

Using computer software, desktop publishers format and combine text, numerical data, photographs, charts, and other visual graphic elements to produce publication-ready material. Depending on the nature of a particular project, **Desktop Publishers** may write and edit text, create graphics to accompany text, convert photographs and drawings into digital images and then manipulate those images, design page layouts, create proposals, develop presentations and advertising campaigns, typeset and do color separation, and translate electronic information onto film or other traditional forms. Materials produced by desktop publishers include books, business cards, calendars, magazines, newsletters and newspapers, packaging, slides, and tickets. As companies have brought the production of marketing, promotional, and other kinds of materials in-house, they increasingly have employed people who can produce such materials.

Desktop publishing is a rapidly changing field that encompasses a number of different kinds of jobs. Personal computers enable desktop publishers to perform publishing tasks that would otherwise require complicated equipment and human effort. Advances in computer software and printing technology continue to change and enhance desktop publishing work. Instead of receiving simple typed text from customers, desktop publishers get the material on a computer disk. Other innovations in desktop publishing work include **digital color page makeup systems, electronic page layout systems, and off-press color proofing systems**. And because most materials today often are published on the **Internet**, desktop publishers may need to know electronic publishing technologies, such as Hypertext Markup Language, and may be responsible for converting text/graphics to an Internet-ready format.

Students interested in pursuing a career in desktop publishing may obtain an Associate degree in Applied Science or a Bachelor's degree in **Graphic Arts, Graphic Communications** or **Graphic Design**. Graphic arts programs are a good way to learn about desktop publishing software used to format pages, assign type characteristics, and import text and graphics into electronic page layouts to produce printed materials such as advertisements, brochures, newsletters, and forms.

Salary Information:

- Desktop Publisher:
\$38,740 Median Salary (U.S. Bureau of Labor Statistics, 2008)
- **Desktop Publisher for the Rochester, New York area:**
\$50, 200 Median Salary (Career One Stop, 2008)
[*Salary varies based on education/advanced degree, work-experience & setting/location]

Additional Information:

- Graphic Arts Information Network: www.gain.net

