13 Desktop publishing

TOP-QUALITY RECRUITS

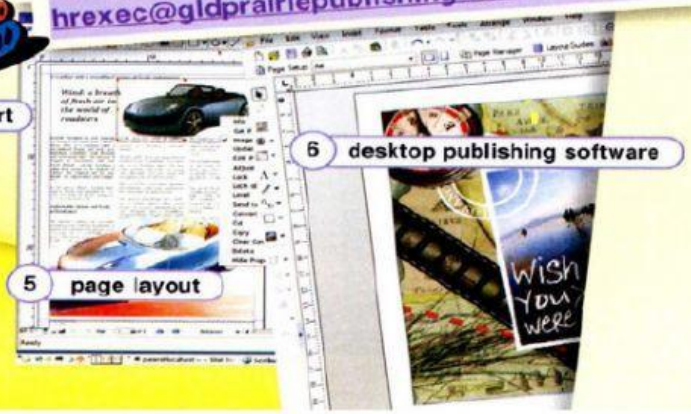
Golden Prairie Publishing

***Now Hiring:* Desktop Publishing Specialist**

Golden Prairie Publishing is hiring a Desktop Publishing Specialist. Qualifications/Skills must include:

2+ years work in the field. Position requires college degree.
Experience with **desktop publishing software**.
A background in **graphic communications** and **design**.
Skill to create **electronic pages** for print.
Using text and **clip art** to make expert **page layouts**.
Planning skills. Ability to turn a first sketch into a **comprehensive layout**.
Experience working with **electronic paper**.
Familiarity with **offset lithography** or **electrostatic printing** methods, but not essential as full training will be given.

To apply, send a cover letter and résumé to **hrexec@gldprairiepublishing.com**



Get ready!

1 Before you read the passage, talk about these questions.

1 What do you know about desktop publishing?
2 What skills are needed in publishing?

Reading

2 Read the job listing for a position at Golden Pairie Publishing. Then, choose the correct answers.

1 What is the purpose of this advertisement?
- **A** to post a job opening
- **B** to describe a company
- **C** to start a publishing compan
- **D** to sell a desktop publishing program

2 Which is NOT a job qualification
- **A** the ability to make clip art
- **B** project planning skills
- **C** a college education
- **D** the ability to make layouts

3 What can you infer from this advertisement?
- **A** The job pays very well.
- **B** This is a managerial position
- **C** The company is hiring from within.
- **D** Students do not meet the requirements.

Vocabulary

3 Read the sentence pairs. Choose where the words best fit in the blanks.

1 electronic pages/electronic pape
Many books are available on _____ _____.
Desktop publishing specialists assemble _____ _____.

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2 page layout/clip art
If you need an extra picture use _____ _____ .
That _____ _____ looks complete.

3 electrostatic printing/offset lithography
_____ _____ is all done with machines.
_____ _____ uses oil and water to transfer ink.

4 Match the words (1-4) with the definitions (A-D).

1 __ comprehensive layout
2 __ desktop publishing
3 __ desktop publishing software
4 __ graphic communications

A a form of visual language
B a piece that is ready for print
C the design of a layout using software
D a computer program used by publishers

5 Listen and read the job listing for a position at Golden Prairie Publishing again. What does the applicant not necessarily have to be skilled in?.

Listening

6 Listen as a candidate interviews for a desktop publishing job. Mark the following statements as either true (T) or false (F).

1 __ The candidate works with electronic paper.
2 __ The candidate is in college.
3 __ The candidate creates layouts.

7 Listen again and complete the conversation.

Interviewer: Good morning, please take a **1** _____ .
Candidate: Hello, it's nice meeting you.
Interviewer: Right! I see you have a degree in **2** _____ communications. Do you have experience creating **3** _____?
Candidate: Yes. I work with desktop **4** _____ _____ every day.
Interviewer: What type of work do you do? I want to hear more.
Candidate: I combine text with graphics to create **5** _____ _____ .
Interviewer: Interesting. Do you ever work with **6** _____ _____?
Candidate: Fairly often actually. I think it's the future of publishing.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

Do you have experience ...
I want to hear more.
I work with ... fairly often actually.

Student A: You are an interviewer. Ask Student B questions to learn about his or her:

- education level
- job experience
- publishing skills

Student B: You are being interviewed. Answer Student A's questions.

Writing

9 Use the conversation from Task 8 to complete the interview notes. Create some personal details.

Golden Prairie Publishing
Interview Notes

Interviewer: _____

Candidate: _____

Education Level:

☐ College ☐ Bachelor's degree
☐ Master's ☐ Technical Degree

Candidate's publishing skills: _____

Overall impression: _____
_____

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