

## DIGITAL GRAPHICS DESCRIPTION

**DIGITAL GRAPHICS INVOLVES THE CREATIVE PROCESS OF COMING UP WITH THE CONCEPTS, IDEAS AND COMPOSITIONS FOR VISUALLY COMMUNICATING A SPECIFIC MESSAGE. DESKTOP PUBLISHING IS THE MECHANICAL PROCESS THAT THE DESIGNER AND THE NON-DESIGNER USE TO TURN THEIR IDEAS FOR NEWSLETTERS, BROCHURES, ADS, POSTERS, GREETING CARDS, AND OTHER PROJECTS INTO DIGITAL FILES FOR DESKTOP OR COMMERCIAL PRINTING**

**DIGITAL GRAPHIC ARTISTS USE DESKTOP PUBLISHING SOFTWARE AND TECHNIQUES TO CREATE THE PRINT DOCUMENTS THAT USE THEIR DESIGNS. THE COMPUTER AND DESKTOP PUBLISHING SOFTWARE ALSO AIDS IN THE CREATIVE PROCESS BY GIVING THE DESIGNER A WAY TO TRY OUT VARIOUS PAGE LAYOUTS, FONTS, COLORS, AND OTHER ELEMENTS.**

