

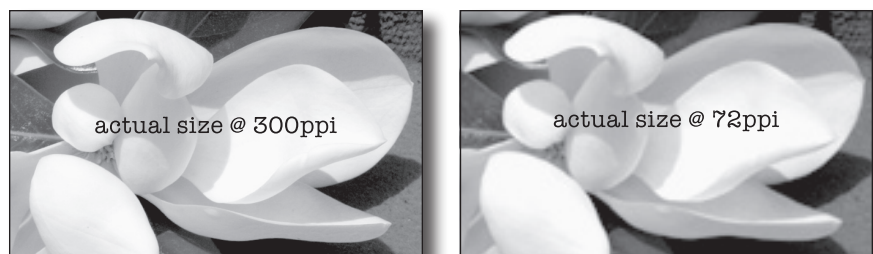
Some tips from the pros may help your print project look better when finished. We explain “camera-ready”, talk briefly about photographs and something called “resolution”, present some ideas about fonts and reveal ways to enhance your design AND save money by using “screens” and drop shadows. Consider the following when planning.

Camera-ready Art Remember, WHAT YOU SEE IS WHAT YOU GET, or WYSIWYG for short (pronounced wizzi-wig). We can do very little to make your original look better (unless we reset the copy or recreate your graphic). And since a picture can say volumes, look at these examples:



Photographs and Resolution WYSIWYG is not always the case. Images that look great on your computer screen, may not have enough resolution for quality printing. We require photographic (and other bitmapped images) to be at least 300 ppi at the actual size to be printed. Most photographs obtained from websites are only 72 ppi and are unsuitable for quality printing.

Look at these:



Drop Shadows In the above graphic examples, we have used drop shadows behind them to add emphasis and depth to the page layout. Kind of nice...

Screens The boxes below go from 10% to 100% of solid color. Using a screen, or a “shade”, of a color can be a cost-effective way to simulate additional color without actually adding the cost of other ink colors.



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Copy Think about the meaning of the phrase “Less is more”. Say everything you need to say in as few words as possible. Perhaps something you think is important may not be necessary to convey your message. You have a short amount of time to catch and keep the attention of your audience.

Fonts Volumes have been written about fonts and typestyles, but basically you want your typesetting to be legible and appealing to the eye. Though you may enjoy checking out all the fonts in your font library, using too many different fonts in your layout can detract from its readability. Using typestyles from the same font family (such as regular, bold, italic...) can provide ways to add emphasis where needed without “distracting” your reader. Or you may want to choose 2 or 3 fonts that seem to complement each other and stick with them throughout the design of your document.