**Job**: Desktop Publisher

**Average Salary:** $33,490-38,200

**Growth Potential:**  1.20

**Personality Traits**:

* Attention to Detail
* Cooperation
* Dependability
* Innovation
* Adaptability/Flexibility
* Initiative

**Work Activities**

 Check preliminary and final proofs for errors and make necessary corrections.

 Operate desktop publishing software and equipment to design, lay out, and produce camera-ready copy.

 Position text and art elements from a variety of databases in a visually appealing way to design print or web pages, using knowledge of type styles and size and layout patterns.

 Convert various types of files for printing or for the Internet, using computer software.

 Transmit, deliver or mail publication master to printer for production into film and plates.

 Study layout or other design instructions to determine work to be done and sequence of operations.

 Enter digitized data into electronic prepress system computer memory, using scanner, camera, keyboard, or mouse.

 Import text and art elements, such as electronic clip art or electronic files from photographs that have been scanned or produced with a digital camera, using computer software.

 View monitors for visual representation of work in progress and for instructions and feedback throughout process, making modifications as necessary.

 Collaborate with graphic artists, editors and writers to produce master copies according to design specifications.

 Select number of colors and determine color separations.

 Prepare sample layouts for approval, using computer software.

 Edit graphics and photos, using pixel or bitmap editing, airbrushing, masking, or image retouching.

 Enter text into computer keyboard and select the size and style of type, column width, and appropriate spacing for printed materials.

 Enter data, such as coordinates of images and color specifications, into system to retouch and make color corrections.

 Load floppy disks or tapes containing information into system.

 Store copies of publications on paper, magnetic tape, film or diskette.

 Create special effects such as vignettes, mosaics, and image combining, and add elements such as sound and animation to electronic publications