









story I

CUSTOMER

Questions to ask your client

Deadline
Budget
Design Formats
Color
Paper

- The deadline needs to be determined at the start and then a schedule needs to be set working from that point.
- Always ask about the budget when first meeting with your client.
- You (and the client) have to decide which format is best based on the amount of information to convey, the purpose of the mailing. Will it be a brochure, a newsletter, a small space ad, a business card, a greeting card, or something else?
 - How many color to be printed?
- Choosing the correct kind of paper can enhance your design. Font choice and size, grayscale or color photos will help you determine the kind of paper to choose.

story 2
DESIGN

How to design

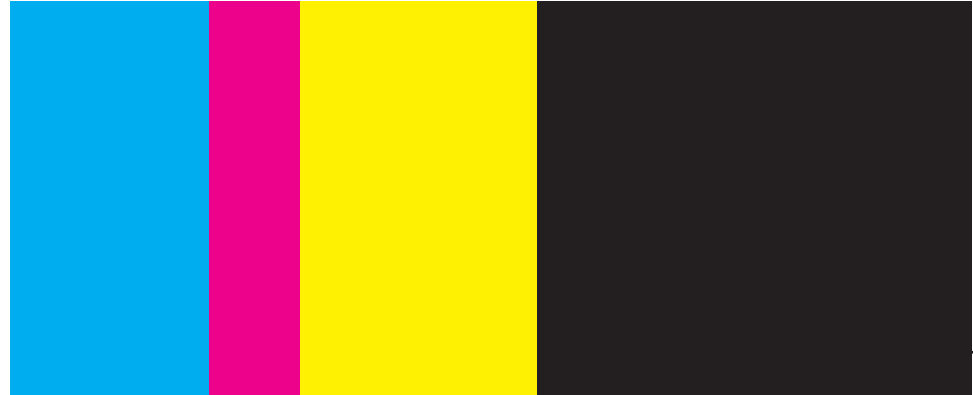
Ideas
Thumbnails
Colors
Design principles

- Design principles are guidelines or rules that work with elements of design to accomplish creative objectives.
- All the principles of design apply to any piece you may create. How you apply those principles determines how effective your design is in conveying the desired message and how attractive it appears.
 - When it comes to painting, thumbnails aren't things you've got on your thumbs, but rather very small and rough sketches outlining the elements in a proposed painting. Thumbnail sketches are a good way to work through an idea, or to try out different compositions.
 - Color theory encompasses a multitude of definitions, concepts and design applications. All the information would fill several encyclopedias. As an introduction
 - Elements on a page: alignments, balance, contrast, emphasis, unity.

story 3

PRINTING

Offset printing





CMYK Pantone Resolution Postal requirements

- Process colors: cyan, magenta, yellow and black.
 - Pantone: spot or flat color.
- Determining image resolution for offset printing is a little bit different because of the way an image gets printed but the concept of image resolution is the same.
 - A printing press can only apply ink to a solid area on a printing plate.
 - The importance of knowing the Post Office rules and regulations before you begin to design can save you and your client money and time in redesigning.
- Shape, rounded corners, height and length, thickness of the paper, all have an effect on the mailing of a piece.
- All of the elements such as paper weight, folds, and the “live area” of the design will work within the defined parameters.

story 4

MY PROJECTS

Postcard



I created a postcard which have a background of Paris. I found the vector clipart somewhere in the internet in .ai. I found some cool symbols (also vector clipart) about Paris, fashion...I chosed 2 color blue and brown because I think the brown color will go really well for hair and skin tone since this project was a 2 spot color project. I also wantd to create a beakground with the Eiffel tower on the sky so I picked the blue color. I add more symbols about things that obviously related to Paris suck as shoes, glasses, lipstick... flying on the sky. The back of the postcard, I again place some of the main image from the font. I put a high heel on the down right conner in the same color with the Eiffel tower to make the postcard balance with all the things are going in that space.

I created this fold card as a birthday card and I wanted it to be a surprise for the person who receive the card. I created a pop-up of present boxes and from the outside was a ribbon. I came up ideas with warm colors and simple photographs.

Orange brings the feeling of love happiness. Blue stars and text balance the card and fade out the brightness of the other color.

As always, mockup and thumbnails of sketches help to brainstorm and organize.



Single fold card





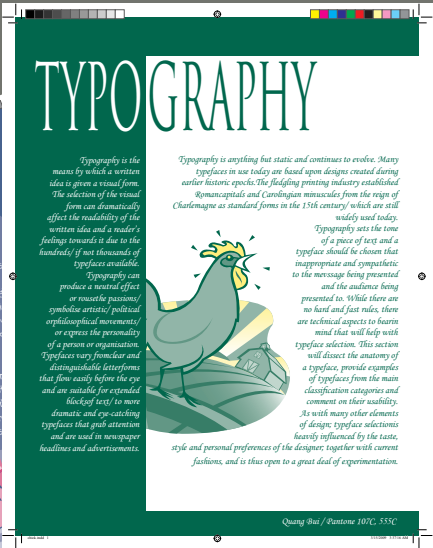
Twilight is the story of Edward and Bella's romance. Forget any vampire romance you have read before. Twilight is so unique it is almost like it's in its own genre. The book is marketed at Young Adult readers but it has the ability to cross age barriers and will satisfy both teenagers and adults alike.

Twilight
by
Stephenie Meyer



Bookmark

Trimming is a disaster eventhough I had all my crop marks setuped. Plus, printing in both sides of a page require a perfect mark and bleed setup which have to be exactly correct



TYPOGRAPHY

Typography is the means by which a written idea is given a visual form. The selection of the visual form can dramatically affect the readability of the written idea and a reader's feelings towards it due to the hundreds of not thousands of typefaces available. Typography can produce a neutral effect or arouse the passions, symbolize attitudes, political, philosophical movements, or express the personality of a person or organization. Typefaces vary from formal and dignified to casual and whimsical. Typefaces that grab attention and are used in newspaper headlines and advertisements.

Typography is anything but static and continues to evolve. Many typefaces in use today are based upon designs created during earlier historic epochs. The fledgling printing industry established Roman capitals and Carolingian minuscules from the reign of Charlemagne as standard forms in the 18th century which are still widely used today.



Typography sets the tone of a piece of text and a typeface should be chosen that is appropriate and sympathetic to the message being presented and the audience being presented to. While there are no hard and fast rules, there are technical aspects to learn that will help with typeface selection. This section will discuss the anatomy of a typeface, provide examples of typefaces from the main classification categories and comment on their usability. It will discuss many other elements of design, typeface selections heavily influenced by the taste, style and personal preferences of the designer together with current fashions, and is thus open to a great deal of experimentation.

Quincy Bui / Quantic 107C, 555C

I love every 2 spot colors assignments. How interesting and simple that an art work accomplished just by 2 colors but brings out a thoughtful design. Along with the graphic software with many color effects such as tint, overprint, transparency and color mode, It is not that simple when you look at an simple design.

2 spot colors on page layout