

Creating Quality Publications

Anyone with a few simple technology tools can produce quality publications. You need three major technology tools for desktop publishing:

- An application to format a publication
- A computer to run the application
- A printer to print the publication

Desktop publishing makes producing attractive publications easy. Unfortunately, it also makes producing unattractive publications easy. Like any technology tool, the results you get depend on your knowledge, efforts, and skills. To help make your publication attractive and effective, you should use your tools, mix it up, and keep it simple!

Use Your Tools

Your word processing or desktop publishing application has many tools that can help you format text. Avoid lazy formatting practices! Instead of pressing a bunch of spaces and returns to format your text, use your application's tools to format your document.

Use tools to:

- Insert one space after punctuation
- Add one return after a paragraph
- Set margins, tabs, and alignment

Mix It Up

Use a variety of formatting tools. Often, people learn a couple formatting tools and then stick to them. Try new tools! You want your publication to appear attractive and engaging.

You might want to use some of the following formatting ideas in your publication:

- Use bold to add contrast and to strongly emphasize certain words or ideas
- Use italics for titles or works and to mildly emphasize words or ideas
- Try different font styles, sizes, and colors

Keep It Simple

Desktop publishing provides so many tools that you can easily overdo it. You do not want your publication to be cluttered or difficult to read.

Keep the following tips in mind:

- Use a limited number of fonts in your publication
- Use formatting features sparingly
- Use a variety of formatting features