INGLÉS TÉCNICO DE GRADO SUPERIOR UD-13

DESKTOP PUBLISHING

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# GET READY!

Before you read the passage talk aboutthese questions.

1. *What do you know about desktop publishing?*

Computer software and printing technology is progressing so quickly, that publishers today can use these technological changes to their advantage. Using computer software, desktop publishing enables publishers to perform publishing tasks that would otherwise require complicated equipment and would also be time-consuming. Desktop publishers format and combine texts, create graphics, convert photographs and drawings into digital images and design page layouts. Using a keyboard, they enter and select the size, style and spacing and store them in a computer, which then displays and arranges all this information. Newspapers, catalogs or a book page, complete with artwork and graphics, can be created on the screen exactly as it would appear in print, thus saving an enormous amount of time and human effort.

1. *What skills are needed in publishing?*

To work in publishing, a person needs to be able to develop high quality content and make sure it can be used in many different formats such as in print, online and with mobile technology. Experience with graphics, electronic paper and offset lithography are also useful. A publisher needs to possess communication skills and be capable of project management. They also need to show initiative, be creative and well-informed about Information Technology.

# READING

Read\_the job listing for a position at Golden Pairie Publishing. Then, choose the correct answers.

1. What is the purpose of this advertisement?
2. **to post a job opening**
3. to describe a company
4. to start a publishing company
5. to sell a desktop publishing program
6. Which is NOT a job qualification?
7. **the ability to make clip art.**
8. project planning skills
9. a college education
10. the ability to make layouts
11. What can you infer from this advertisement?
12. The jobb pays very well.
13. This is a managerial position
14. The company is hiring from within.
15. **Students do not meet the requirements.**

# VOCABULARY

Read the sentence pairs. Choose where the words best fit in the blanks.

1. electronic pages / electronic paper

Many books are available on **electronic paper.**

Desktop publishing specialists assemble **electronic pages.**

1. page layout/clip art

If you need an extra picture use **clip art.**

That **page layout** looks complete.

1. electrostatic printing/offset lithography
2. **Electrostatic printing** is all done with machines.
3. **Offset lithography** uses oil and water to transfer ink.

Match the words (1-4) with the definitions (A-D).

1. **A piece that is ready for print:** comprehensive layout
2. **The design of a layout using software:** desktop publishing
3. **A computer program used by publishers:** desktop publishing software
4. **A form of visual language:** graphic communications

Listen and read the job listing for a position at Golden Prairie Publishing again. What does the applicant not necessarily have to be skilled in?

The applicant for the position of Desktop Publishing Specialist does not have knowledge of offset lithography or electrostatic printing methods.

# LISTENING

Listen as a candidate interviews for a desktop publishing job. Mark the following statements as either true (T) or false (F).

1. The candidate works with electronic paper.
2. The candidate is in college.
3. The candidate creates layouts.

Listen again and complete the conversation.

* Interviewer: Good morning, please take a 1.
* Candidate: Hello, it's nice meeting you.
* Interviewer: Right! I see you have a degree in 2 communications. Do you have experience creating 3?
* Candidate: Yes. I work with desktop 4 every day.
* Interviewer: What type of work do you do? I want to hear more.
* Candidate: I combine text with graphics to create 5.
* Interviewer: Interesting. Do you ever work with 6?
* Candidate: Fairly often actually. I think it's the future of publishing.