

DESKTOP PUBLISHING SPECIALIST

Description

A desktop publishing (DTP) specialist uses a computer to prepare reports, brochures, books, magazines, and other documents for printing. He or she generally has a mix of typesetter, graphic designer, and paste-up artist skills. At a large company, a DTP specialist brings together electronic text files, artwork and photo files, and any other page elements necessary to construct the final document in a page-layout software program. Most DTP specialists are expected to have some design and artistic skills as well as the technical ones.



Job Opportunities

Graphic communications is one of the top 10 major manufacturing industries employing over 1,000,000 people. There are currently 35,000 to 50,000 more jobs than people to fill those positions and experts predict the ongoing labor shortage in this industry will last through 2003.

Personal Characteristics



- Be detail oriented
- Possess problem-solving skills
- Be able to work under pressure—constant deadlines are common
- Have an aptitude for computers
- Be committed to lifelong learning
- Possess good communication skills

Training

High School

- Computer classes—both software and hardware
 - Typing • Drafting • Photography
- Working on the school newspaper or yearbook provides valuable training in page layout, typesetting, and composition and experience with working under a deadline.



Postsecondary DTP specialists are generally expected to know:

- PageMaker • QuarkXPress • Illustrator • FreeHand • PhotoShop
- Knowledge of how to install typefaces, printer drivers, and other technical components of the document production process is expected. A good DTP specialist will know how to troubleshoot printing problems and will often have to track document versions and keep all files current and organized.

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Salary Range

DTP specialist—\$20,000-\$40,000. Some design skills will likely be necessary at the higher end of the scale. There is limited information available for DTP specialists because job duties can vary greatly and often overlap with other jobs. **Graphic artist/designer**—\$35,000-\$45,000. Formal training is generally required. **Digital illustrator**—\$35,000-\$45,000 **Art director**—\$45,000-\$80,000



Professional Organizations

Graphic Arts Technical Foundation (GATF)
800.662.3916 • www.gatf.org

Printing Industries of America (PIA)
703.519.8100 • www.printing.org

International Graphic Arts Education Association (IGAEA)
412.749.9165 • www.igaea.org

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ADVANTAGES OF USING DESK TOP PUBLISHING

1. Speed of Production
2. Accuracy
3. Layouts can be sent anywhere in the world for approval
4. Changes /modifications can be made easier
5. Staff may be able to work from home.
6. Communication with Client easier.

DESKTOP PUBLISHING

REDUCING THE IMPACT ON THE ENVIRONMENT

1. Documents could be published on-line
2. Recycled paper could be used.
3. Environmentally friendly inks could be used.
4. Computers could be switched off a night to reduce costs