

Basic

Design Seminar

Magazines

Newspapers

Yearbooks

Flyers

And More!

Design

What?

Reports

Business Cards

Business Reports

Forms

Ads

School Reports

Catalogues

Newsletters

Presentations

Menus

Magazines

Web Pages

Brochures

Newspapers

Books

Fliers

Scrapbooks

CD Covers

Posters

Yearbooks

Manuals

Letterhead

T-Shirts

Mail outs

The Basics

- **Your ultimate goal is to get the reader to look at your material!**
- **Make it eye pleasing**
 - **Use good photographs**
 - **Arts and Illustrations**
 - **Dominate Events**
 - **Remember Basics**

The Basics

Get Organized

- ◆ Know in advance what elements you have to work with and what **fonts, logos, pictures**, and other things you want to use.
- ◆ Get **Ideas** from **other sources** like the one you are doing.
- ◆ Know the **final result**. (**Black and White, T-Shirt, Folds**)
- ◆ Know your **deadline!**

The Basics

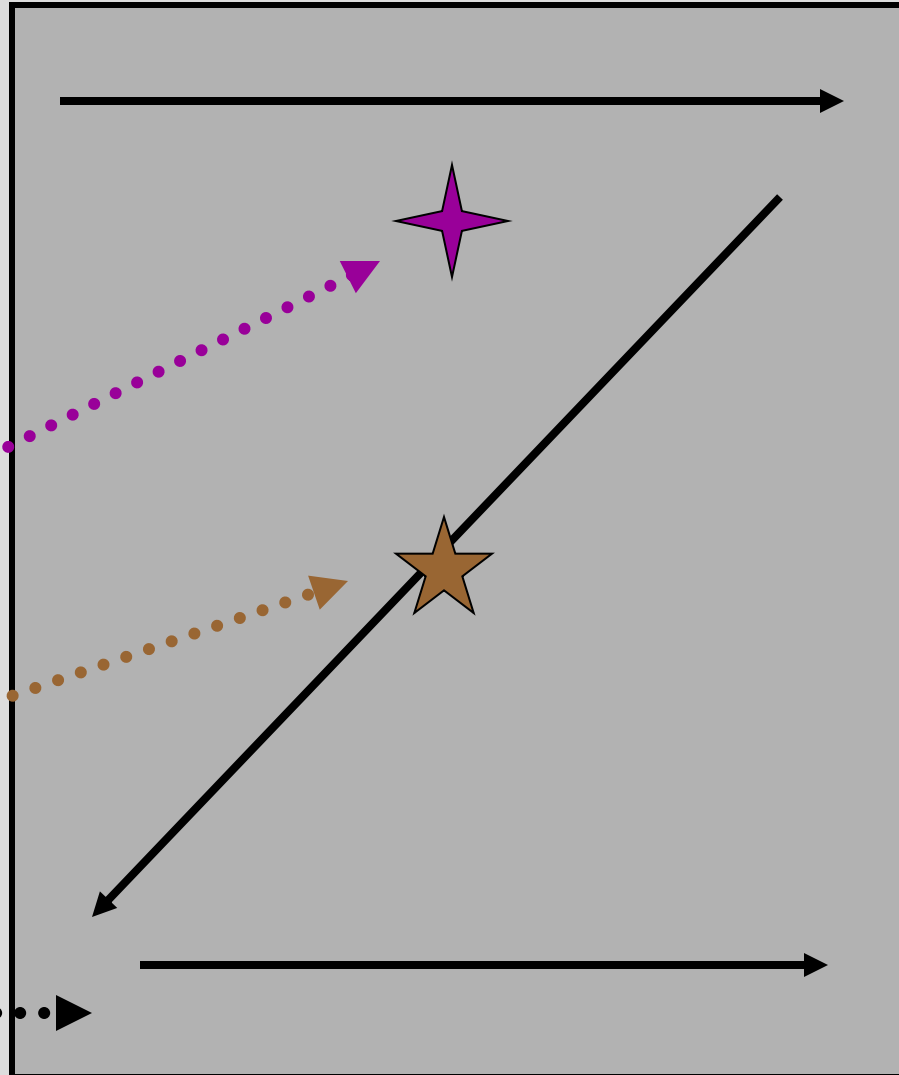
Z Pattern –

The way in which a human eye will look at a published item

Optic Center

True Center

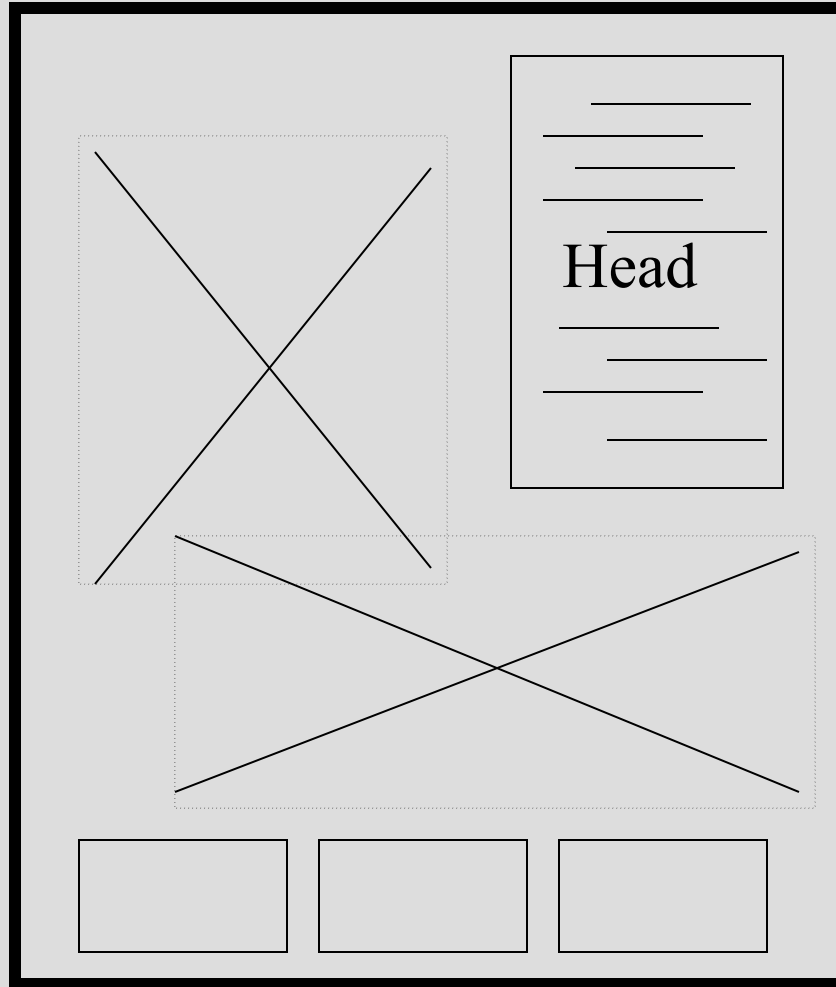
Dead Zone



The Basics

Always Make a Dummy –

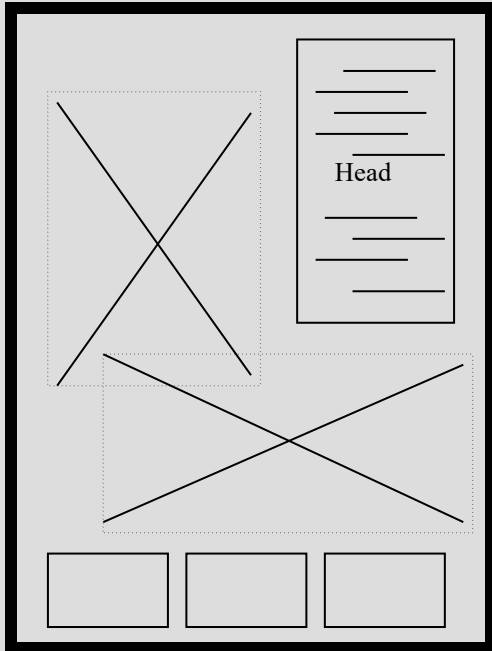
Use a **grid sheet** or some other source to map out your ideas. Know the **general idea** of where you want things on the layout.



Write down the name and size of font you are using for a **back up**

The Basics

Make a Dummy



The Art Of Photos



The book is about the true and percise art of photos and the

Impact they have on our lives. All photos are award winning

Photos take from last ten years and will show meaning of art

The Basics

Form a Marriage –

Use **two fonts** that work together and then select **two colors**. You may also add a simple logo or design throughout the publication.

Consider –

Legibility- refers to how easily the reader can decipher the letters (and marriage) on the screen or document

Readability- Over all appearance – Is it pleasing to the eye? Does it grab your attention?

The Basics

For Desktop Publishing

Copy and Paste Comes in Handy to Form a Marriage

The Basics

Typography

Serif has “feet”

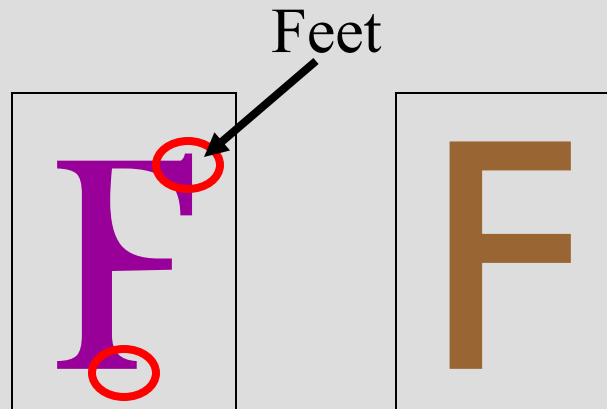
Sans Serif does not have “feet”

Display special fonts

SERIF – The Basics

SANS SERIF – The Basics

DISPLAY – THE BASICS



The Basics

Dominant Elements

Larger Elements on a layout used to draw attention to

Usually Photos or Graphics

Headlines also functional



Always Use A Dominant Element!

The Basics

Use of Color

Be careful not to **confuse** or **frustrate** your reader by the **colors** and **backgrounds** you use

EXAMPLE ONE

ExAmPLe Two

Example THREE

Best Color Combos-

White Letters on dark blue or black

Black or Blue on Light Grays

Use Red and Yellow with extra caution

NEVER USE ALL CAPS! OR EXCLAMATION POINTS!!!

The Basics

Types of Colors

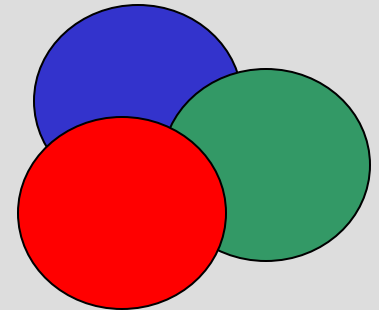
There are two basic principles a desktop publisher must recognize to produce color

RGB

CMYK

RGB (Red, Green, Blue)

The colors used by a computer monitor to create color images.



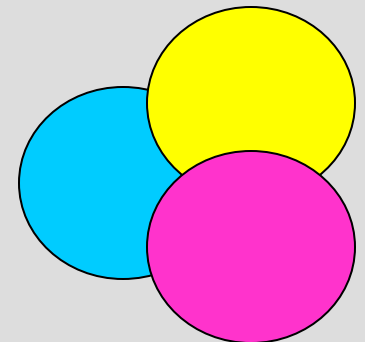
CMYK (Cyan, Magenta, Yellow, Black)

The colors used for process color.

Magenta + Yellow = Red

Magenta + Cyan = Royal Blue

Cyan + Yellow = Green



The Basics

Color Definitions

Process Color- The mechanical process of reproducing a full color image with the three primary subtractive color inks – CMYK- When viewed closely, the individual color halftone dots can be seen in a process color image.

Halftone- The use of dots to form a picture or color texture.

Spot Color- Single colors applies to printing when process color is not necessary (one, two, and three color printing) or when process colors need to be augmented (fluorescent pink or metallic tint)

Color Separation- Literally separating color areas to be printed into its component spot colors.

The Basics

Types of Measurements

Desktop publishers must know and understand **points** and **picas**

Point- A unit of measurement equal to 1/12 of the pica or 1/72 of the inch. Used to measure type size.

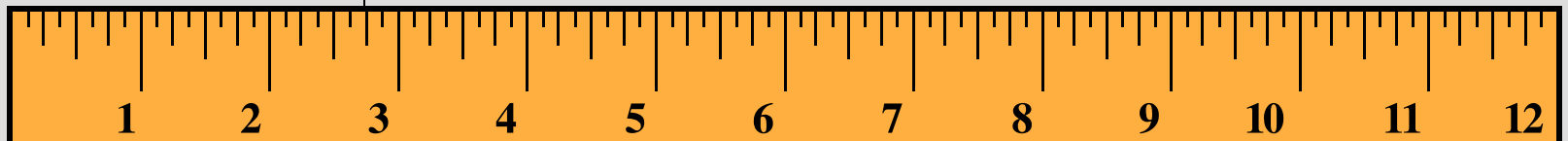
Pica- Used for a more precise measurement.

Inch – Standard measurement.

12 points = 1 Pica

6 Picas = 1 Inch

1 Inch = 72 Points

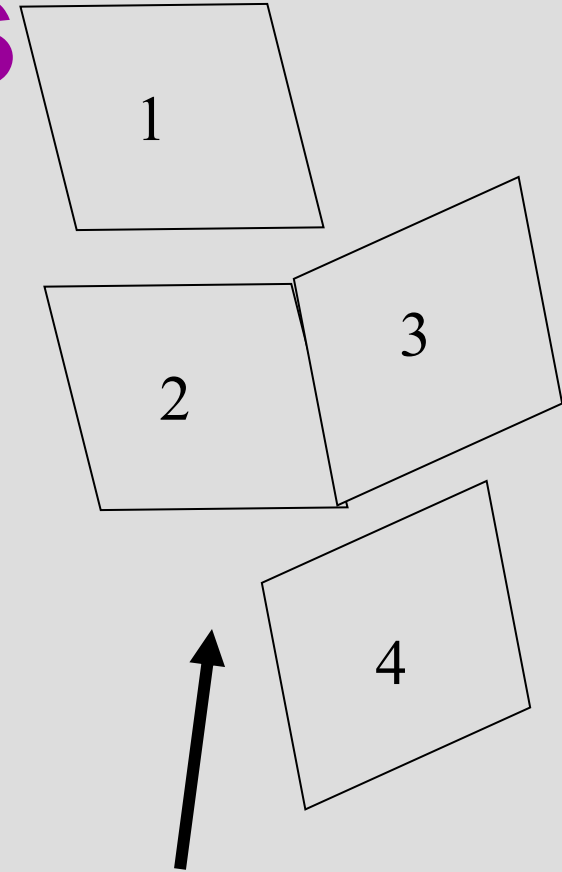


The Basics

Signature

All pages of a book or other publications have a layout process Bound Pages are in groups of four

8	1
2	7
6	3
4	5



4	1
2	3

The Basics

Leading- The space, measured in points between **consecutive lines of type**. Derived from stripes of lead placed between lines of type

Em Space- A lateral space equal to the width of the lower case letter **em**

En Space- Space of lower case **en**

Leading- The space, measured in points between **consecutive lines of type**. Derived from stripes of lead placed between lines of type

Leading- The space, measured in points between **consecutive lines of type**. Derived from stripes of lead placed between lines of type

m n

Horizontal spacing between words and between letters on a line, is most often measured in **ems** and **ens**. An **em** space is a space equal to the current point size.

Terms and Tips

For variety, use different

Sizes

12 point, 18 point, **24 point**

Weights

Gill Sans Gill Sans Condensed

Gill Sands Ultra Bold

Styles

normal *italic (itc)*

bold (b) Emboss

Terms and Tips

Alignment-

1) Everything on the page should align with something else. A **grid** is an effective tool in insuring that text and images align.

2) **Align Left**

Align Right

Center Align

3) **Justify Type** forces the text to equal out on each side of the margin. **Forced Justify** causes the text to equal out even at the end of the paragraph.

Terms and Tips

Emphasis- Place the most important elements in the most prominent positions

Be sure to have **dominate photo** in the visual hot spots

Eye line- A constant line of white space in a layout that helps the reader guide their eye to certain elements.

Focus- Design your publication to intentionally guide the readers eye to elements in the order you intend.

Terms and Tips

White space- Empty space on a publication left intentionally for design purposes. Used in many forms. Too much can be good, but then again none can be bad.

Avoid- Underlines, ALL CAPS, Exclamation points! Too many quotes (that are not “spoken”)

Cram- Don't fill your page/design with too much or the reader will become disinterested

Terms and Tips

Pictures- Pictures should always be used! Bad pictures are worse than no picture at all. A good picture will add more flare than anything.

Make sure the photo is relevant

Clip art- If pictures are not available, use a clip art or continue a design element.

Be careful not to make your clipart look “elementary” or cartoony

Readability- Everything on the page should contribute to making the content readable and interesting. Remove the mess and useless elements.

Terms and Tips

Orphans- are short lines at the top of the next column left alone. Usually minor editing or cutting a few words will correct this problem

Widows- are very short lines (one or two words at

the bottom of a paragraph

Lift out Quote-Design element used to draw readers attention to a story

“The police shoved me down and kicked my side.” – Jason Miller

by showcasing an interesting quote – usually set in reverse type.