

Learn how to speak like a



DESIGNER

A HANDY LIST OF DESIGN TERMS TO HELP YOU UNDERSTAND THE PRINT BUSINESS BETTER

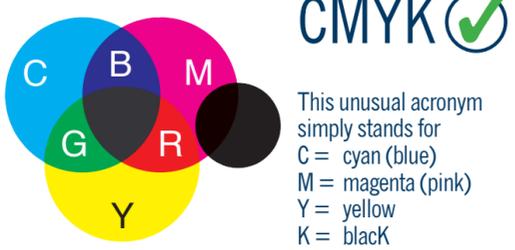
When briefing a printer or sending artwork to our studio, there are some basic industry terms and concepts you need to know. We sat down with our artists and created this useful infographic for your easy reference.

BASIC PRINCIPLES

All artwork consists of text and images. Images can be photographic or 'vector' style graphics (such as logos). Before we can begin, the images need correctly formatting.

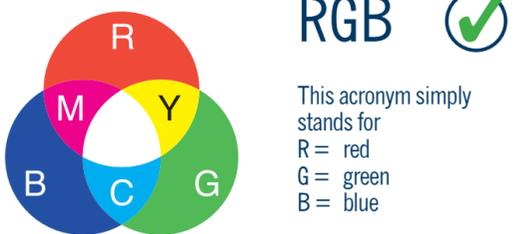
COLOURS

Looking good in print



All printers, since the beginning of colour printing have used these four colours to reproduce the rainbow spectrum. It's the only way to reproduce colour images. For that reason; **any photographs or colour images you need printing must be set to the CMYK model.** Without doing this, colours may print with unexpected results.

Looking good on the web



RGB is a description of light, which is an 'inverted' science to pigment. When you add pigments (ink) together they get darker but when you add light together it gets brighter. This is how computer monitors and television screens work. It's also why all digital cameras photograph in RGB. Printing software is quite clever and can usually convert them **but the finished image in print may well be too dark or even the wrong colour!**

IMAGES

We really love images to be in the following types to print efficiently. JPEGS and EPS are the preferred types but we can work with the others too with varying results.

- EPS**
This stands for Encapsulated Post Script. This is how we prefer vector image files supplied but photo images are great in this format too. The file sizes are often high.
- JPG or JPEG**
The letters stand for the name of the clever people who invented the file compression technique: Joint Photographic Experts Group. These types of images take up less memory.
- PNG**
This type of file is primarily used on websites due to its fast loading and small file size. Designed to be a patent-free alternative, and improvement to, the older GIF image.
- GIF**
This name means Graphics Interchange Format and was designed for use on the internet. It allows browsers to view animations and is usually compressed.
- TIF or TIFF**
This type of file is a Tag Image File Format and is perfect for using and manipulating bitmapped images across different softwares and platforms.

COPYRIGHT. Because of international copyright restrictions we are only able to print images which you have created or have the license to use. Nothing from 'Google Images' is either legal or suitable. For a small fee we can source images.

ARTWORK CREATED IN ILLUSTRATOR SOFTWARE

Vector files are great. We love them, however if you are creating a document in Illustrator we need all the text to be outlined as paths and any colours used to be from the

Pantone 'colour book'. Using web colours in print will cause problems as will the colour white unless it is selected from the 'print-default-swatch' option.

KEEP AN EYE ON YOUR PHOTO RESOLUTION

Whatever kind of image file (or pdf artwork) you send us to print, please save it as 300dpi. This means: that there are 300 dots-per-inch. The photographs opposite show you exactly how this makes a difference to the final print quality.



A 300dpi image - perfect for print



A 72dpi image - perfect for the web

Show us your true colours

The world of printing is dominated by a globally recognised colour swatch system created and operated by the Pantone company. Their system of colour referencing is not only absolutely accurate but is also consistent across different substrates and time (although light conditions and use may cause certain print items to fade over time).

If you need any aspect of your print to be in your company's corporate colour then we need to know what its Pantone (PMS) number is. That way our printers can select the correct tin of ink to print it with. Pick your colour here: www.pantone.com/color-finder

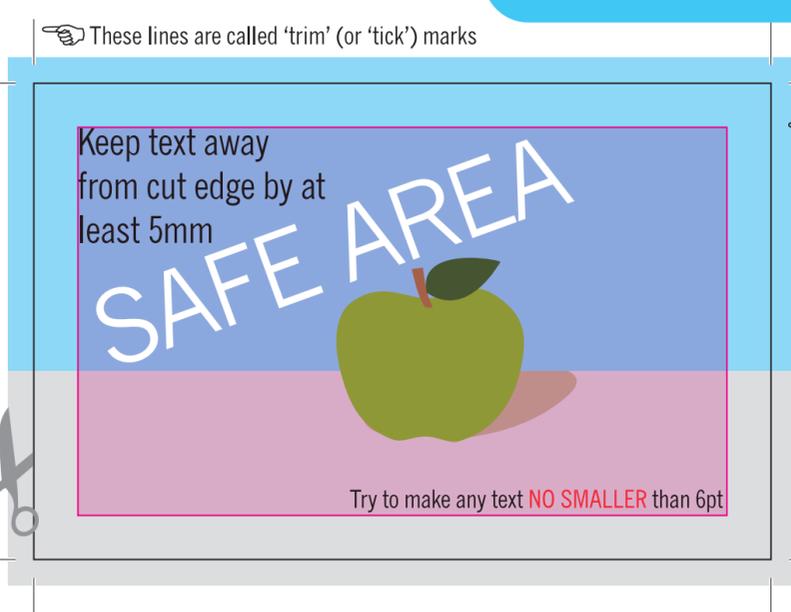


ADVANCED PRINCIPLES

Before you begin to create your masterpiece, please check the basic requirements that we need to ensure you get the results you are expecting.

Time to talk about

ARTWORK



Whichever software you choose to create your own artwork in; it is essential that you allow for 'printers bleed' if there are any colours or images which go right to the edge of the paper. If you're not sure how to do that simply add 3mm to your final dimensions

all round. So a piece of card 100mm square, when cut out, should be artworked as 106mm square. You need to remember not put any important text or logos any closer than 5mm from the cut edge (or 8mm from the outer perimeter).

NB: IF YOU USE PHOTOGRAPHIC IMAGES WE WILL ALWAYS ASSUME YOU HAVE THE RIGHT TO USE THEM. SEE OUR TERMS AND CONDITIONS FOR MORE INFO.

PACKAGING IT ALL UP TO PRINT

When your completed project is ready to go, the most convenient way of getting it to us is by creating a PDF - but wait... there's more.



Most software programmes allow you to save (or 'print') as a pdf file. This is our preferred file type, as a pdf (as a general rule) will appear the same on every computer and in print. Except sometimes. If you know how to create a pdf and are able to 'flatten' it (if it contains special effects such as drop shadows) even better. **HOWEVER** - if you are wanting to send artwork to us in its original file type (InDesign, Word, etc) we will need any used images as well. If you use InDesign click on the 'package' option (under 'file') to bundle it all together.

AND FINALLY - all work is proofed before printing to ensure not a single error has crept in.