EVALUATION OF NEWSPAPER DESIGN APPLICATIONS MADE WITHIN THE DESKTOP PUBLISHING COURSE BASED ON THE VIEWS OF GRAPHIC DESIGN DEPARTMENT STUDENTS

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ABSTRACT

Desktop publishing course is designed to embody the abstract knowledge that students have learned, to practice the techniques used, how to emphasize the hierarchy to give an effective visual message, to comprehend the basic principles of surface design, and to enable them to develop creative arrangements on text visual relationship. Within the scope of the course, students make newspaper design with the Adobe Indesign program they have learned. In this study, which aims to determine the newspaper design skills of the students taking desktop publishing course, a screening model is used. This research was carried out on 3rd grade students who took desktop publishing course in Graphic Design Department. 32 students participated in the study. The answers of the students to the open ended questions were analyzed through descriptive analysis. According to the results of the research, students will learn that desktop publishing course will help them to be successful in their professional life, to learn indesign program, to make newspaper design, to learn the principles of writing visual and design in the program, to apply themselves to the content of the course, to provide them with some visual materials. finding that some students have difficulty in finding text, the course is effective and useful in the course of the program as well as the indesign program is taught to be taught only as a program course.

Keywords: graphic design, desktop publishing, typesetting,

1. INTRODUCTION

Life requires constant communication. People's willingness to deal with each other, to learn about social events leads to advertisements and advertisements for desktop publishing. On the basis of desktop publishing are advertising organs. Advertising media are classified as broadcast, printed and outdoor advertising media. In this research, the concept of advertising, the concept of desktop publishing and the newspaper from the printed advertising media were explained and the opinions of the students who took the desktop publishing course were learned.

1.1. Desktop publishing

1.2. Advertisement:

Advertising is a definition of industrialized countries that are part of the modern industrial world. Advertising is needed in different ways. These are the result of the growth of cities and populations, the increase in production activities and distribution channels in proportion to this, and the spread of mass media newspapers. The consumer understands the quality of the products through advertising. For this reason, advertising constitutes the basis of marketing. For this reason, it is known as a very important phenomenon in terms of both producer and consumer (Dikener, 2011: 153).

Advertisements serve to create different requests and preferences in the consumer. Thanks to the advertisements being watched, consumer behavior, brand passion and desires change. Qualified ads can change the wishes of the target audience. This may lead to positive thoughts about the

product introduced to the new market. With repeated ads, the audience's ideas change. For this reason, some firms have less share in the market or cannot enter the competitive environment at all (Ceran & Karaçor, 2013: 10).

Advertising services and products are purchased from the communication tools, place and time for a certain price to be introduced to a large audience, is called efforts to adopt (Elden, 2005, 62).

In other words, "Advertising is the description of a business, a good or a service in exchange for money and in the public broadcasting media duy (Ünsal, 1984: 12).

Among the means of communication, advertising is one of the most comprehensive in the world. The advertisement, which has a constantly developing structure, serves a contemporary purpose. In addition to delivering messages to the target audience, they can encourage them to purchase, or they can work for both purposes at the same time. Therefore, persuasion also has informational aspects (Farbey and Reichert, quoted from; Plain, 2012: 22). For this reason, advertising; These are all activities of announcing the characteristics and advantages of products, goods or services that distinguish them from the others to the target audiences on condition that the manufacturer firm is also determined by making use of mass media in different channels. Advertising and the target audience has information about the product and reinforces all these (Dogan, 1992: 191).

The main objectives of advertising are to provide information and to persuade the purchasing process of the product. Advertisements also show the lifestyle of a particular audience. For this reason, an interaction is established between the target audience and the advertiser between the visual, auditory and tasteful features of the target audience. The reason for this is to direct the target audience to purchase and to reach the purchase target. For this reason, it is more important how you convey it than what it conveys in advertising (Taşkıran & Bolat, 2013: 51).

Product designs in different colors, ergonomics, durability, ease of use, packaging, service, quality, price ranges according to the quality of the consumer affects differently. When these factors affect the wishes and preferences of the target audience, manufacturers make changes on the products based on these expectations and enter the market competitively. Advertising is one of the most important aids for the retention and permanence of new products in the market or the products that have been modified. Advertising includes activities that promote the new product in the market and enable it to become more qualified and develop (Ceran & Karaçor, 2013: 10).

1.32.Traditional Advertising Tools

The choice of advertising media is important for product or service delivery. Advertising media is the place where the product or service meets the target audience. Advertising in the wrong channels not only prevents the product from meeting the target audience, but also leads to wasted advertising costs. When planning advertisements, the environments that they will be exposed to the most should be selected by paying attention to the characteristics of the target audience. When selecting advertising channels, the characteristics of both the target audience and the advertising tools should be analyzed properly. The target audience's age, gender and so on. by analyzing the basic features well, publishing the ads in the most appropriate medium will facilitate the achievement of the purpose of advertising (Planning in advertising, 2012; 26).

The active strategy of the target audience, ie the customer, is important for advertising objectives. When determining the most effective medium for advertising, the structure of the target audience and advertising costs are taken into consideration. Advertisers should analyze the structure of the society and determine the areas of interest. The determination of the most appropriate medium for the correct transmission of the desired message leads to the customer giving the message easily (Russel & Lane, 1996).

Advertising agencies work with their customers to determine the target audience. They determine the channels they will advertise in accordance with the characteristics of the target audience. The

unit costs of these vehicles are deducted and their overall costs are reached. Advertisers determine the advertising medium to be used and make advertising planning. These media can be radio, television, newspapers and magazines (Dutka, 2002: 35).

1.3. The main advertising channels can be classified as Newspaper, Television, Post, Radio, Magazine, Outdoor Applications - New Media (Polat, 2010: 8).

1.4. Newspaper

Newspaper Publications with or without comments, published every day or at certain time intervals, to provide news and information on politics, economy, culture and other issues (www.tdk.gov.tr).

Newspapers have started to be published due to the need of the merchants who trade with foreign countries to learn the political, social and market developments of those countries. Later, with the need for national news flow as well as international, different types of newspapers developed in journalism began to be published (Elden, 2009: 231).

The newspaper is one of the most important print media. Known as the most important advertising medium in the early years of advertising, the newspaper loses its power with the influence of new media, especially television and internet technologies. For this reason, it is not as bright as it used to be. However, it continues to be important due to its persistence as well as being open to sharing (Arens, 2006). Research shows that newspaper advertising is more convincing than television advertising. Half of the newspaper ads are less costly than television ads (Elden, 2009: 238). Among the printed media, newspapers have an important place as a means of advertising. Daily newspapers are classified as local, national and international according to the variety and size of the areas in which they are printed and distributed (Teker, 2004: 154). Due to the task of transmitting information, newspapers have the ability to provide readers with information and read articles in line with their interests. Ads are sometimes overlooked as they compete with editorial content and other ads on the pages. Moreover, because readers read more than one newspaper, it is called to the reader from more than one unnecessary place, which increases the cost. (Elden, 2009: 239).

1.5. Desktop publishing

Until 1987, publications have accomplished in large systems with typesetters correctors editors page editors. Later, pre-press preparation operations were started in the area of personal computers advanced publishing. In this way, graphical user interfaces have led to the development of desktop publishing. Combining desktop publishing is defined as the process of electronic images obtained on the computer in order to make professional looking publications more efficient, such as flyers, monthly bulletins, brochures, company forms, books, magazines, magazines. With the developing technology, production in the printing sector begins with pre-press preparation and design. In the terminology of printing, Desktop Publishing is the equivalent. First of all, how to use text and pictures is determined. During this process, the writings are written first and then the pictures and figures are prepared in the specified dimensions and transferred to the computer environment. Then the text and figures are brought together in a page layout or graphic design program in the direction of design (Şişmanoğlu, 2007: 1).

1.6.1.5. Indesign program

İndesign is a vector base program. Vector is defined as lines between coordinates. Pixels, available in Bitmap programmes, are not available in vector programmes. In these softwares distance between only two points are accounted mouthemetically and a line is achieved. Curves can form some joints on this line. Shapes are composed in this way. In vector centered programmes a drawn shape can be enlarged adlibitum and it doesn't lose any quality (Tepecik, 2002:55). Quarkxpress, which has been used for years, has been replaced by indesign while leaving old methods in

desktop publishing and switching to new methods. In design program you can produce any type of pdf (low, medium, high). It is known to work with adobe photoshop.psd documents which are the products of the same company. With Indesign, you can work between layers and make transitions with effects. You can place the text on any line and area you want, and you can get different images with text behavior on these fields. You can get lossless results because it can work multiple pages during printing (Burn, 2004: 143).

1.7.1.6. Purpose of the research

The main purpose of this research is to evaluate the newspaper design applications within the context of desktop publishing course based on the opinions of the students of the graphic design department. Depending on this basic purpose, the following questions were sought.

1. Are there any contributions to the newspaper design practices in the desktop publishing course? If so what contributions do you think?
2. At what level do you consider yourself sufficient in newspaper design applications in the desktop publishing course? Why ?
3. What do you think about the problems you have with the program while you are designing newspaper in desktop publishing class?
4. What are your views on finding information and visuals during the layout of newspaper design in desktop publishing class?
5. What are your suggestions for making newspaper design applications more effective and efficient in desktop publishing course?

2. METHOD

2.1. Research Model

2.2. Participants

This research was carried out on 3rd grade students who took desktop publishing course in Graphic Design Department. 32 students participated in the study.

2.3. Data Collection and Analysis

Within the scope of the research, semi-structured interviews were applied by asking open-ended questions to the students. In the interview, 5 questions were asked to determine the opinions of students who took desktop publishing course about their newspaper design realization skills. The answers to the interview questions were analyzed through descriptive analysis. The aim of the descriptive analysis is to present the findings to the reader as regulated and interpreted (Yıldırım & Şimşek, 20000 :, p.159). Tables were prepared for the data analysis which determined the themes around which the open-ended interview questions would be organized and presented. Open-ended interview questions were handled one by one and the options were listed according to the answers given by the students for each question.

At the stage of defining the findings, the data obtained through open-ended interviews were digitized as qualitative data. (Ay, 2010).

3. FINDINGS

In this research based on determining the opinions of students who took desktop publishing course about their newspaper design realization skills, students' views were tried to be explained under five different headings. The opinions of the students were presented in tables and frequency values were given and the students who were low were quoted directly.

1-Do you have any contributions to the newspaper design applications in the desktop publishing course? If so what contributions do you think?

Students' opinions about the contributions of the desktop publishing course Table 1 examines the page layout, the use of writing tools, paragraph layouts, a knowledge of how to use the indesign program shows that they have learned. As can be seen in the table, students state that the course contributes to their professional lives. It is seen that what is taught in the course is reinforced with practice and is permanent.

Table 1. Do you think that the newspaper design applications in the desktop publishing course contribute to you? If any, what do you think the contribution of the students' opinions about the question?

Opinions	
We learned how to use the designing program	18
Page layout, tool usage, font layout, fonts, general layout of newspaper, font size in internal texts and how to use fonts in internal texts in the newspaper	12
We learned how to make newspaper to the finest detail	10
We learned paragraph layouts and page layouts on the page	10
The size of the newspaper, how many columns would fit into how many blocks. We have learned how many fonts are used, which fonts are used.	10
Learn how to edit templates and create layouts	9
We learned the basic rules of printing magazines and newspapers in offset printing	8
We learned the font size, the quality of the image and other newspaper design rules	8
We have learned what to look for in the placement of paragraph and character styles	8
We have learned how to design in the field of publishing, seeing the whole by establishing the relationship between visual and text arrangements.	8

Students who believe that newspaper design applications in desktop publishing course contribute to them stated their opinions about interview questions as follows. "There is because it is a very important lesson for printing. We learn the basic rules of printingmagazines and newspapers especially in offset printing. Being experienced in this matter is also very important for finding a job. Newspaper design applications made in the course contribute; These are: font size, quality of the image and other newspaper design rules to be used in the design. I think that the design of the newspaper contributed because I saw how a newspaper layout should be. I've learned the Indesign program; of course it contributed. We had information about the layout, the fonts we should use, the general layout of the newspaper and the blocking system. I have learned that we should use the same font inthe font size of the inscriptions we use and the inscription in the newspaper. " In other words, when I work in any private sector in forward-looking agencies or when I enter a certain printing house, I cannot be forced to have any sub-information. My learning makes my job easier in the future…. The findings show that students taking desktop publishing course are aware of the contribution of the course.

2-Students' opinions about the question of which level do you consider yourself sufficient in newspaper design applications in Desktop publishing course?

University students' opinions about the question of what level do you consider yourself sufficient in newspaper design applications in Desktop publishing course?

Table 2 shows that some students perceive themselves as good, moderate and insufficient.

Table 2. Students' opinions about the question of what level do you consider yourself sufficient for newspaper design applications in Desktop publishing course?

Opinions	
I see it on a good level.	16
I see medium level	14
I can't see myself enough.	6
I see enough in some subjects	6
I see less than enough	5
I do not see myself enough	1

In the Desktop Publishing course, they expressed their views on the question of the level of which you consider yourself sufficient in newspaper design applications in Desktop Publishing course. I think I'm at the top level. I think I am much better at newspaper design. I set up a lot of things like page layout, spacing, as it should. I place them on the page according to the length of the text.

again, I find myself missing in page design… ". Findings show that many students who take desktop publishing courses find themselves good enough at moderate level and some students find them less adequate and inadequate.

3-The opinions of university students about the problems you have experienced while designing newspaper in the Desktop publishing course University students' opinions on the question of what are the problems you have experienced while designing the newspaper in the Desktop publishing course Table 3 shows that most of the students stated that they did not have any problems, while the other part stated that they did not have any problems, setting the layout of the article, setting the size of the writing, inserting the picture into the article, paragraphs between paragraphs. They stated that they had problems with setting spaces and creating pdf pages.

Table 3. University students' opinions about the problems you have experienced while designing newspaper in the Desktop publishing course .

Opinions	
I had no problems	15
Inadequate program information, inability to adjust the spacing between paragraphs	9
Photo sharpness and throwing in the program, Page layout snapping	8
I had no problems with the program.	5
Printing	4
I didn't have problems because of my knowledge about printing and program.	3
Working with paragraph style	3
Adding png images in the program and making paragraph layouts	2
Embedding pictures into the text	2
Size of articles and average	2
No pages appear in PDF saving	2

They stated the opinions of the university students about the problems that you experienced while you were designing the newspaper in the desktop publishing course. For example, I couldn't adjust the spacing between paragraphs at the beginning and then I was able to do it later. " I am not very good at setting up the page layout. The aesthetic placement of the text and images to be placed on the page and the regular end of the text at the end of the page were the problems that I usually encounter… " forced… " When I saved a PDF only after the newspaper had finished, I found that some pages did not open. I did not experience any external hardship of his… ". The findings show that students taking desktop publishing courses had problems in setting paragraph spacing, photo clarity page layout, getting ready for printing, embedding pictures in paragraph style writings, and some students did not have problems because of good program knowledge.

4-Opinions of university students about finding information and visuals during the layout of newspaper design in Desktop publishing course.

The students 'opinions about the students' opinions about finding information and visuals during the application of newspaper design in the Desktop publishing course were examined in Table 4. they stated that they had difficulty in terms of subject integrity and that some students had access to information and visuals when they conducted adequate research.

Table 4. University students' opinions about finding information and visuals during the layout of newspaper design in Desktop publishing course

Opinions	
I can easily access information and visuals when sufficient research is done.	12
I had difficulty finding images in high resolution	11
I had trouble transferring the font	6
I was forced in terms of subject integrity	5
Easy to find images but harder to find text	5
I did not have the problem of the size and resolution of the images	5
Easy to find text difficult to find visually	4
I had difficulty finding information and visuals	4

They stated their opinions about the students' finding information and visuals during the layout of newspaper design in Desktop publishing course; I have no problem finding visuals and information. Finding information and visuals was not easy in the first stage. I had trouble finding high resolution images. I had a problem with the transfer of the font I had a little difficulty in terms of subject integrity, but in the next designs I will choose the subjects with a larger visual pool… ", sell Images are easy to find but articles When the visuals are found, the design is slowly sitting on the page. I couldn't overcome the problem of the dimensions and resolutions of the visuals…. They stated that they were forced in terms of their integrity, that it was difficult to find the article that was easy to find, or that it was easier to find the article that was difficult to find.

5- What are your suggestions for making newspaper design applications more effective and efficient in desktop publishing course?

The opinions of the students about the contributions of the desktop publishing course to their applications in order to make the newspaper design applications more efficient and productive in the Desktop publishing course Table 5 is examined. Some of the students may have a slightly more discrete program. With the provision of information and visuals ready, the course would be effective and easy. The design program can be taught as a semester, more examples are shown, learning is more effective if group projects are done.

Table 5. Students' opinions on the question of what are your suggestions for making newspaper design applications more effective and efficient in Desktop publishing course?

Opinions	
The course is sufficiently efficient and timely. Design program can be processed in a little more detail	**10**
By providing information and visuals, the course would be more effective and facilitating. The design program can be read as a semester course	**5**
Showing more design examples related to the study	**5**
Learning is more effective if group projects are carried out.	**3**

He stated the students' views on the question . What are your suggestions to make the newspaper design applications more effective and efficient in Desktop publishing course?

I would like the Indesign program to be taught as a semester course. We can process the program in more detail. I think I have benefited from the course application. I think our course was adequate and in place. Checking the pages made every week and correcting our mistakes made the course effective and efficient. I think the courses are efficient enough I think it would be more efficient if there were projects we could do together in the classroom. Learning is more effective if done in groups.

As a result of the findings, students' opinions should be sufficiently productive for the newspaper design applications in desktop publishing course to be more effective and productive. The design program can be taught in more detail or as a semester course. The course could have been more effective with the provision of information and visuals. Learning is more effective if group projects are carried out.

4. RESULT

According to the results of the study, the students who make newspaper design in the Desktop Publishing course have learned that they have learned the indesign program, that they have learned the newspaper production with the finest details, that they have learned information about paragraph layouts, font character, size, visual quality, and that they have learned the journal newspaper printing rules in the profession. The students stated that they considered themselves good and moderate enough. Some students stated that they were less than sufficient or insufficient. However, while students consider themselves to be moderate enough, they think that they have shortcomings in paragraph and picture arrangements. According to the results of the research, the majority of the students stated that they did not have any problems while using the program. They

stated that they had problems in writing, paragraphs and styles, photo clarity, printing and pdf saving. Some of the students stated that they had difficulty finding information and some of them had problems in finding the integrity of the subject. While the students expressed their opinion that the course was carried out sufficiently efficiently in the newspaper applications made in the Desktop publishing course, there were students who said that the course should be processed in more detail. In addition, students give opinions about showing more examples and group projects.

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