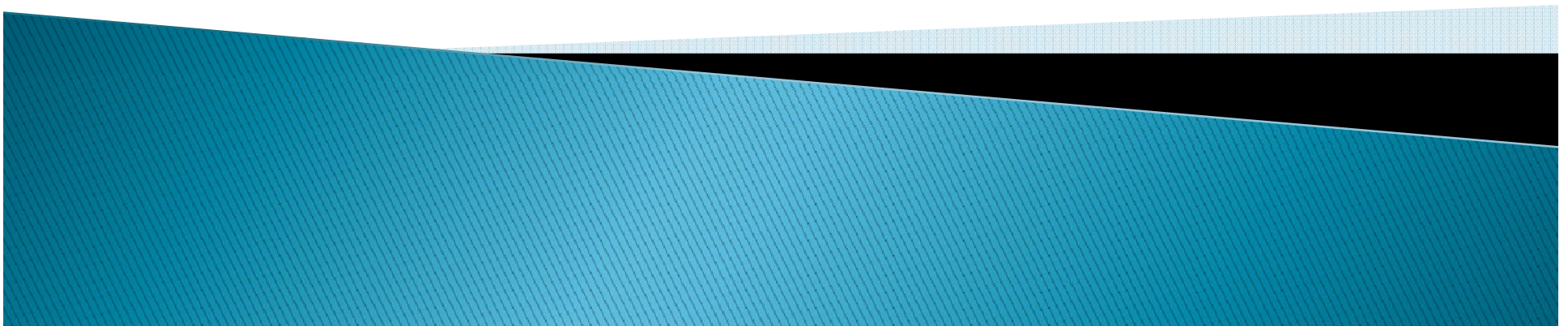


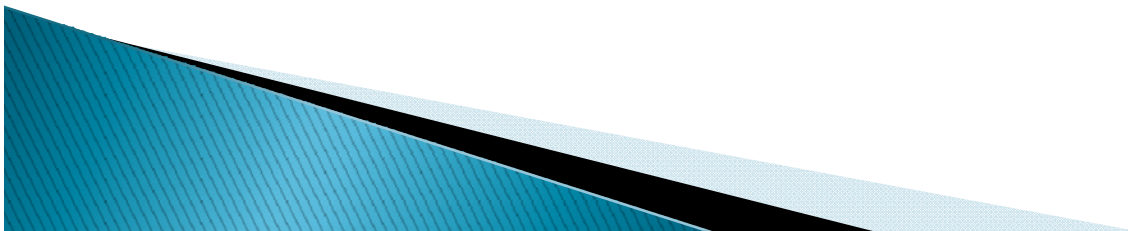
# Designing for web *or* print?

Good design applies everywhere but the rules  
and techniques differ considerably



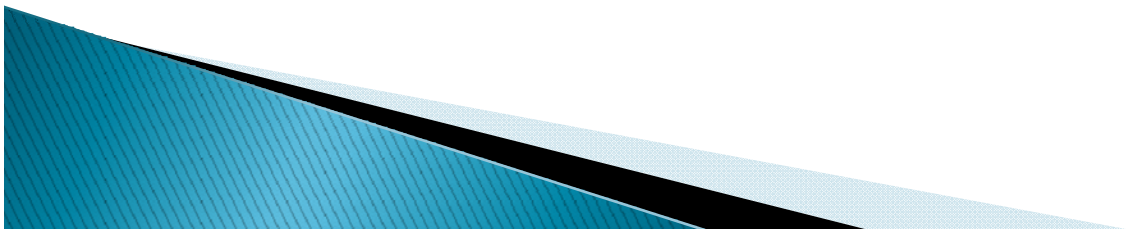
# Consider The End Product

- ▶ Screen VS Print
- ▶ Screen is a horizontal rectangle (size depends on viewers screen resolution – not everyone sees the identical product)
- ▶ Print can be ANY size and shape! (Although there are standard print formats)  
What is printed– is what everyone will see.  
Each piece identical – good or bad..



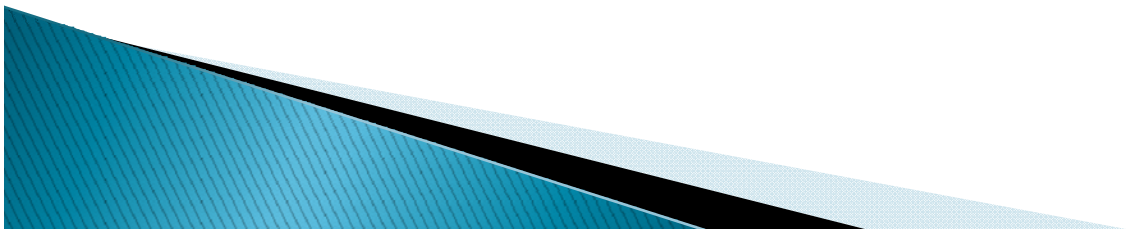
# File Preparation Basics

- ▶ Resolution:
  - Screen: 72 dpi is all it will ever show
  - Print: image files must be 150 – 300 dpi
- ▶ Color space:
  - Web: RGB (Red, Green, Blue)
  - Print: CMYK (Cyan, Magenta, Yellow, Black)
- ▶ Fonts:
  - Websites: limited font choices
  - Print: Unlimited font choices – but beware –  
*Learn typography design techniques*



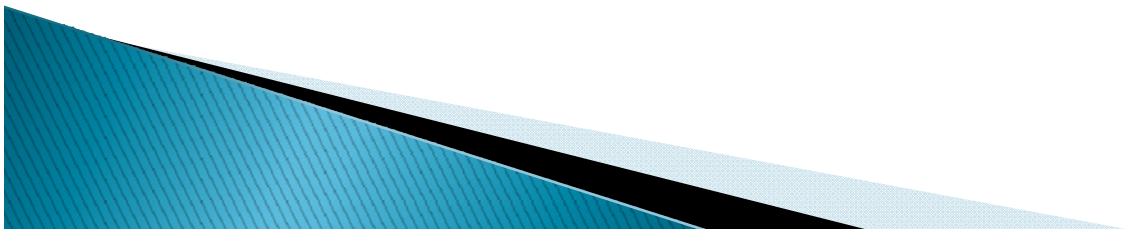
# Commercial Print Shops

- ▶ Make friends with your printer
- ▶ Each print shop has their own requirements
- ▶ Most prefer to use PDF files, but have their own specifics. Check with the printer techs
- ▶ Adobe Acrobat settings vary by printer
- ▶ Printers can have color preferences for Photoshop CMYK settings



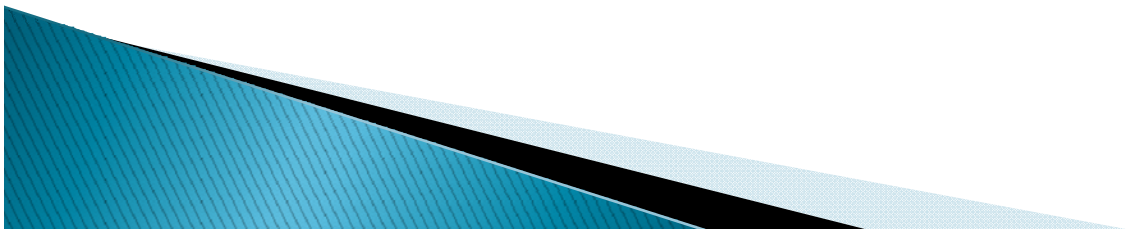
# Home Printers

- ▶ Good for small quantity of print pieces
- ▶ Plenty of stock paper options available, but most limited to 8.5 x 11, unless using banner settings, and/or large format printer.
- ▶ Know your home printer's settings, especially when printing out of Photoshop
- ▶ Resolution still applies!
- ▶ Ink and paper get expensive for many pieces printed at high quality print settings



# DTP Layout Software

- ▶ Options include QuarkXpress – the industry standard until..
- ▶ ..Adobe InDesign pulled ahead, offering better integration with Photoshop and Acrobat
- ▶ Acrobat, (pro) for correct preparations of printer–friendly files.

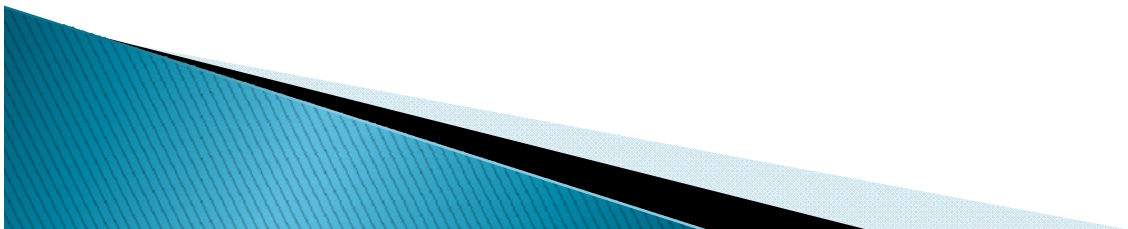


# Alternate Adobe Software

- ▶ Photoshop (full version for CMYK prep)
- ▶ Illustrator
- ▶ Acrobat
- ▶ MS Word, Publisher.. Etc.

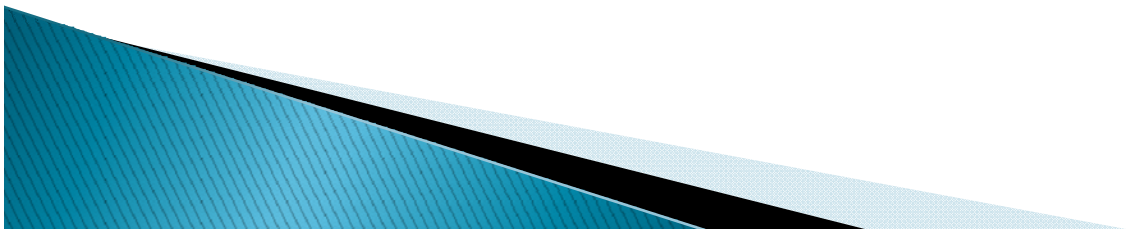
Each of these can prepare print-ready files and PDF's .

*Ok for single items such as biz cards, small posters etc, but are not designed for multiple-page layouts, such as newsletters or books.*



# Image Preparation

- ▶ Photoshop is industry standard, (but others may also do the job).
- ▶ Need to be able to prepare high-res files in CMYK color space.
- ▶ High-resolution files should be saved at the final print “inch x inch” size.

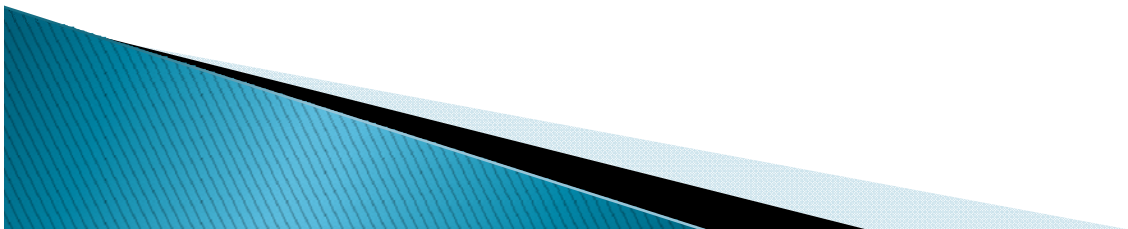


# Resolution Concepts

- ▶ Web: 72 ppi (Pixels per inch)
- ▶ Print: 150 – 300 dpi (Dots per inch)  
*Even higher res for super-glossy print pieces.*

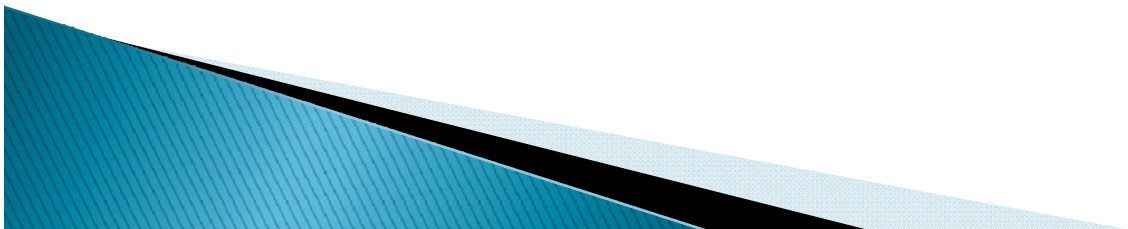
*Understand the document inch-to-dpi relationship and conversion mathematics!*

- ▶ To “Resample” or not..  
*Learn the options in the Photoshop ‘Image size’ dialog box.*



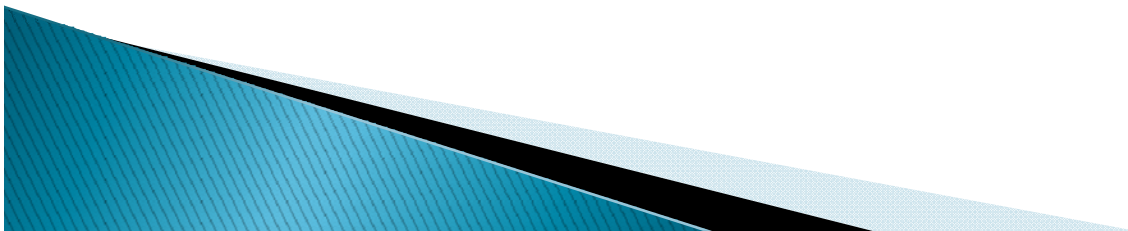
# Proofing

- ▶ Monitor calibration  
*Expensive option and usually not really necessary, but will give relatively accurate preview of print.*
- ▶ Soft proofing – Photoshop will show *approximate* color of CMYK print



# Web related..

- ▶ Next slide..



# CSS reset code

- ▶ To remove the browser default css use this file:
- ▶ <http://www.design.annagraphics.com/tutorials/CSS/UsingCSSreset.htm>
- ▶ See the CSS in the head code of the page.
- ▶ <http://www.design.annagraphics.com/tutorials/CSS/css.pdf>
- ▶ Downloadable PDF of settings

