volume number and logo; generally located at the top of the opening page
14. Newsletter – a printed report or letter containing news of interest to a particular group
15. Pull quote – a small amount of text taken from an article that is enlarged and often set off with rules, white space and quotation marks
16. Tombstoning – stacking two headlines side by side so that they collide with each other