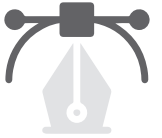# GRAPHIC DESIGN
Cheat Sheet

WHAT DOES THAT MEAN?

VECTOR GRAPHICS - Graphics created with points, lines and curves, based on mathematical formulas. Vector graphics can be scaled up in size without losing clarity. Commonly used file types include .EPS, .AI, and .PDF.

RASTER GRAPHICS - Images or graphics, including photos, made up of pixels. Unlike vector graphics, raster graphics lose clarity and become pixelated once scaled up by a certain amount. The amount a raster image can scale is dependent on its resolution. Commonly used file types include .JPG and .PNG.

IMAGE RESOLUTION - The number of pixels that make up a raster image. In design terms, this is defined **ppi** (pixels per inch) or **dpi** (dots per inch), a term specific to print and how many drops of ink make up one inch. The standard for anything used on the web or in digital media has traditionally been 72 ppi, while a higher resolution of 300 ppi/dpi is ideal for print. The greater the ppi, the better the image resolution and generally, the better the print quality.

Nice!
Image saved at 300 ppi produces a sharper image.

Yuck!
Image saved at 72 ppi produces a blocky, pixelated image.

Notice how this graphic "bleeds" off of the left edge of the page.

BLEED - A printing term referring to extension of imagery or graphics beyond the edge of the page/paper, which allows them to be printed precisely to the edge with no visible margins once trimmed to size.

WHITE SPACE - The areas of a design free of text, graphics, and images. Contrary to the name, this negative space doesn't literally have to be the color white (but it can be!); any color can be used as long as the overall space is empty.

CMYK - Cyan, magenta, yellow, key (black). A color model and printing process using four inks. Different levels of each of the four inks are used to produce an array of colors. This is also known as four-color-process or process printing.

RGB - Red, green, blue. A color system most commonly used on the web and for anything digital. Colors in this model are created from a combination of colored light rather than ink.

PANTONE® - Company known for its colored matching system (known as PANTONE® Matching System or PMS), which uses numbers to distinguish each color and is designed to be standardized so that colors can be produced consistently and accurately no matter which manufacturer/printer is used.

PMS 193

SERIF FONTS - Typefaces that use serifs (small lines) on the ends of each letter or character. Popular serif fonts include Times New Roman, Garamond, and Courier.

Serif

SANS SERIF FONTS - Typefaces that don't include serifs on letters and characters. Among the most commonly used are Helvetica, Futura, and Franklin Gothic.

Sans Serif

LOREM IPSUM - Nope, it's not Spanish! Lorem ipsum is a jumbled up version of a classical passage of Latin text that is used as placeholder copy by designers when mocking up a layout. It is meant to indicate where text will go within a design.

What language is that?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras commodo, libero nec accumsan lacinia, mi est viverra lorem, in elementum dolor erat nec leo.

GRAPHIC DESIGN MYTHS

You can pull an image from the web to use in a piece that will be printed.

FALSE! First and foremost, this can lead to a copyright infringement if you don't have permission from the owner to use said image. Second, most photos and graphics found on the web don't meet the image resolution standards necessary for print.

Every inch of space in a design should be filled.

While it tends to be a controversial topic among designers and clients, white space plays a vital role in design. Beyond aesthetics and providing visual balance, it helps prevent the overall message from getting lost in a sea of copy and graphics. Keep in mind that most people looking at an ad or other visual media have a short attention span; therefore capturing and holding someone's interest from the start is imperative.

think Fresh!

thinkdenovo.com

WHAT THINGS SHOULD I PROVIDE FOR MY GRAPHIC DESIGNER?

☐ Project Details

Give out as many specifics as you can. Who are you trying to reach? What is the goal or intent of this project? If available, a marketing/buyer persona is a helpful tool, as it provides a detailed overview of your ideal customer.

☐ Timeline

What's the deadline for when this project needs to be completed? Your designer and/or marketing agency should work with you to establish a project timeline, based on the final due date. If multiple individuals on the client side need to review drafts, specify this at the beginning so extra time can be worked into the schedule. Keep in mind that print projects tend to have a longer timeline because of time needed for production.

☐ Budget

Beyond the cost of having a project professionally designed and developed, sometimes there are additional costs associated with print production, vendors, etc. Being as detailed as possible from the beginning will help keep the budget on track.

☐ Brand standards guide

This is a document which includes guidelines regarding visual elements as part of a brand. If a brand standards guide is not available, please provide the designer with a list of the colors (CMYK, RGB, and PANTONE® values), fonts, logo clearspace, and any additional rules relevant to the brand.

☐ Photography

If providing your own, make sure it's the proper image resolution, depending on how it's being used. Remember, if used in print, the minimum resolution should be 300 ppi. The more photos you can provide, the better! In a case where original photography isn't available, stock photography is another option.

☐ Logos

Vector formats (.EPS, .AI, and .PDF) are preferred across digital and print, but a raster format, such as a .JPG, is acceptable as long the resolution is high enough for the project. Some logos include both horizontal and vertical orientations, reverse (white/light colored for use on a dark background), full color, one or two color versions. Include all or as many of these options as possible.

think
Fresh!

thinkdenovo.com