

# Computing— DTP KO Name \_\_\_\_\_

| Tool   | What it is used for ?   |
|--|---|
| Desktop publishing Image Editing/Graphics Software | Software programs that allow you to manipulate digital images.  |
| Business card                                      | A card the size of a credit card (8.5cmx5.5cm) that displays contact information for an individual employed by a company  |
| Letterhead   | A letterhead is a printed heading that goes on to letters/documents sent from businesses.   |
| Flyer  | <p>A flyer is a form of paper advertisement intended for wide distribution and typically posted or distributed in a public place or through the mail.</p> <p>Flyers may be used by individuals, businesses, or organizations to:</p> <p>Advertise an event or a business as a whole such as a food/drink establishment.</p> |
| Text   | This <i>tool</i> allows <i>text</i> to be typed onto the current layer using the Primary colour. The <i>Text</i> Controls in the <i>Tool</i> Bar can be used to change the font.  |
| Logo   | <b>Logos serve to represent a given organization or company through a visual image that can be easily understood and recognised.</b> A logo generally involves symbols, stylized text or both. Logos are often created by a graphic artist in consultation with a company and marketing experts.                            |
| Adjust white balance levels                        | White balance is <b>the adjustment of a digital photograph to make its colours appear more realistic</b>  |
| File Formats for digital Graphics                  | PSD, TIFF, PNG, JPEG, GIF   |
| Best file type for printing                        | TIFF  |
| Best file type for online use                      | PNG/JPEG  |