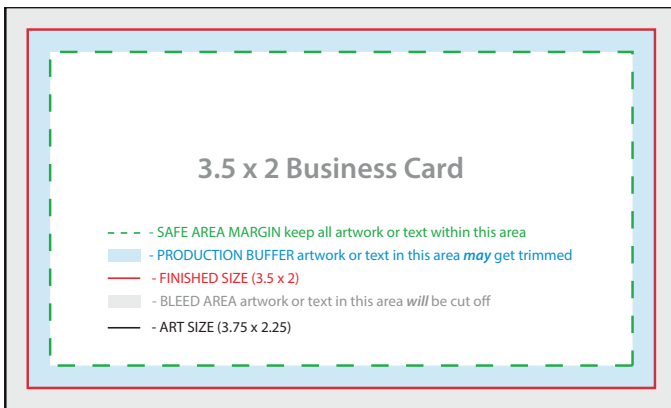




Design Basic References

Bleeds

When setting up your page, you'll want to remember to include a bleed. A bleed is when you let your colors, images, and texts extend across the trim of the page. This ensures there is no white margin (or border) around the document after printing. When you are exporting your document, remember to add 1/4 inch of space for your bleed.



Color

When preparing a document for print design, set the color mode to CMYK. This stands for cyan, magenta, yellow, and black. Be careful that your design software isn't set at RGB, which is used for the web. CMYK dates back to the printing press when each color needed to be applied separately. Now, printing is a little more efficient, but due to the setup of our design software and printers, the industry-standard still operates from a CMYK basis to ensure the proper color is used.

Image Formats

The two major image formats you need to know about are raster and vector. Each of these popular image file formats has its own specifications.

Raster Graphics (Bitmaps) – are made up of rectangular pixels. Each of them contains one color. They are arranged in a grid to form the final image.

File formats for Raster:

- .tiff (Tagged Image File Format)
- .psd (Adobe Photoshop Document)
- .pdf (Portable Document Format)
- .jpg (Joint Photographics Expert Group)
- .png (Portable Network Graphic)
- .gif (Graphics Interchange Format)
- .bmp (Bitmap Image File)

Commonly used for:

- Pixel-based • Best for photographs
- Shareability • Large file sizes

Vector Graphics – Composed of paths to form different shapes like polygons which eventually form the image. Those paths are connected with dots, only visible while editing.

File formats for Vector:

- .ai (Adobe Illustrator document)
- .eps (Encapsulated PostScript)
- .svg (Scalable Vector Graphic)
- .pdf (Portable Document Format; only when saved from vector programs)

Commonly used for:

- Mathematical curves and lines • Smaller file sizes
- Logos, type, and geometric designs



File Format References

Raster Graphics

Raster graphics are made up of rectangular pixels. Each of them contains one color. They are arranged in a grid to form the final image. Raster graphics are most commonly used for pixel-based, best photographs, web-based images, share ability and large file sizes.

.tiff 

Tagged Image File Format

Perfect for photos. Editable. High-quality for print, photos and graphics. Transparent. Large file size.

.psd 


Adobe Photoshop Document

Native, layered documents. Editable to manipulate and retouch images. Create web images, creating image-based artwork for InDesign.

.png 

Portable Network Graphics

High quality images for web graphics, websites, banners and emails. Transparent. Compressed. Small file size.

.gif 

Graphics Interchange Format

Perfect for web image and animations. Portable. Small files sizes under 150kb. For simple icons and web graphics.

.bmp 

Bitmap Image File

Perfect for photos. Transparent. Editable. Large file size. Not scalable. For web and print.

.jpg 

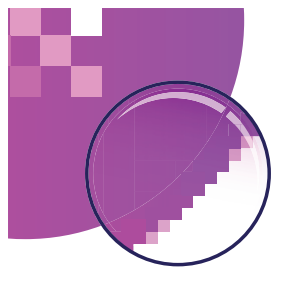
Joint Photographics Expert Group

Quick loading times. Non-transparent white background. Small file size. Non-editable, flat image. For web and print.

.pdf 

Portable Document Format

All design previews. Final file for printers. Suitable for sharing. Transparent. Scalable. Editable. For print and web.



Vector Graphics

Vector graphics are composed of paths to form different shapes like polygons which eventually form the image. Those paths are connected with dots, only visible while editing. They are most commonly used for mathematical curves and lines, logos, type, and geometric designs and smaller file sizes.

.ai 

Adobe Illustrator document

Original Illustrator file. Fully editable with multiple layers and objects. Create graphics, such as logos, illustrations or icons.

.eps 

Encapsulated PostScript

Suitable for logo and print design. Vector logo for client, designer or printer. Resizable. Editable.

.svg 

Scalable Vector Graphic

Suitable for logo, icon and illustration design. Transparent. High resolution. Editable. Scalable. For print.

.pdf 

Portable Document Format

Only when saved from vector programs. Final file for printers. Sharable. Scalable. Transparent. Downloadable. Editable. For print and web.



InDesign Files

Editing software used for laying out for multi-page documents, containing text, vector graphics and images. InDesign files are created for desktop publishing and layout applications.

.indd 

InDesign document

Page layout and typesetting for marketing and branding materials such as business cards, brochures and catalogs. Fully editable and layered.