

Digital Publishing

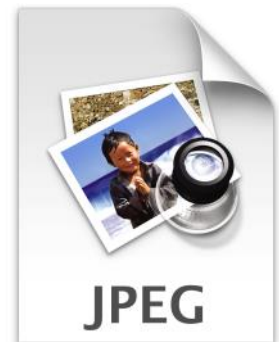
Traditionally, Desk Top Publishing (DTP) was used to produce printed items, such as leaflets, brochures, magazines, etc. Today, a lot of DTP work is used digitally, ie. Online, either for the creation of websites or for supplying material to social media platforms, such as Facebook, etc.

**Social Media**

Advertising is often done on social media platforms. A Graphic Designer will be expected to create images and text (or a combination of both) that is suitable for uploading to sites such as Facebook, What's App, Instagram, etc. As with print, the image should be aimed at the target audience, and attract their attention.

File Formats

The method of saving a digital file is important. For some sites, a jpeg (or .jpg) file is suitable. This saves the colours and can be opened in most platforms (eg Apple, Windows, etc.). For websites, most pages needed to be saved as HTML files. Cross-platform filetypes, such as pdf are also common.

**Digital Advantages**

Advantages to some companies of having a digital, or online, presence is that they can reach a wider audience, perhaps across the world. By using a search engine, such as Yahoo, a customer's can find the company's catalogue, etc. An advantage of a digital catalogue over a printed catalogue is that a digital catalogue can easily be updated (eg to change a price or specification), it doesn't need to be printed every time a price changes (thus saving money in printing and posting), it is easy to share using hyperlinks on text messages, can be accessed anywhere, errors can be edited quickly, etc.

Digital files can be edited by more than one person, they can be accessed wherever anyone has access to the internet, they can be delivered instantly.

Many computers allow the text size to be enlarged, for those with eyesight issues, or else the colour to be changed for those who suffer from visual stress.

A digital site can also allow moving images to be incorporated, or interactive Virtual Reality to be used.

An online shop can easily be added to the site, allowing the consumer to purchase from the website straight away.

Disadvantages

The initial set up costs of providing computers and software costs can be expensive for a company to take on. The costs of training staff to use modern processes can be expensive, though many people are now more aware of computers and the internet than before.

