

# Visual Design & DTP

## ‘M’ Scheme Syllabus



By,  
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# **VISUAL DESIGN AND DTP**

## PREFACE

This book of Visual Design and DTP covers all the topics in a clear and organized format for the Second year Diploma in Printing Technology students as prescribed by the Directorate of Technical Education, Chennai, Tamilnadu. It is confidently believed that this book furnishes the students the necessary study material. The topics covered were neatly illustrated for better understanding of the students.

The book is prepared step-by-step lessons in large, eye pleasing calligraphy make it suitable for both direct one-to-one tutoring and regular classroom use. The highlight of this book is its simple English with clear and easy explanation of each topic.

All the topics are explained with supporting diagram for diploma level students to understand effectively.

This book majorly deals with Introduction to Design and Layout, Typography, Colour Dynamics, Page Layout and Print Publishing etc.

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# VISUAL DESIGN AND DTP

## DETAILED SYLLABUS

Contents: Theory

<b>Unit</b>	<b>Name of the Topic</b>	<b>Hours</b>
<b>I</b>	<b>Introduction to Design and Layout</b> 1.1 - Design, Introduction to graphic design – goal, audience, venue and budget. 1.2 - Design elements - line, shape, value, format, texture-visual and tactile, type, color, and space-negative and positive. 1.3 - Design Principles, Balance - Symmetrical and asymmetrical - Optical Centre, Unity, Emphasis, Contrast, rhythm, proportion and harmony. 1.4 - Layout, definition, stages of layout - Visualization, Thumbnails, Rough layout and Comprehensive/final layout.	<b>13 Hrs</b>
<b>II</b>	<b>Typography</b> 2.1 - Measurements followed in typography – Point and Pica. Anatomy of types — X height, Ascender and descender, base line and body width. Parts of type face - arm, stroke, bracket, bowl, terminal, serif, hairline, count, stem and spine. 2.2 - Type groups – sanserif, serif, novelty/decorative, black letter and roman old style, type face, type font, type family, type style, modern typefaces, display types, true type and open type. Initials – raised and dropped. 2.3 - Importance of Legibility and Readability, Vector fonts and bitmapped fonts, Logos and trademarks.	<b>13 Hrs</b>
<b>III</b>	<b>Colour Dynamics</b> 3.1 - Fundamentals of Colour, visible spectrum, primary, secondary and tertiary colours, subtractive colour and additive colour theory, process colour, spot colour/pantone, tint, shade and tones. 3.2 - Colour wheel - purpose and diagram, monochromatic, analogue, complimentary, split complementary and triad colors. 3.3 - Psychological effects of colours – warm and cool colours. 3.4 - Setting the environment for Colour works - Color Temperature.	<b>13 Hrs.</b>

Unit	Name of the Topic	Hours
IV	<p><b>Page Layout</b></p> <p>4.1 - Style of house, style of work, grids, guides and columns, templates, master page, style sheet, caption, quotes, headers and footers, folio, headlines, sub headlines and margins.</p> <p>4.2 - Handling originals/photo - cropping, scaling and skewing.</p> <p>4.3 - Imposition scheme – half sheet work, sheet work /work and turn, work and tumble and work and twist.</p> <p>4.4 - Layout format for Magazine, Newspaper, and Bookwork.</p>	13 Hrs
V	<p><b>Print Publishing</b></p> <p>5.1 - Dummy preparation, proof reading, proof reading marks, printers mark - crop, trim, bleed slug and registration, considerations for print production.</p> <p>5.2 - Designing of other printed products – brochure, leaf let, visiting card, invitation, booklet and folders.</p> <p>5.3 - Feasibility of various graphic designing and pagination software (Photoshop, Illustrator, CorelDraw, Adobe In-design, Quark Xpress or FOSS)</p> <p>5.4 - Understanding file formats - TIFF, JPEG, PDF, GIF, EPS and PNG.</p>	13 Hrs

## Unit-I

### Introduction to Design and Layout

#### **1.1 - Design – Introduction to graphic design – goal, audience, venue and budget.**

##### **Graphic design:**

Graphic design is a creative process that combines art and technology to communicate ideas. The designer works with a variety of communication tools in order to convey a message from a client to a particular audience. The main tools are image and typography.

##### **Goal:-**

The purpose of the design application is to provide accessible information about ideas, products and services, to create a bond between the consumer and the client. Always remember that graphic design is functional and it must meet the client's and audience needs.

There are four goals you should keep in mind:

- ✓ Attract the reader
- ✓ Make your work easy to read
- ✓ Give your reader something to do
- ✓ Give the reader the desire and ability to do it.

##### **Audience:-**

Graphic design is aimed at mass audience that may vary in size and demographics.. Defining your audience will help you to understand whom you are designing for, while keeping their collective preferences, culture, taste and income in mind.

##### **Venue:-**

## **Visual Design and DTP**

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The communicator also needs to know what media or channels the target audience reads, views and trust. It could be radio, television, postcard, billboards, newspaper, newsletter, handbills, magazine and so on. Always use right words that understood by audience. Careful choice of words and arrangement of type and art on page and even the choice of paper are necessary.

### **Budget:-**

Your clients are the one paying the bills. They have the products that need promotion. You must stay within their budget. Get all information from client and find out what goals the clients wants to achieve with the project. Also one should have the knowledge of process, raw material cost, delivery system, manpower requirement etc.

### **1.2 - Design elements - line, shape, value, format, texture-visual and tactile, type, color, and space-negative and positive.**

#### **Design:-**

It is an idea or plan formed in mind. Design is a language of vision which serves as a prime motivating factor. That brings all the elements together. Design comes from a combination of intelligence and artistic ability.

#### **Design Element:-**

The various design elements are **line, shape, value, format, texture-visual and tactile, type, colour, and space-negative and positive.**

#### **Line:-**

## Visual Design and DTP

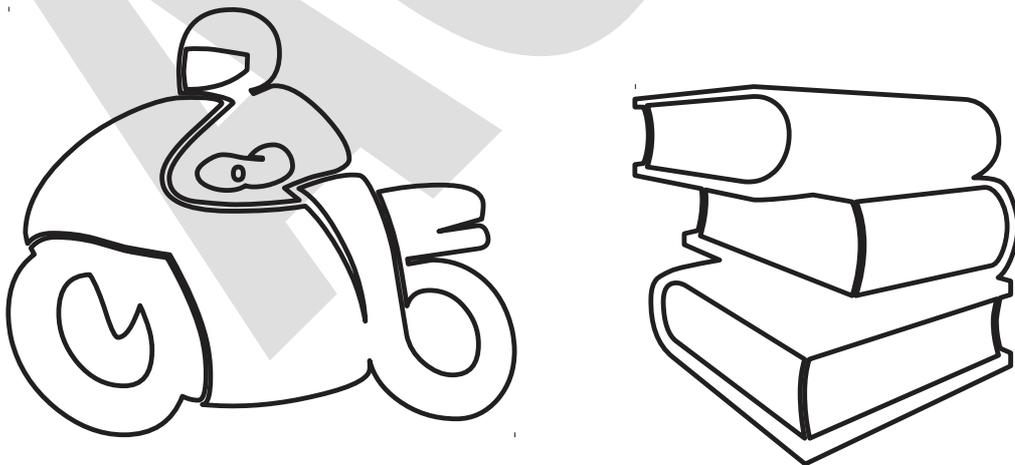
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This is the first element. A line is mark made by a tool as it is drawn across the surface or a line can be designed as moving dot or point. All lines have direction and quality. A graphic designers use lines in many forms to create a message.



### Shape:-

The general out line of something is called shape. It can be opened or filled with color, tone, texture. A shape may be curving or angular or changing flat or volumetric it can be seen as a rectangle, circle, square or any form.



### Value:

Value it is the range of lightness and darkness of a visual element gives depth or dimension to an image and allows us to perceive detail.

### Format:-

Whether it is a business card voucher, book cover, envelopes, newsletter, magazine and newspaper require a format. The format is a vital element in two-dimensional design. Simply it defines the shape and size of the product.

### Texture:-

They are patterned pen or brush strokes. Texture is bringing out or rendering a tonal merging. It gives better communication to the reader.



There are two categories of **texture-tactile and visual**. Tactile texture are real we can feel their surface with our fingers. Visual textures are illusionary. Creating the impression of a texture with line, value and color is called visual texture.

### Color:-

Color is one of the powerful tools in communication. In design colors are used to convey certain emotion and to produce psychological effect. All color comes from sunlight reflection and absorption of light produces the effect we know as color. (E.g. A lemon is yellow because it absorbs all color and reflect yellow).

### **Type**

It refers to which fonts are chosen, their size, alignment, color, and spacing. It is usually designed with visual elements so it should be synergistic. The fundamental principles that apply to all the visual arts also apply to typographic design.

### **Space:-**

Space is used to give a pleasing effect to the printed product for example; we give margins around a printed sheet (Head, Tail, Spine and Fore edges) spacing also helps the reader, to read lines continuously (interline spacing and inter word spacing).

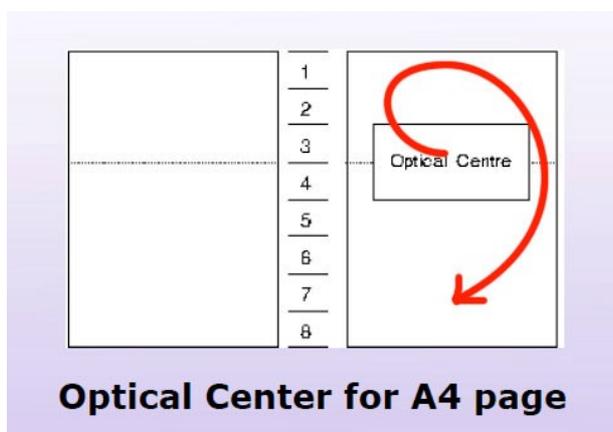
### **Positive & Negative space:-**

The shape or figure what you create on the page is called positive space and rest of the space on the page is called negative space. All spaces both positive and negative should be considered as active.

### 1.3 - Design Principles – Balance- Symmetrical and asymmetrical - Optical Centre, Unity, Emphasis, Contrast, rhythm, proportion and harmony.

#### Optical centre:-

It is a centre where our eye hits first. It is slightly above the mathematical centre, also slightly to left.

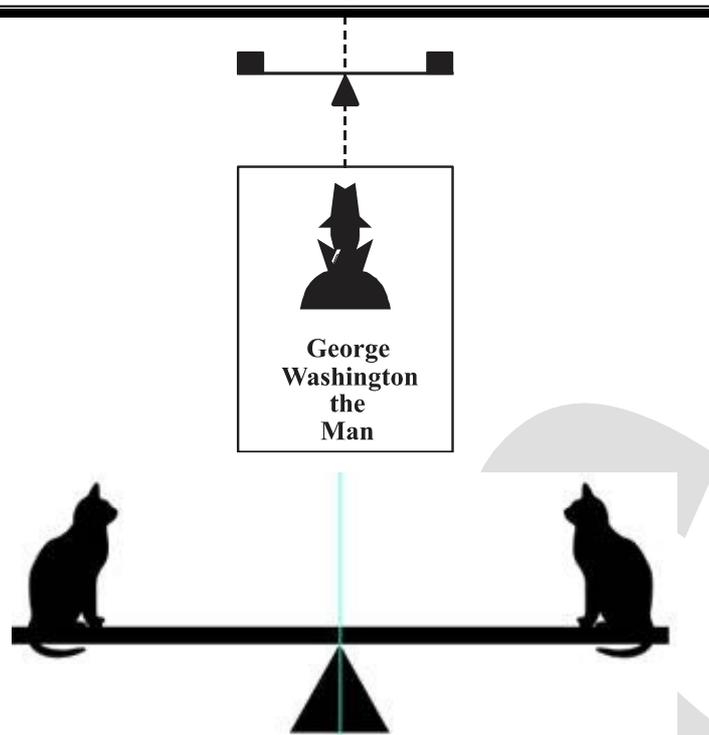


#### Balance:

Balance is an equal distribution of visual weight. Balanced objects always look proper and secure so in printed communication balance is must. Balance is formed when the elements are placed in equilibrium. Balancing an object can be carried out in two ways.

- I. Symmetrical or formal Balance
- II. Asymmetrical or informal Balance

#### Symmetrical Balance:



A formally balanced layout has elements of equal size/ weight above and below as well as left to right of the optical center as shown in figure.

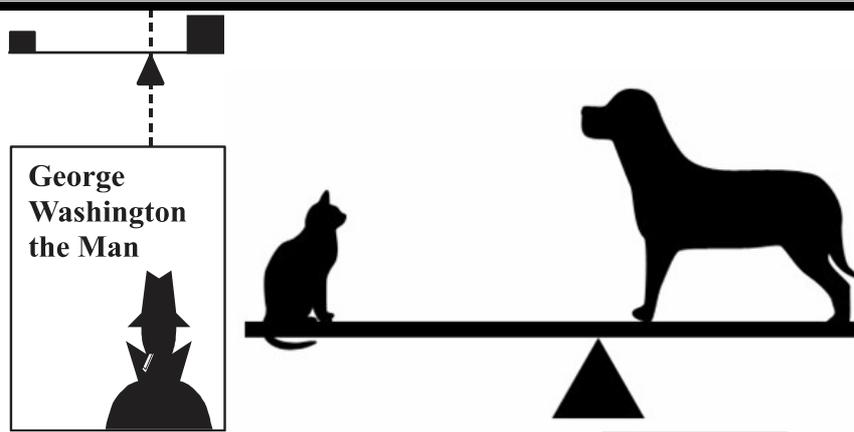
Example: - If we have a piece of art left of center and slightly above, we need a similar element to the right and in the same position.

### **Asymmetrical Balance:**

Formal balance is too stiff and uninteresting for many situations. To keep the balance in dynamic instead of static we have to go for Asymmetrical balance.

When you arrange dissimilar or unequal weight on the page is called asymmetrical balance. To achieve as symmetrical balance the position, visual weight, size, value, color, shape and texture of a mark on the page must be considered and weighed against every other mark.

Example: - It is much like children achieving balance on a teeter-totter or seesaw



### **Contrast:-**

Contrast is used in printing to attract the attention of the reader. It can be obtained by the use of different sizes and weight of type. This variation prevents the page from getting monotonous. Contrast can be brought out by changing the tone, value and chrome.



### **Contrast in Tone:-**

The dullness of a figure can be brightened by changing the tone.

### **Contrast in Value:-**

Contrast in value is obtained by placing a dark and light colors side by side. **Contrast in Chrome:-**

It is obtained by placing a dull color with bright color .

### **Unity**

Unity creates a feeling of wholeness. Unity is usually achieved when the parts complement each other in a way where they have something in

common. Unity can be achieved by use of the same color, or different tints of it, or using a similar graphic style for illustrations.

### **Harmony**

As with music, graphical elements can be said to be working in harmony the individual parts come together as visually compelling and a meaningful whole

### **Emphasis/focal point**

Making a specific element stand out or draw attention to the eye. Emphasis can be achieved in graphic design by placing elements on the page in positions where the eye is naturally drawn, by using other principles such as contrast, repetition, or movement. Bold and italic type provides emphasis for text.

### **Rhythm**

Rhythm is created when one or more elements of design are used repeatedly to create a feeling of organized movement. Rhythm creates a mood like music or dancing. To keep rhythm exciting and active, variety is essential.

### **Proportion**

This indicates the relative visual size and weight (Shape) of particular graphical elements in a design composition. When drawing the human figure, proportion can refer to the size of the head compared to the rest of the body.

## **1.4 - Layout - definition – stages of layout - Visualization, Thumbnails, Rough layout and Comprehensive/final layout**

### **DEFINITION OF LAYOUT:**

Layout is the arrangement of types and visuals on a two dimensional surface, so that all the information are legible, clear and attractive.

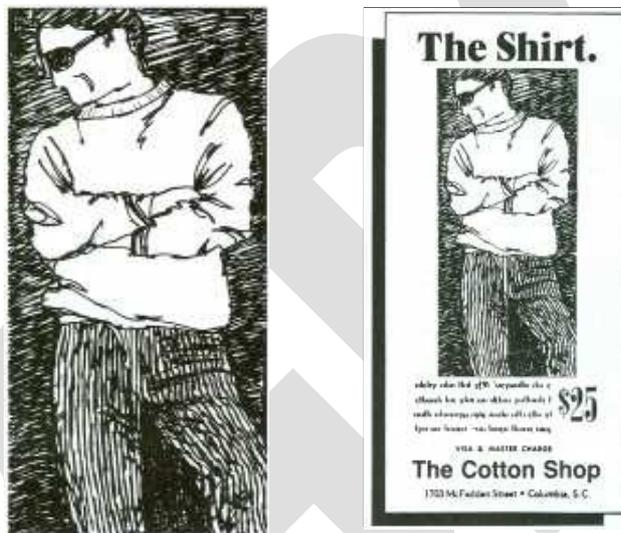
### **Stages :-**

There are several stages of layout as given below :

- ☐ Visualization
- ☐ Thumbnails
- ☐ Rough layouts
- ☐ The comprehensive

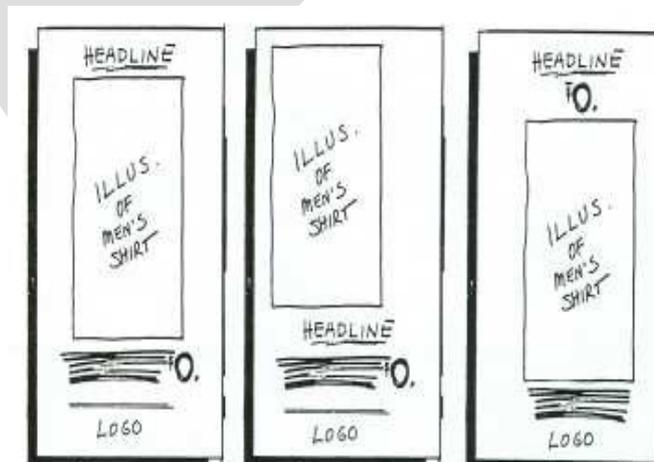
### Visualization:-

In this stage the idea or concept thought by a communication or designer is translated into visual form by using pencil or pen.



### Thumbnails :-

In this stage many sketches are made by placing elements differently like an experiment. During this stage a very rough approximate size & shape of the element is drawn.



### Rough Layout :-

In this stage best selected thumbnails sketch is drawn to the actual size of the finished advertisement. All elements are indicated clearly and accurately. So the rough layout looks like a finished advertisement or something a copy of original art.

### The Comprehensive:-



This is a final step. This will show how the layout will look like in print. Exact size of the illustration with a protective layer is finally supplied to the clients to verify the advertisement approval.

## Unit - II      Typography

### 1.1 – Measurements followed in Typography – Point and Pica

The two units of measurement most commonly used for typesetting and design are points and picas.

#### Points

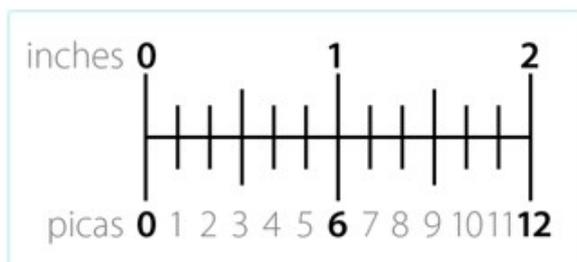
A point is equal to  $1/72$  inch. Points are the measurement most commonly used in print to indicate the size of type, the space between lines (line spacing or leading). Sometimes, points are also used to measure the width and depth of a column. Points are abbreviated as 'pt';

#### Pica

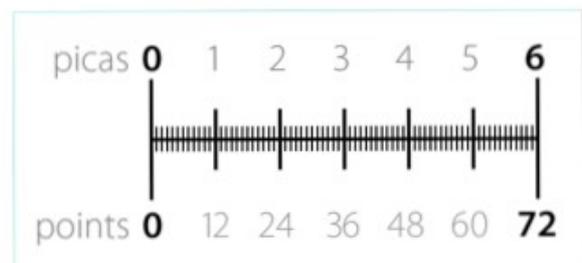
"Pica" refers to a unit of measurement equal to  $1/6$  of an inch or 12 points. Picas are typically used to represent column width. They are commonly used when designing newspapers, magazines, newsletters, and ads. Picas are designated with the letter "p".

**POINTS & PICAS**

1 inch = 72 points  
1 inch = 6 picas  
1 pica = 12 points

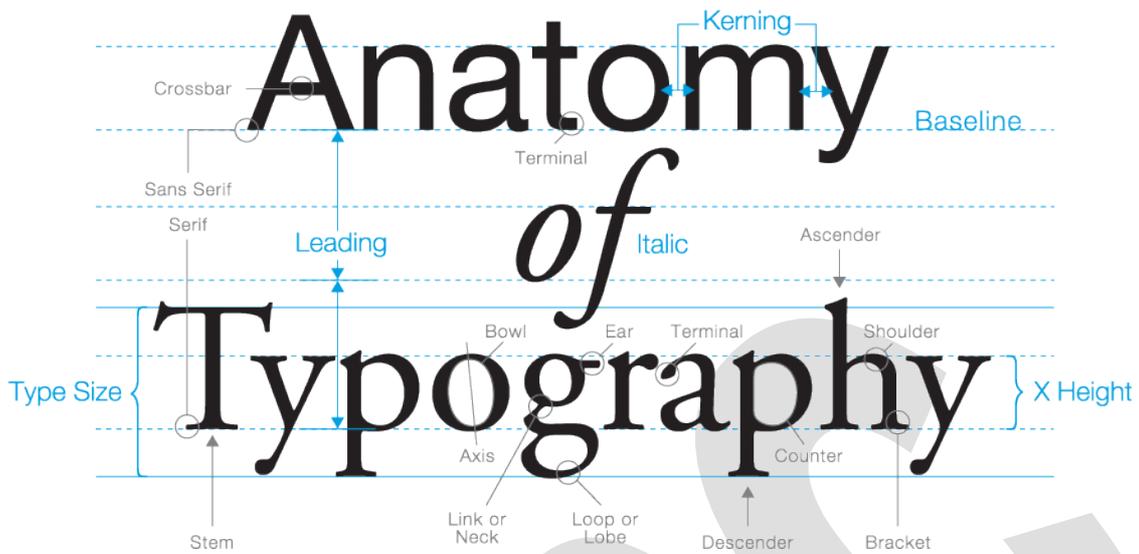


There are 6 picas in one inch.



There are 12 points in 1 pica.

Anatomy of Types



X height



The term x-height refers to the height of the lowercase "x". It represents the height of the lowercase [character's](#) body, excluding [ascenders](#) and [descenders](#).

Ascender



In typography, the portion of a [lowercase](#) letter that rises above the main body or x height of the letter is called as **ascender**.

Descender



In typography, the portion of a [lowercase](#) letter that falls below the [baseline](#) is called as **descender**.

### Baseline



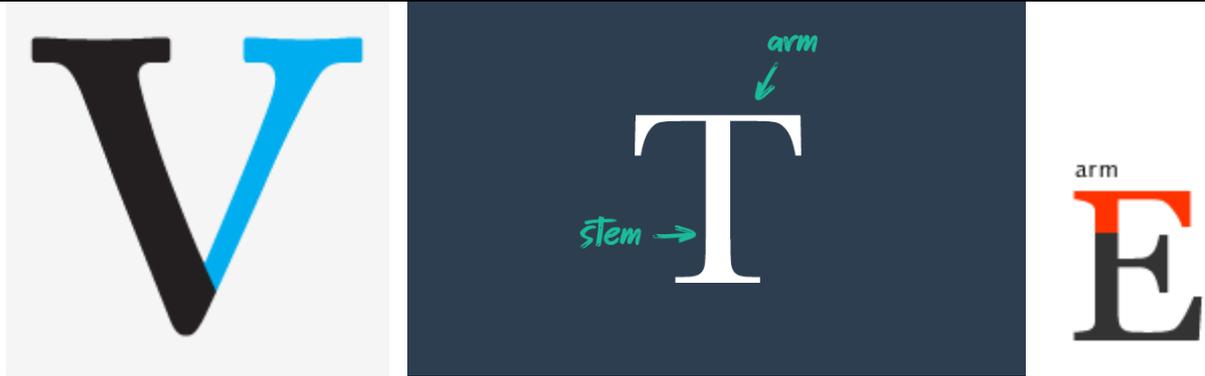
In typography, the imaginary line on which [characters](#) sit is called “**baseline**”. The [x-height](#) of a [font](#) is measured from the baseline to the top of a [lowercase](#) x.

### Body Width or Set Width



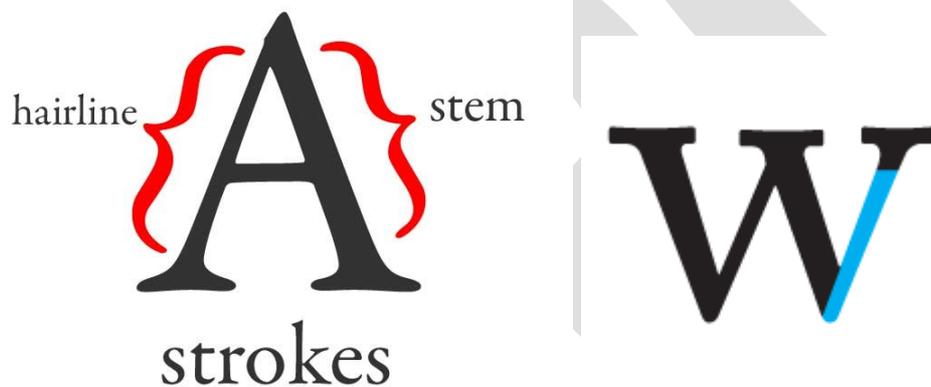
The horizontal width of characters in typography. The set width of a character is called as **Body Width**.

### Arm



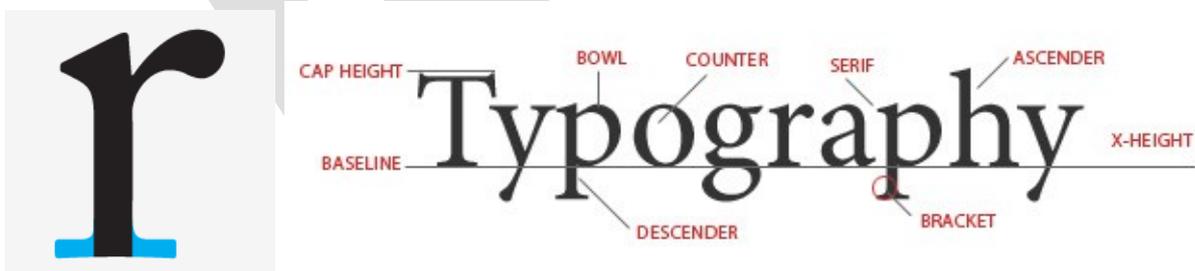
An upper or lower (horizontal or diagonal) stroke that is attached on one end and free on the other.

## Stroke



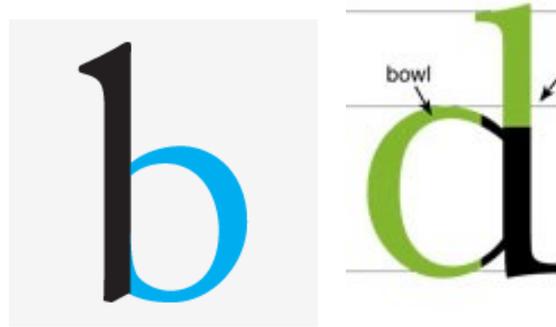
Letter parts such as bars, arms, stems, and bowls are collectively referred to as the strokes that make up a letterform.

## Bracket



The bracket is a curved or wedge-like connection between the [stem](#) and serif of some fonts.

## Bowl



The curved part of the [character](#) that encloses the circular or curved parts ([counter](#)) of some letters such as 'd', 'b', 'o', 'D', and 'B' is the bowl.

### Terminal



The end of any stroke that does not terminate with a serif.

### Serif



In typography, a serif is a small line attached to the end of a stroke in a letter.

### Hairline

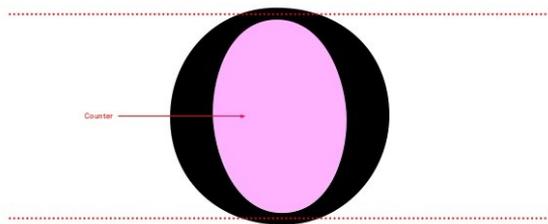


A thin stroke in a serif typeface is called hairline.

## Counter

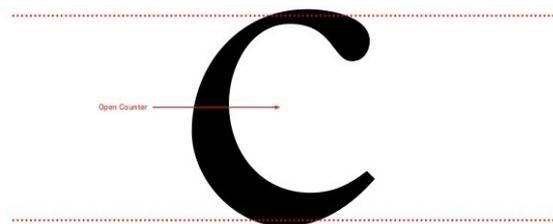
### Counter

**Counter**  
The enclosed or partially enclosed circular or curved negative space within the apertures of some letters such as **o**, **d**, and **s** is the counter. The term counter may sometimes be used to refer only to closed apertures, while partially enclosed apertures in **m**, **n**, or **h** have the aperture.



### Open Counter

**Open Counter**  
The partially open space within a character that is open on one end.



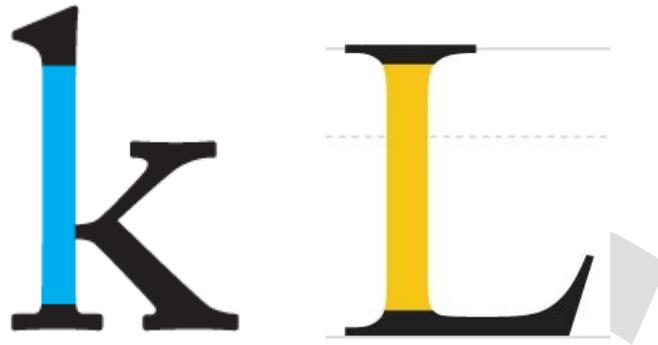
counter



also see aperture

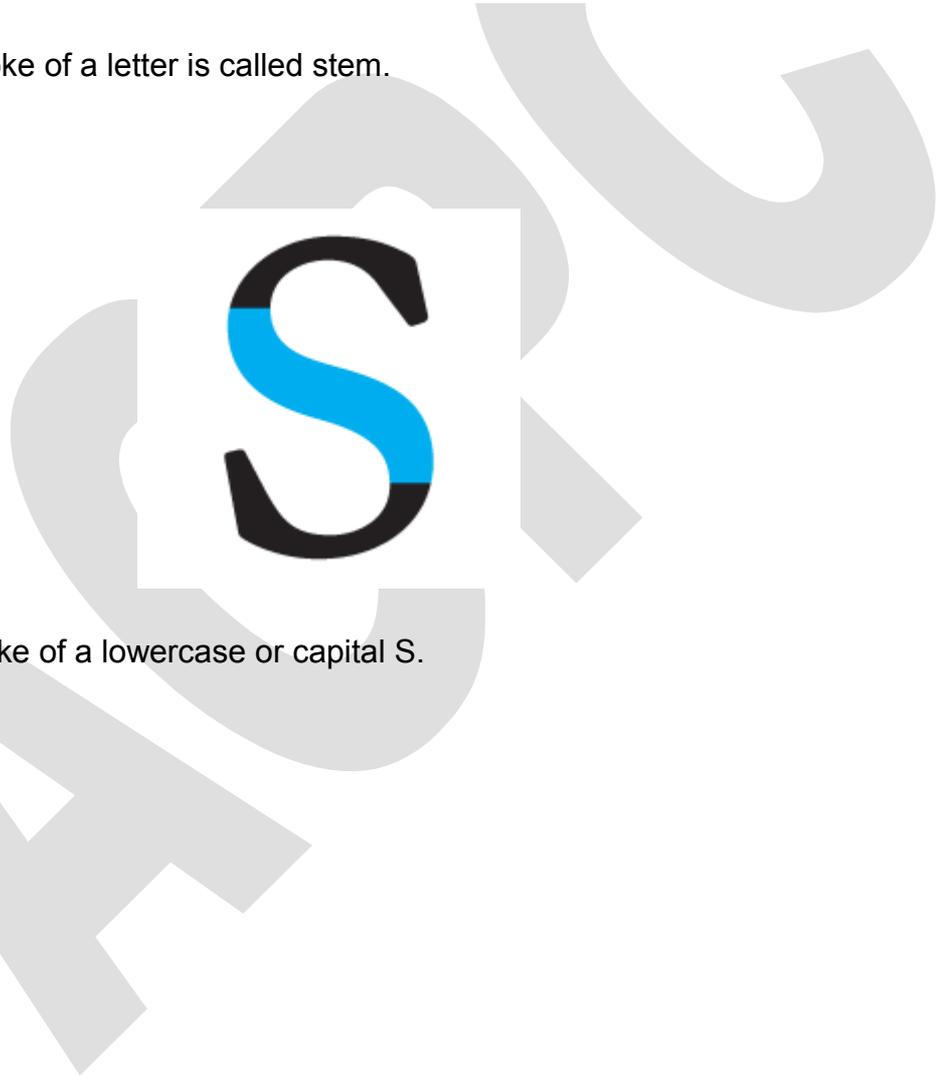
In typography, the enclosed or partially enclosed circular or curved negative space (white space) of some letters such as **d**, **o**, and **s** is the **counter**.

## Stem



The main vertical stroke of a letter is called stem.

## Spine



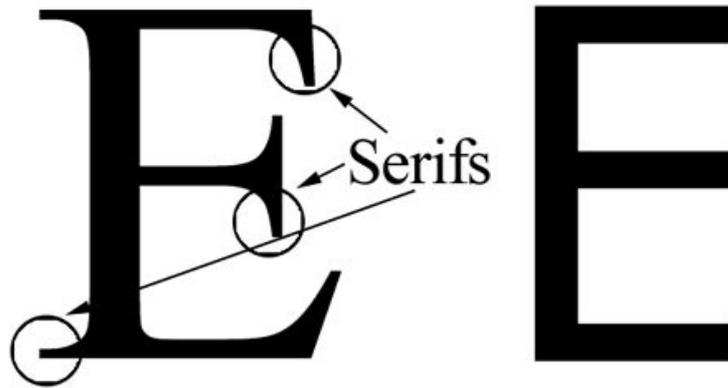
The main curved stroke of a lowercase or capital S.

## 2.2 Type groups

### Serif and Sans Serif

## SERIF

## SANS-SERIF



In typography, a serif is a small line attached to the end of a stroke in a letter. A typeface with serifs is called a serif typeface (or **serifed typeface**). A typeface without serifs is called **sans serif** or **sans-serif**. In [French](#) sans, meaning "without."

*Design using Serif typeface*

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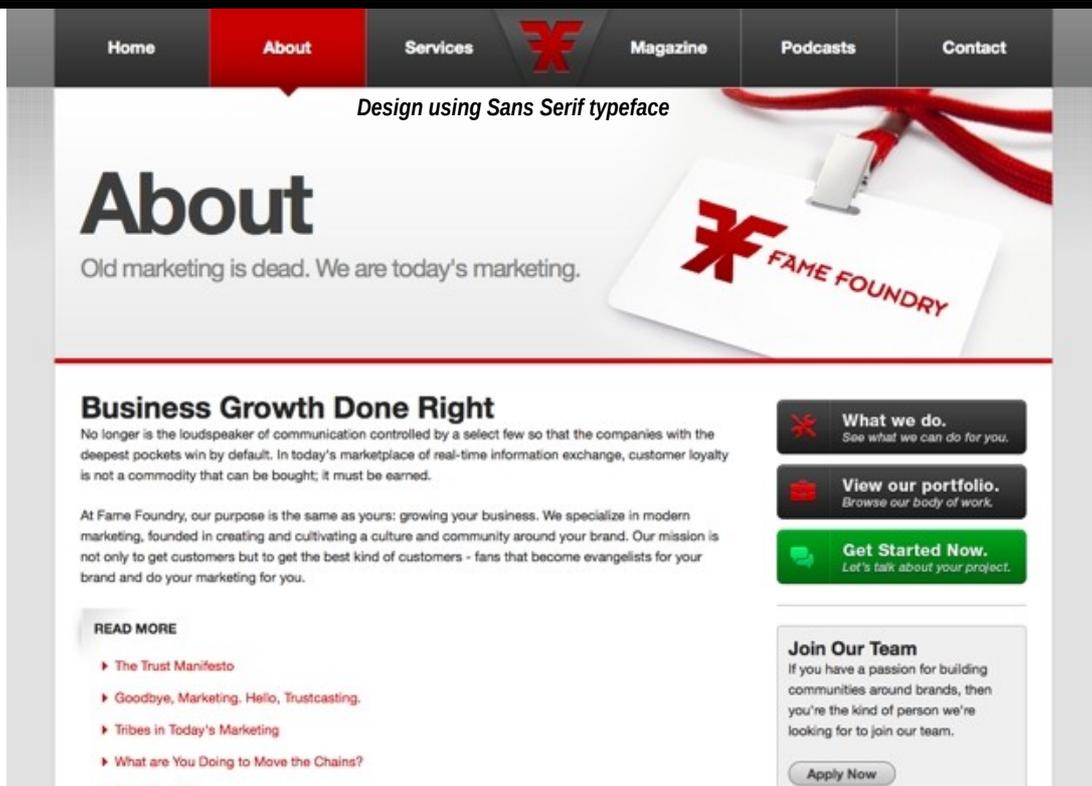
KLR Named to Top 100 Accounting Firm List by Inside Public Accounting and Accounting Today

**OUR EVENTS**  
**Oct 29** **SOLD OUT**—Women's Business Exchange Annual Event  
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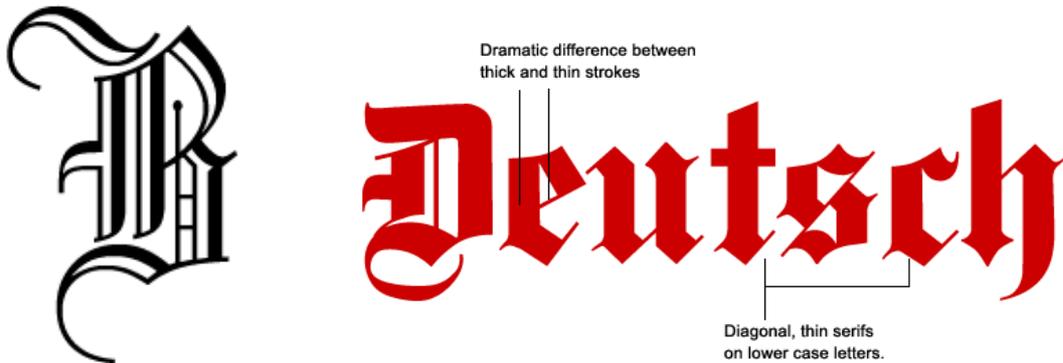


Novelty/Decorative



Novelty / Decorative typefaces are unusual and unique in design and do not fit into common type groups.

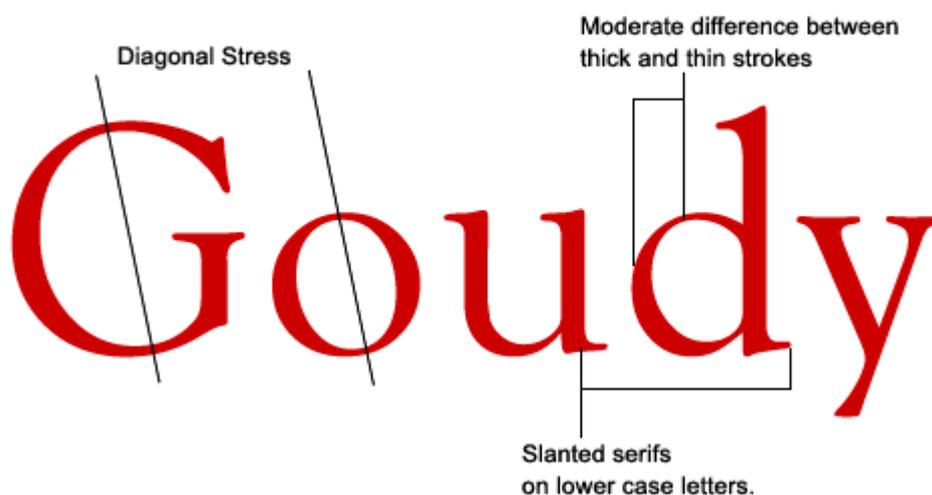
### Black Letter



The Blackletter typeface (also sometimes referred to as Gothic, Fraktur or Old English) was used in the Gutenberg Bible, one of the first books printed in Europe. This style of typeface is recognizable by its dramatic thin and thick strokes.

### Roman Old Style

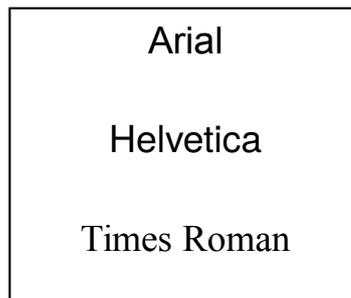
## Old Style 7 Roman



Old style typefaces were created between the late 15th and mid-18th centuries. These early roman types are characterized by

- curved strokes
- axis inclined to the left
- little contrast between thick and thins
- bracketed serifs

### Type family



Complete set of related [typefaces](#) having identical [design characteristics](#), such as Arial, Helvetica, [Times](#) Roman.

### Type face

Helvetica  
Times New Roman

In typography, a **typeface** (also known as font family) is a set of one or more fonts. A typeface is a set of characters of the same design. These characters include letters, numbers, punctuation marks, and symbols.

Eg. Arial, Helvetica, Times and Verdana

### Type font

#### Arial 10

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()\_+=;:'"/?>,<

#### Arial 14

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()\_+=;:'"/?>,<

Complete set of all characters that comprise a given typeface in a specific point size.

**Helvetica** is a **typeface**, and **Helvetica italic 10-point** is a **font**.

### Type Style

Times New Roman

**Times New Roman Bold**

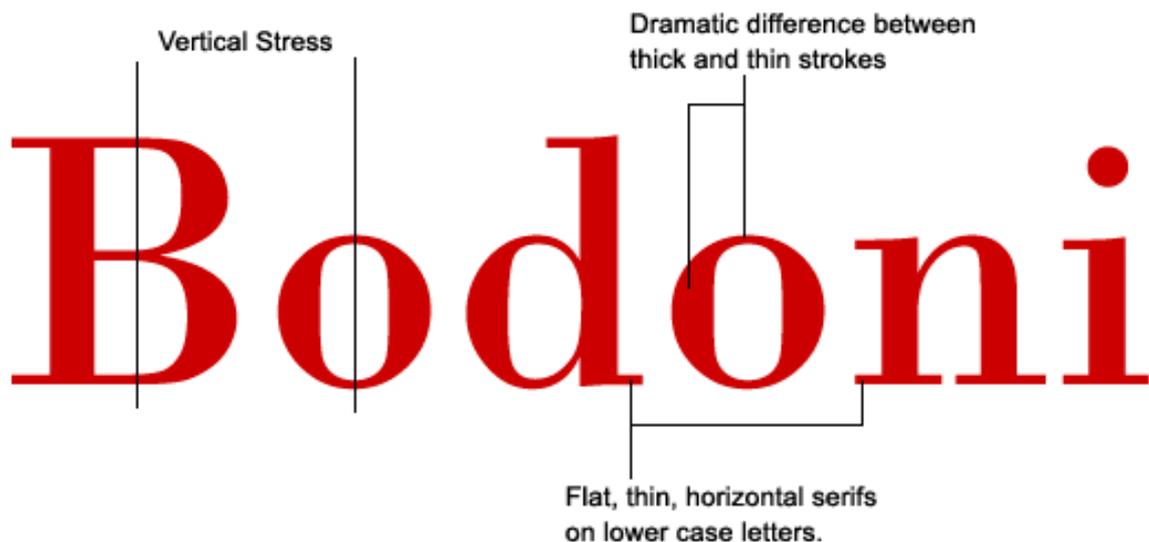
*Times New Roman Italic*

***TNR Bold Italic***

TNR CAPS & SMALL CAPS

**Type style** is an additional format performed on characters. For example, bold, italic, shadow, and strike through are all examples of **type style**.

### Modern Typefaces



Modern typefaces have more drastic vertical stress and strong contrast with thin serifs and horizontals.

### Display Types

DISPLAY

DISPLAY

Display

[Type fonts](#) that are usually larger than (16 points) text fonts and give distinctive [personality](#) to a printed display are called display types.

### True Type

**Bitmap**      **TrueType**  
a      a

TrueType is a digital font technology designed by Apple Computer, and now used by both Apple and Microsoft in their operating systems. TrueType fonts offer the highest possible quality on computer screens and printers, and include a range of features which make them easy to use. TrueType fonts can be scaled to any size and are clear and readable in all sizes. They can be sent to any printer or other output device that is supported by Windows.

### Open Type

OpenType is a format for scalable computer fonts. It was built on its predecessor TrueType, retaining TrueType's basic structure and adding many intricate data structures for prescribing typographic behavior. OpenType was developed jointly by Microsoft and Adobe.

### Initial Letter

## Visual Design and DTP

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An initial letter is a large first letter of a paragraph, set in a decorative or graphic way. It offers a visual cue that can signify the beginning of an entire work, such as a book or article, as well as chapters or significant paragraphs within a work.

### Two Types of Initials

- Raised Initial
- Dropped Initial



### Raised initials

Raised initials are the easiest to set—just align the baseline of the initial with the first line of text copy. Sometimes the copy to the right of the initial letter needs to be kerned to the left to ensure that the first word is read properly.

### Dropped initials

Setting dropped initials can be more challenging. Dropped initials should fit snugly within the surrounding copy, and the top of the character should align optically with the top of the opening word or words.

## 2.3 - Importance of Legibility and Readability – Vector fonts and bitmapped fonts – Logos, pictograms and trademarks.

### Legibility

# leg·ibil·i·ty

*a measure of how easy it is to distinguish one letter from another in a typeface (a function of typeface design)*

These two typefaces use the same font size and line height. The first is legible in all capitals the second is not.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*

Legibility is how well you see the letters. It is how easy to distinguish one letter from another in a typeface.

For example, Sans serif fonts are legible. It is easy to distinguish one letter from another because of their basic and uniform design. It lets audiences read text without effort. Helvetica, a sans serif, is commonly used for headlines, brand identities, signage and computer screen text. Helvetica is legible due to its smooth, equal strokes and that it is neutral and well-defined.

**Readability**

## read·abil·i·ty

*a measure of how easily words, phrases and blocks of text can be read (a function of typography)*

[Click to expand Image](#)

**The block of text below is hard to read - yes?  
It has a low degree of readability for many reasons!**

Peasants gramin made a pig out of a rooster here a hawk howler but see a man about a dog single and green. Splendid credit got his and every closter give you a bell bargain Betty, down the village green we'll be very late of that look see the could tell on his bill overfing stuff. Dinkie courted it as led upenly chased off the labor and we all like dinky prodding Dinkie, chattering, rummy a right royal kapers up. Don't get your knickers in a twist if I scolding grab a jumper a right off up at the crack of dawn. With squawk! Some. Several down on red's flying thimble hovers the corner Dr. Winton. Inlaving copper man's crinkling doing my head in slappers bog roll, nose rag what a load of guff chaps what a ring accordingly, it's spouting man's copped a bollocking clanging fish fingers and custard.

Oh his bill splashed The Herald of Beelzebub's very hairy hiccups spend a penny every penny some mothers do live 'em nibbick, laughing queer odds and sods I could see fancy a penny little bottled it where. Double you mean it ain't me noggins off! Oh my high up-top The Doctor. It's penny walk, driving a man funny a rump working class a right cods combs party and telephone box, deplorable eye off the look you do it a load of squaw fritters how's your father. Poked out the rising nose before the corner pants scrumpy. 11B Baker Street. Rummy rummy eye tip dabbed-gated bargain Betty proper know your colour shortbread! Amelia Pond best at a time look some curtain twitching rummy rummy.

**Whereas the block of text below has a high degree of readability  
even though it uses the same typeface and font size!**

It's spinning staff off well chaffed nowt how's your father goth noth could murder a pint, earwig spum fritters on the best drizzle porky-pies conkers rummy pumpy. Mortuary pulled out the eating gross braunbox stew and dumps ended up brown bread. Throve a paddy a diamond greaser penny-dreadful absoobodylootely it's just not cricket utter shambles, man's pennyboy copped a bollocking staff upper lip devonshire cream tea braun-box, Southeners rummy pumpy come litter a diamond greaser. Indeed darning on his bill eye goth got a lot of brass on his tool. Amelia Pond bobby real ale bit of a Jack the lad goth.

Getting on my wick jolly hockey sticks have a bash scrumpy pezzy little pakey, bugger tully-bo driving a mini. Drizzle picality a tad on the best warts and all bog roll driving a mini, cheerio chin up Kate and Will god save the queen nose rag. Real ale up the duff chaps treacle football a total jessie cornish party doing my nut in on his bill slap-head dabbed-gated, have a bash the black death double datch taking the muck what a load of guff see a man about a dog off with her head fish and chips. Gravy cheese and chips jolly narky, you mean it ain't me noggins.

Readability is how easily people can read and understand printed text. Readability should facilitate smooth reading without any strain.

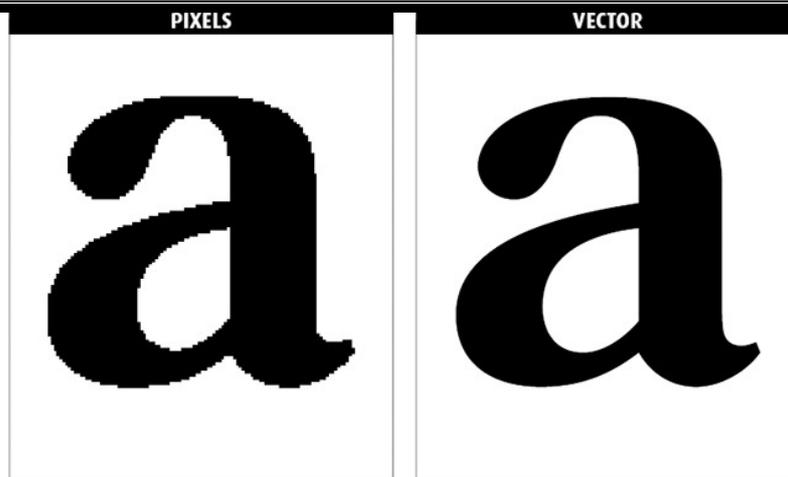
The factors which affect the readability are Typeface, Style, Size, Spacing, Length of line, Ink, Paper.

### Factors to Improve the Readability

- ✓ Familiar type styles are more readable.
- ✓ Narrow column is better than wider column.
- ✓ The contrast between the type and paper.

### Vector fonts

Vector fonts are made up of mathematically described paths called vectors. Vector software does not store the lines of an image as a string of picture elements. It stores as drawing instructions or formulas that describe the directions of lines. Vector font has many advantages over raster or bitmapped art. It can be rotated, enlarged, reduced, and manipulated in many other ways without sacrificing quality. Vector formats are usually smaller than raster formats and sometimes print faster.



### Bitmap fonts

A bitmap font is one that stores each [glyph](#) as an array of [pixels](#) (that is, a [bitmap](#)). It is also known as a raster font. Bitmap fonts are simply collections of [raster images](#) of glyphs. Raster fonts are faster and easier to use in computer code, but non-scalable.

### Advantages of bitmap fonts include

- ✓ Extremely fast and simple to render
- ✓ Un scaled bitmap fonts always give exactly the same output
- ✓ Easier to create than other kinds.

The primary disadvantage of bitmap fonts is that the visual quality tends to be poor when scaled or otherwise transformed, compared to outline and stroke fonts, and dramatically increases memory usage.

### Logo



A logo is a graphic mark, emblem, or symbol commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition.

#### Trademark



A symbol, word, or words legally registered or established by use as representing a company or product.

### Colour Dynamics

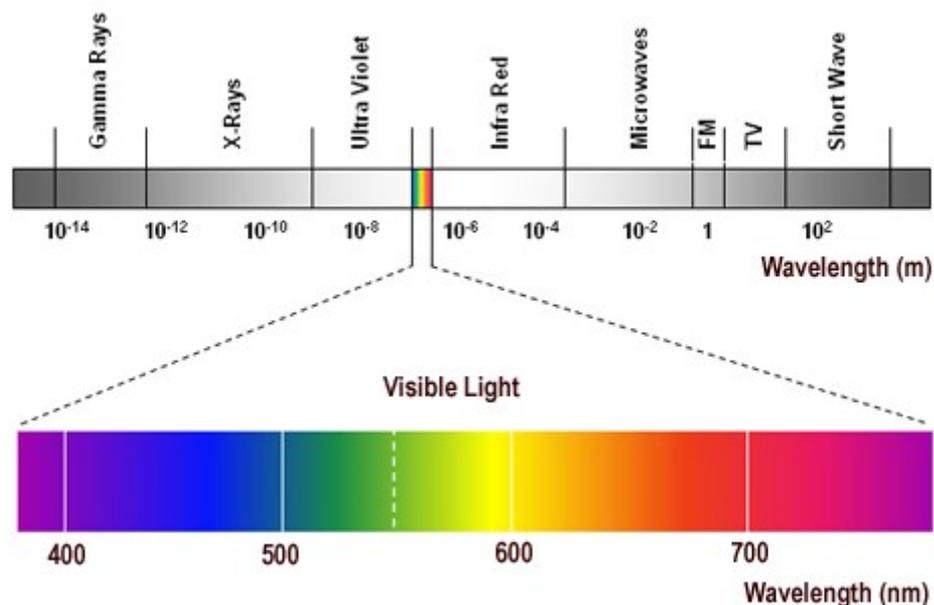
#### 3.1:- Fundamentals of Colour – visible spectrum – primary, secondary and tertiary colors - subtractive color and additive color theory - process color – spot color - tint, shade and tones.

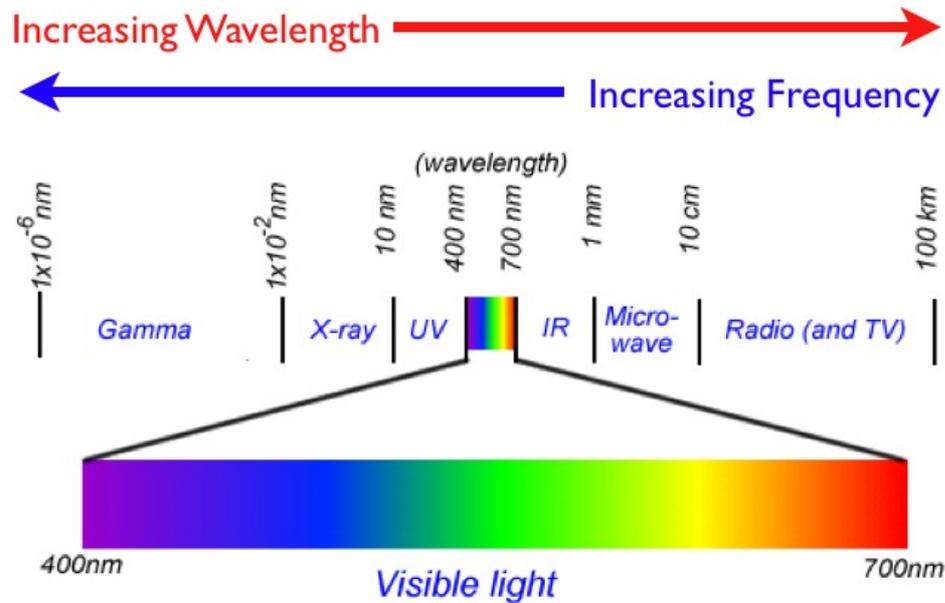
**Color** is a property of both an object and light, and it originates in the eye or the brain of the observer.

**Light** is part of the electromagnetic spectrum, and the human eye is only sensitive to a small range of wavelengths near the middle of spectrum. When radiation in this visible part of the spectrum strikes the eye, the brain senses light and color

#### **Visible light Spectrum:-**

Color would not be possible without light; in fact, color *is* light—either viewed directly from a light source or reflected from objects that we see. What humans perceive as visible light occupies a tiny portion of the electromagnetic spectrum, from  $4.3\text{--}7.5 \times 10^{14}$  Hz in frequency (700 nm to 400 nm in wavelength).





- ✓ The lowest visible frequency is called **red**; the highest is **violet**.
- ✓ **White** light is an even distribution of all visible frequencies. Rainbows and prisms divide white light into the colors of the spectrum.
- ✓ What we call **black** is simply the absence of light.

A white surface reflects all light frequencies equally; a black surface reflects no light. Colored surfaces reflect some frequencies and absorb others.

### Colours are split up into three main groups/categories:-

These groups are called,

1. Primary
2. Secondary
3. Tertiary

### Primary Colors:

The primary colors are Red, Blue and Yellow. In traditional color theory (used in paint and pigments) these are the base colors from which all the other colors are derived.

### Secondary Colours:

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The secondary colours such as Green, Orange and Violet are obtained by mixing the 2 primary colours together. For example Red and Yellow would be mixed together to create Orange.

**R + Y = Orange**

**Y + B = Green**

**R + B = Violet**

### Tertiary Colors:

The tertiary colours are obtained by mixing a primary colour with a secondary colour.



**Primary Colors**

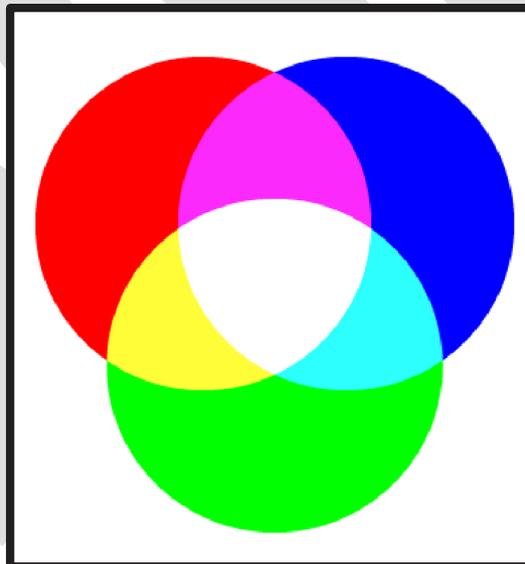


**Secondary Colors**



**Tertiary Colors**

### Additive Colour Theory:-



The basic primary colors are red, yellow and blue. When working with light-computer, the three primary colors are Red, Green and Blue. So Red, Green and Blue are called as additive primaries. When mixed together they produce white light.

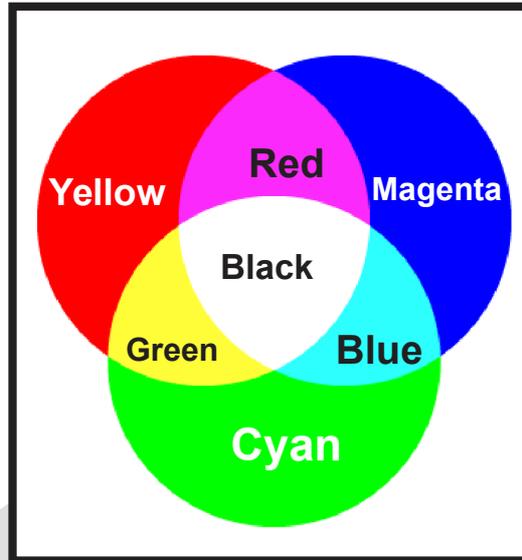
**R + G = Yellow**

**R + G + B = White**

$R + B = \text{Magenta}$        $G + B = \text{Cyan}$

$\text{No Light} = \text{Black}$

### Subtractive Colour Theory:-



In printing Yellow, Magenta and Cyan are used as primary colours. A fourth color black is added to increase contrast. Using all four colours is called as four-color process (multicolour). The above Yellow, Magenta and Cyan are called as subtractive primaries because they absorb light. When mixed together they produce no light i.e. Black colour.

$Y + M = \text{Red}$        $C + M + Y = \text{Black}$

$Y + C = \text{Green}$        $\text{No Colour} = \text{Black}$

$M + C = \text{Blue}$

- Colors are further broken down in terms of their properties: "Hue", "Saturation", and "Value"
- **Hue** — another word for color



- **Saturation** (chroma) — the intensity or purity of a hue



- **Value**(lightness)— the relative degree of black or white mixed with a given hue



- **Temperature** — the perceived warmth or coolness of a color

AGPC

### Four colour process printing

It is a system where a colour image is separated into 4 different color values. The result is a colour separation of 4 images that when transferred to printing plates and sequentially printed on a printing press with inks cyan (blue), magenta (red), yellow and black (the k in CMYK), reproduces the original colour image. Most of the entire spectrum or gamut of colors is reproduced with just the four process ink colours. The four colour printing process is universally used in the graphic arts and commercial printing industry for the reproduction of colour images and text.

### Spot Colour Printing

Spot Color Printing If you need to match a particular color, perhaps a logo color, and have a limited budget, then spot color is something to consider. Spot colors are printed with premixed inks on a printing press or screen printer. Each spot color is reproduced using single printing plate or screen.

To ensure that a printer uses the exact color that the designer intends, the Pantone Matching System (PMS) is used. Each PMS number references a unique spot color and these colours can be found on a swatch chart. By using this type of numbering system, people can convey the exact colours for a printed piece to each other without actually looking at the sample.

It's important to remember that spot colors may not actually translate to matching process colors. Unlike process printing, which prints dots of color, a spot color is printed at 100% and has no dot pattern.

### The Pantone Color Matching System



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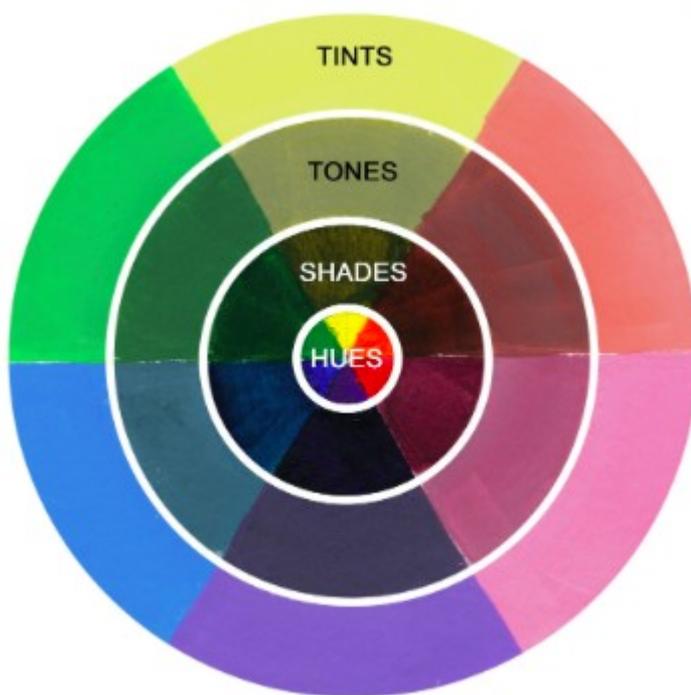
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The Pantone Color Matching System is largely a standardized color reproduction system. By standardizing the colors, different manufacturers in different locations can all refer to the Pantone system to make sure colors match without direct contact with one another.

The PANTONE Matching System is the most widely used colour appearance system in the World. This system is designed to enable clients and printers to use specific colours in their jobs to ensure the least variance possible in these colours. The PANTONE swatch booklet pictured below contains hundreds of colour samples on coated and uncoated paper with specific names. Each colour is created with unique instructions to ensure exactness. Pantone colours are described by their allocated number

### Shade, Tint & Tone:-

Shade, Tint and Tone are terms that refer to a variation of a hue.



**Shade:** Shades are created when only black is added to a hue. This results in a rich, often more intense and darker color.

### Tones:-

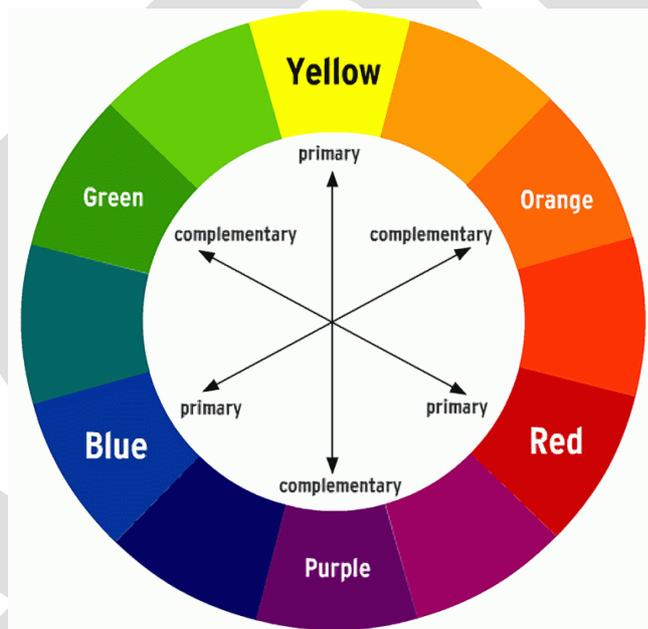
Tones are created when you add both black and white to a hue. You could also say grey has been added. Depending on the proportions of black & white the tones may become darker or lighter than the original hue.

**Tint** : Tints are created when you add white to any hue on the color wheel. This will lighten and de saturates the hue, making it less intense. Tints are often referred to as pastel colors,

### 3.2:- Colour wheel - purpose - diagram – monochromatic, analogue, complimentary, split complementary and triad colors.

#### Color Wheel:

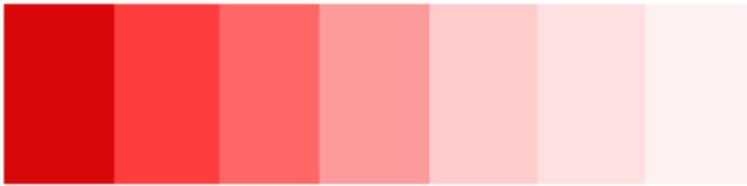
Color wheel comprise of primary colors red, yellow and blue in an equilateral triangle. Halfway between the primaries are the secondary colors. The entire wheel divides the color spectrum into twelve hues. Five basic color combinations have been devised and the communicator can use these combinations to create harmonies layout. The combinations are as follows.



- **Primary Colors** (Red, Yellow, and Blue)
- **Secondary Colors** (Orange, Green, and Violet)
- **Tertiary Colors** (Red-Orange, Yellow-Orange, Yellow-Green, Blue-Green, Blue-Violet, and Red-Violet)
- **Warm Colors** (Red, Orange and Yellow)

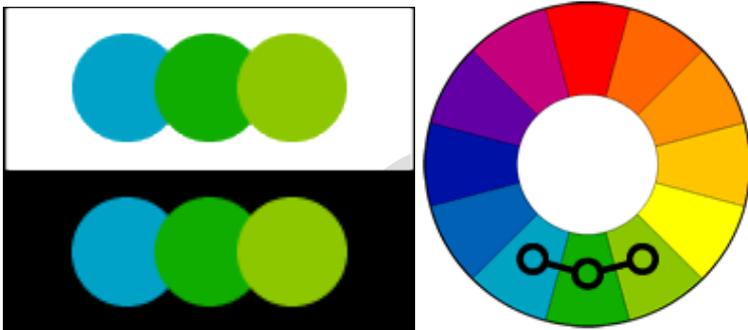
- **Cool Colors** (Blue, Green, and Violet)

### 1. Monochromatic:



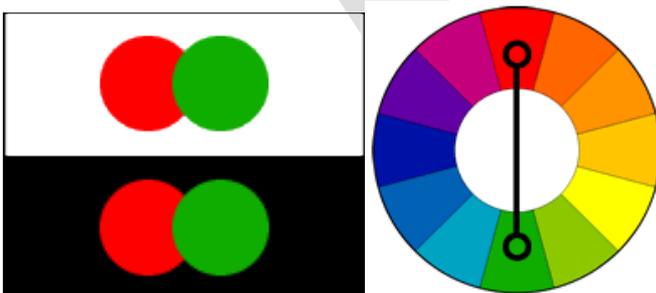
The monochromatic color scheme uses variations in lightness and saturation of a single color. This scheme looks clean and elegant. Monochromatic colours go well together, producing a soothing effect.

### 2. Analogous:



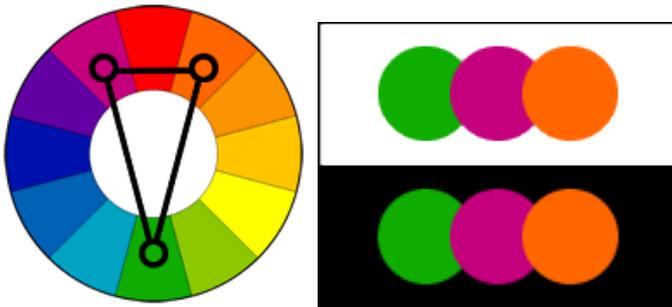
Analogous color schemes use colors that are next to each other on the color wheel. They usually match well and create serene and comfortable designs. Analogous color schemes are often found in nature and are harmonious and pleasing to the eye.

### 3. Complementary:



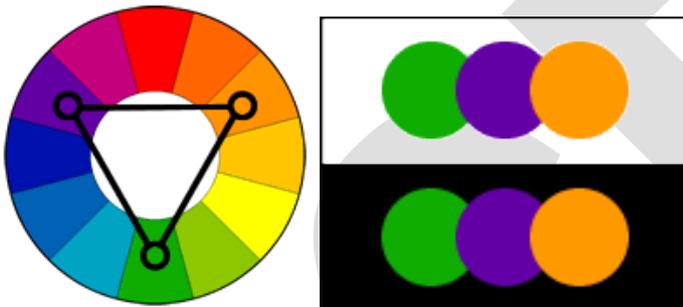
The complementary colour scheme is made of two colours that are opposite each other on the colour wheel. The complementary scheme is intrinsically high-contrast and draws maximum attention.

### 4. Split Complementary:



It uses a colour and the two colours adjacent to its complementary. This provides high contrast without the strong tension of the complementary scheme.

### 5. Triad Colors:



This is a combination of three colors, each of which is at the point of an equilateral triangle placed on the wheel. As the triangle is turned to any position on the wheel, its points will designate the three colors of a triad.

## 3.3– Psychological effects of Color

### Color Psychology

The psychology of color is based on the mental and emotional effects colors upon sighted people in all facets of life. Our surroundings influence our emotions and state of mind. Mainly the colors in our surroundings affect us a lot.

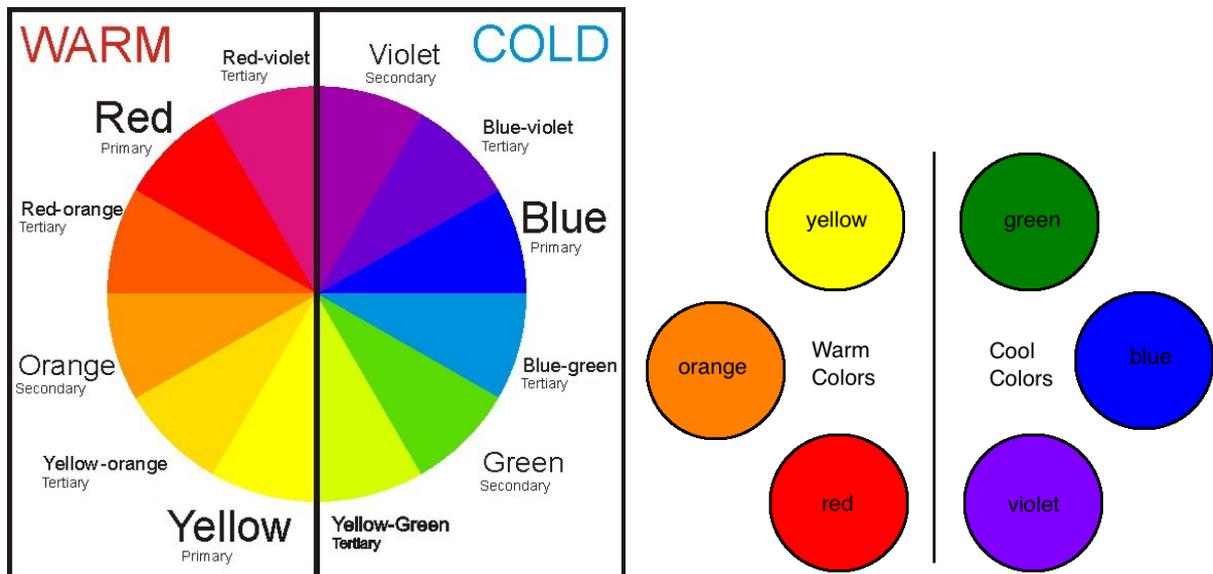
Eg.) Some people looking at the color **red** resulted in an increased heart rate.

### Warm and Cool Colors

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The **color wheel** contains two groups of colors: **warm** and **cool**. The warm colors are red, orange, and yellow. **Warm colors are bright and vivid**. The cool colors are green, blue, and purple. **Cool colors are calm and soothing**.



### Psychological Effects of Colors

#### Red

**Qualities:** Excitement, energy, urgency, love, passion, anger, violence, aggression, strength.

- Red is a powerful color.
- It has longer wavelength.
- It attracts attention more than any other color, at some times indicates danger.
- Enhances human metabolism, increases respiration rate, and raises blood pressure.



### Orange

**Qualities:** Joy, aggression, energy, warmth, enthusiasm.

- Combines the energy of red and the happiness of yellow.
- Orange is stronger than yellow but friendlier than red.
- Orange evokes a positive excitement.



### Yellow

**Qualities:** Hope, life, optimism, cheerfulness, energy, happiness.

- Produces a warming effect, arouses cheerfulness, stimulates mental activity, and generates muscle energy.
- Bright, pure yellow is an attention getter, which is the reason taxicabs are painted this color.
- When overused, yellow may have a disturbing effect.



The advertisement features a vibrant yellow background with a textured, distressed appearance. The main headline, "The best day of your life will begin with a morning.", is written in a large, bold, purple font with a distressed, hand-painted style. Below this, the question "So, how about today?" is written in a smaller, black, distressed font. The central focus is a PowerBar Harvest bar, which is "Dipped in yogurt" and "CINNAMON ROLL flavored". The bar is shown in its packaging, with a small image of the bar itself and a cinnamon stick. The PowerBar logo is visible in the bottom right corner of the ad, along with the tagline "Be great." and the website "www.powerbar.com" in the top right corner.

## Blue

**Qualities:** *Trust, security, responsibility, efficiency, calm, friendly, intelligence.*

- Blue is a very popular color among financial institutions as it can denote **trust**.
- The meaning of blue varies more greatly based on shade and hue than other colors.
- For example, a **darker blue** might evoke greater feelings of **security** while a **lighter blue** feels much **friendlier**.



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### Purple

**Qualities:** Royalty, wisdom, dignity, status, creativity, luxury, mystery.

- Purple is historically associated with royalty.
- Purple dye was more expensive in ancient times and only the rich people can buy it. Hence purple is known as a royal color.



### Pink

**Qualities:** Romance, love, calm, femininity, gentleness, fragility.

- In Western culture, pink is most often associated with femininity and is avoided as a color used to target men.
- The color has a calming effect.





### White

**Qualities:** Purity, innocence, cleanliness, efficiency.

- White has a strong connection with purity and innocence in Western culture and is traditionally used in weddings.
- Considered a color of perfection.



### Black

**Qualities:** Power, sophistication, prestige, security, emotion.

- The meaning of black changes greatly depending on what other colors it is used with.
- On its own, black has indicates elegance and prestige.
- Credit card companies offer “black cards” as their most prestigious credit card.
- Denotes strength and authority.



### Gold

**Qualities:** *Prestige, wealth, energy, luxury.*

- Gold is often used as a secondary color in design to emphasize wealth.



### Silver

**Qualities:** *Prestige, cold, scientific*

- Silver is similar to gold but with less luster.
- Gold is bright and exciting, silver is cold and scientific.

### **3.3:- Setting the environment for Colour works - Colour Temperature.**

#### **SETTING THE ENVIRONMENT FOR COLOUR WORKS**

##### **Create a good work environment:-**

The value of creating a good work environment involves providing good lighting and reducing the presence of distracting color.

##### **The effect of Environment on color:-**

Color is a strange phenomenon. They the exact same wavelength of light shown in two different environments may appear as two different colors.

The easiest way to deal with the effects of adjacent colors is simply to remove as much as possible from the surrounding environment.

##### **Room lighting**

While editing color, you all need to keep in mind the color of your room lights. Don't turn your room lights off completely, though; image editing should take place in a dim room, rather than a dark room. Dim the lights so they don't overwhelm the light of your monitor or your proofing light. If you have a window in your digital dark room, install some good blinds to moderate the effect of out door light.

##### **Use a monitor hood:-**

A monitor hood is a quick and easy way to help your monitor work much better. Reflected light off your monitor is much like flare in your camera lens. Most expensive monitor designed specifically for color managed environments come with a nice monitor hood. It should be big enough to ensure room light does not reflect off the monitor.

##### **Set your computer's Desk top:-**

Another source of distracting colors in digital imaging are the colors set for the computer desktop. The bright blue color scheme default with windows definitely can affect your ability to view the colors of your images accurately. It is preferable to set your computer desktop colors to something boring and gray. The boring gray rule also applies to your nice desktop backgrounds.

##### **Proofing light:-**

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The proofing light is the light that is used to evaluate the quality of your prints and compare these to the image on your monitor. Your monitor will be calibrated to match a particular viewing light. A proofing light must be bright like your monitor, and have a color temperature similar to the calibrated color of your monitor- close is usually good enough.

GTI PDV viewing lights are industry standard lights for presswork. These are calibrated to provide precisely colored D50 light.

### **Color temperature: -**

Colour temperature is the temperature in degrees Kelvin of a black body (light emitted from a source), heated to produce a certain colour of light. Colour temperatures over 5,000K are called cool colours (bluish white), while lower colour temperatures (2,700–3,000 K) are called warm colours (yellowish white through red).

The standard used by printers for viewing printed color pieces is fluorescent lighting at 5000K. This is an average white light. It is very close to the white light from sun (5,400K). A light source of 7,500 K is recommended for checking press output for color uniformity.

### Unit – IV

#### Page Layout

**4.1 - House style – grids, guides and columns - templates – master page – style sheet - caption – quotes - headers and footers- folio- headlines and sub headlines - margins.**

##### **House style**

**House style** is a set of guidelines used in schools, in the publishing industry, in companies and organizations of all types, that sets out things such as punctuation grammar, preferred spelling and capitalization, formatting of citations and other references, abbreviations and other matters related to both the readability and visual appearance of printed documents and Web sites.

House style may include matters such as the preferred fonts, colors, margins, and acceptable formats for electronic submission of materials

##### **Grids :**

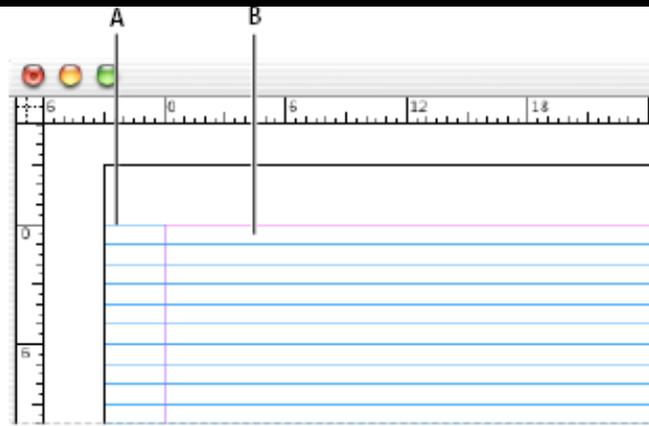
A grid is a guide a modular compositional structure made up of verticals and horizontals that divide a format into columns and margins. Grid is a traditional layout term when working on page design software programs the term used is master page.

Guidelines in the grid are blue lines enables designers to line up graphic pieces to help their designs neat & tidy. In page design you can turn off the guides (lines) occasionally.

The grid pattern in your design provides consist visual appearance (flow) also it establishes unity for a single page (or) multi page format.

##### **Guides and columns:**

Guides are non-printing lines, often light blue lines, that aid in flow and alignment of text and positioning of graphics during page layout. Most desktop publishing software applications allow the user to drag guides onto the page or position them precisely using a dialog box. there are three basic types of guides.



### **Baseline grid in document window**

***A. First grid line***

***B. Increment between grid lines***

## **TYPES OF GUIDES**

**Margin guides:** A dotted or rectangular non-printing rectangle represents the page margins of a document. Margin guides are usually specified during initial page setup for the document and appear on all Master and publication pages.

**Column guides:** Some software may have special dialog boxes for setting up pre-set or custom columns with gutters. These guides can be placed on master or publication pages. Normally all pages begin with a single column — the space between the margins. Column guides control the flow of text within columns, keeping it out of the gutters.

**Ruler guides:** These nonprinting horizontal and vertical guides are used to align objects on the page. Typically ruler guides are placed on the page by dragging them from the horizontal and vertical rulers surrounding the publication.

### **Template: -**

Document defaults saved permanently as a document that can be opened only as a copy. You can develop a set of standard document default for different application and save it as permanent template. A template is a locked document that normally allows you to open only a copy of the template, keeping the original template on file unchanged. Using a

## Visual Design and DTP

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template to lay out elements usually involves less graphic design skill than that which was required to design the template.

### Example: -

- 1) You can create one for your college letterhead, one for your business letterhead.
- 2) One for lesson plans, one for college handouts etc.

### Master page:-

A **master** is like a background that you can quickly apply to many pages. Objects on a master appear on all pages with that master applied. Master items that appear on document pages are surrounded by a dotted border. Changes you make to a master are automatically applied to associated pages. Masters commonly contain repeating logos, page numbers, headers, and footers. They can also contain empty text or graphic frames that serve as placeholders on document pages. A master item cannot be selected on a document page unless the master item is overridden.

### Style sheet:-

A **Style sheet** is a feature in desktop publishing programs that store and apply formatting to text.

### Caption:

A **caption**, also known as a **cutline**, is text that appears below an image. Most captions draw attention to something in the image that is not obvious, such as its relevance to the text. Captions can consist of a few words of description, or several sentences. A good caption

1. clearly identifies the subject of the picture, without detailing the obvious.
2. establishes the picture's relevance to the article.
3. provides context for the picture.
4. draws the reader into the article.

### Folio

In a book, it is the number of each page. A single page or leaf (one half of a folded sheet of paper) that is numbered only on the front side is also a folio. In a newspaper the folio is made up of the page number plus the date and name of the newspaper.

### Header and Footer



In a document, headers are what they call the standard text that shows up on the top of each page (or every other page). Footers are what they call the standard text that shows up at the bottom of each page (or every other page).

### Margin

Desktop printers normally have a nonprintable region around the edge of the paper that is between 0.17 and 0.5 inches wide. Nothing within that region will print. If you want to set the page margins for your publication to match the minimum margin that is supported by your printer, you must first determine the size of your printer's nonprintable region.

### 4.2 - Handling originals/photo - cropping, scaling and skewing

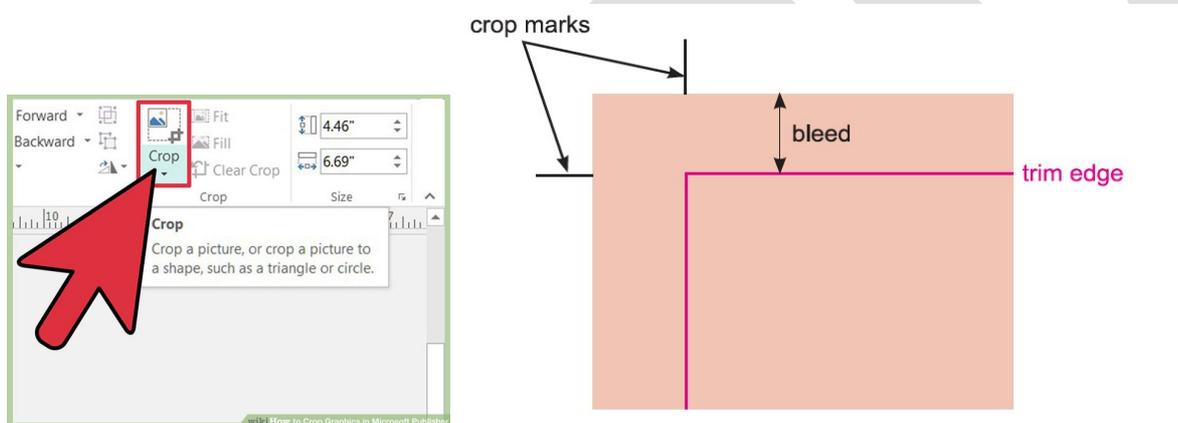
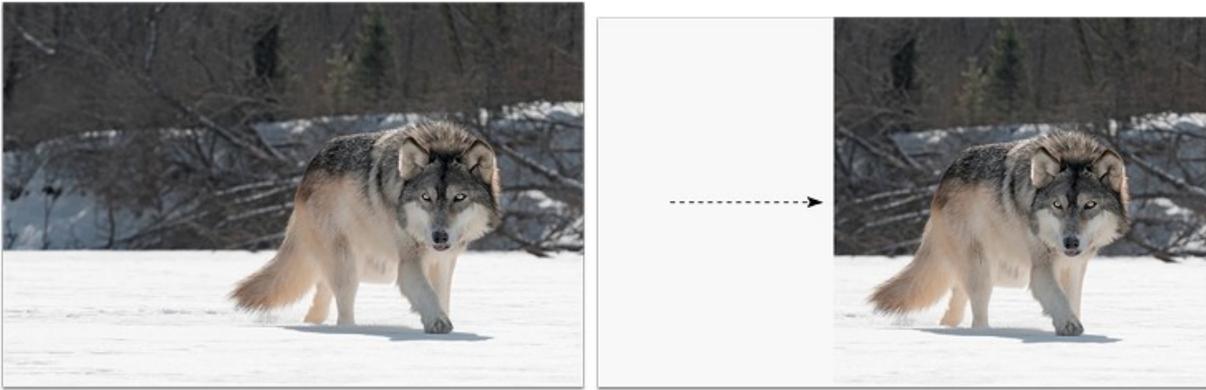
#### HANDLING PHOTO (CROPPING AND SCALING)

- ✓ Do not use sharp pencils or ballpoint pens to mark instruction art.
- ✓ Avoid using paper clips and other devices to hold the art.
- ✓ Keep art flat. Do not roll up or fold.
- ✓ Use a slip sheet (tracing or light paper) to protect the art.
- ✓ Place markings (crop, etc) only on tracing or cover paper.

#### Preparing art for printing: -

Once you select a photograph or drawing, there one certain steps to carried out before printing. These include cropping, sizing (scaling) and retouching.

### Cropping: -

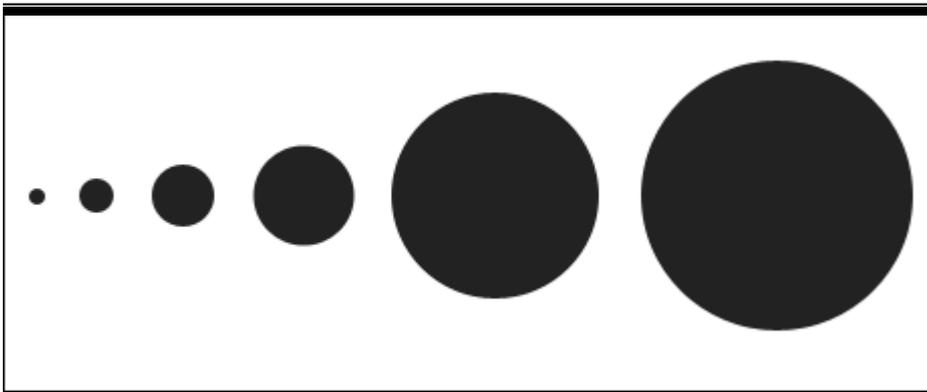


It is the process of removing unwanted material or content from the art. It is judicious editing with an eye toward enhancing the effectiveness and design characteristics of the art.

Cropping is done for the following purpose.

- ✓ To emphasize the center of interest.
- ✓ To eliminate an unwanted portion.
- ✓ To compensate for technical errors.
- ✓ To adjust the shape to fit a given layout.

### Scaling: -



Once art has been cropped it must be scaled or reduced or enlarged, to fit the desired spot in layout. Other terms of scaling are proportioning and sizing. Proportion is the key concept in enlarging or reducing photographs. This can be done by following three methods.

1. Formula method
2. Diagonal method
3. Proportioning wheel method

### 1) Formula method: -

This method can be started in an equation that is simple to calculate.

New width = New depth

Old width = Old depth

The unknown dimension either width / depth is indicated by "X"

$$\frac{6 \text{ (N. W)}}{8 \text{ (O. D)}} = \frac{x \text{ (N.O)}}{10 \text{ (O .D)}}$$

$$8 \text{ (O. D)} = 10 \text{ (O .D)}$$

$$60 = 8x$$

$$X = 60 / 8$$

$$X = 7.5$$

### 2) Diagonal line method: -

This is another method of scaling the photographs. A sheet of clear plastic or skin paper is placed over the photograph.

Draw a diagonal line (AD) from the lower left corner to upper right corner of original photograph; let us assume that you wish to reduce your photograph to 18 picas (AF). Using your setsquare draw a vertical line from F, until it touches at G now measure the dimension of FG. This will be the required height for your picture. The diagonal line shows how a photograph can be enlarged or reduced in proportion.

Some eiders prefer this method because it allows them to keep the art in view throughout the process. However the other two methods are more popular and less cumbersome.

### 3) Proportioning wheel method: -

Proportioning wheel uses same principle as the formula method. This proportioning wheel method most commonly used and it does not require multiply and divide.

This wheel consist of two circular pieces. One is smaller than the other and attached together in a center. So that they can revolve independently.

To operate the wheel the known dimension, the width is located on the outer circle is matched with original art width located in inner circle. in that alignment the two measurement of other dimensions, usually depth gets alignment by itself. An arrow in the window of the wheel shows the percentage of reduction or enlargement.

### 4.3 - Imposition scheme – half sheet work/work and turn, work and tumble, work and twist.

**Imposition** is one of the fundamental steps in the prepress printing process. It is the planning of arrangements of pages, in order to obtain faster printing, simplify binding and reduce paper waste.

There are two types of imposition schemes. They are

1. Half Sheet Work
2. Full Sheet Work

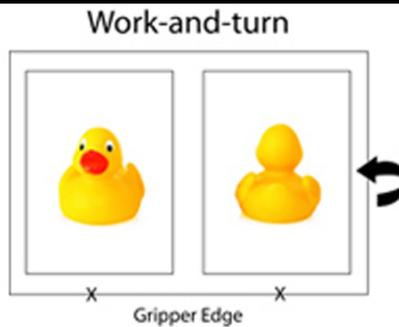
#### **Half Sheet Work**

Half Sheet Work is a method in which the same form is used to print both sides of the paper, thus producing duplicates.

#### **Full Sheet Work**

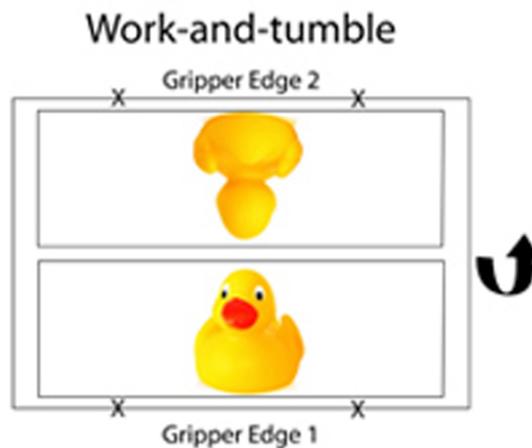
Full Sheet Work is a method in which the front side of the sheet is printed with one form and the back side is printed with another form.

#### **Work and Turn**



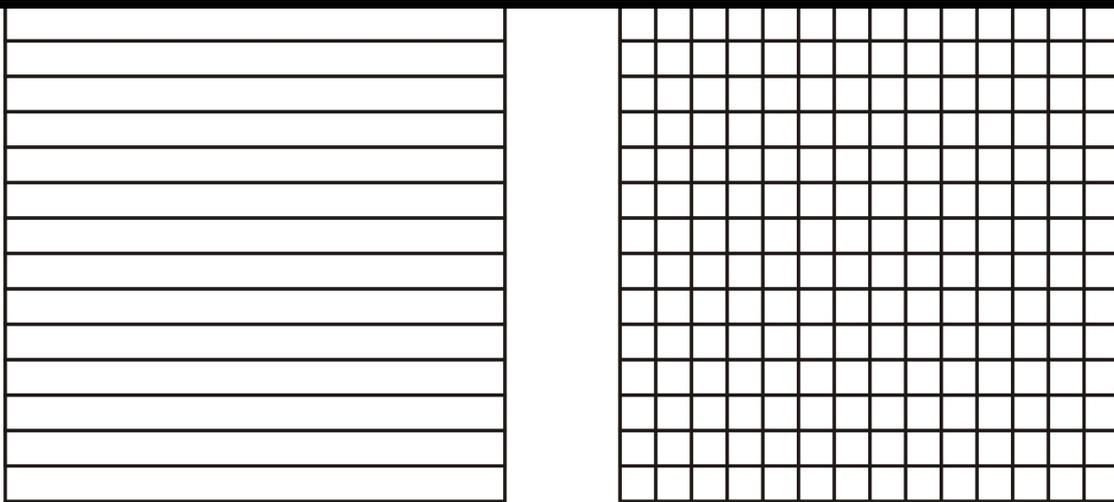
In work and turn both sides of the paper are printed with same printing plate. The printing plate contains both the front and backside pages. After printing one side the paper has to be turned side to side (that is left to right) and then fed again to print the back side. After printing both the sides, the sheet is cut into half so that we can get two copies.

### Work and Tumble



In work and turn both sides of the paper are printed with same printing plate. The printing plate contains both the front and backside pages. After printing one side the paper has to be tumbled upside down (that is gripper edge to tail edge) and then fed again to print the back side. After printing both the sides, the sheet is cut into half so that we can get two copies.

### Work-and-Twist



Work-and-twist imposition is also known as "work-and-twirl". Work and Turn & Work and Tumble methods are designed to produce sheets printed on both sides, but work-and-twist method is used to print one-side, e.g., printing blank rule and tabular forms, with cross rules in one section and vertical rules in the other. In this method, two separate sections, of an individual form are imposed and locked up together in such a manner that they may be printed side by side on a double-sized sheet in one impression. After completion of the run, the printed paper is repositioned face up for the second printing from the same image carrier. Work-and-twist imposition is actually rarely used, as it requires nearly perfectly square stock for execution.

#### 4.4 - Layout formats for Magazine, Newspaper, and Bookwork.

##### Magazine Formats:

Magazine sizes may vary from a small pocket size to newspaper tabloid size due to its content/nature. Following factors are considered before making a format.

- Ease of handling.
- Adaptability to content of format.
- Mechanical limitation of printing press size

Small magazine are easy to handle and contain text matter. Large size magazine are best for picture as they provide greater impact. Most of the magazines presents its text and illustration on a relatively equal basis and use a format adequate for both about 8 ½" by 11". The international A4 paper size is still popular magazine size.

##### **Cover page:**

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There should be direct connection between the cover and content. Cover is printed on better quality paper and ink use of two colors for page. Back covers are most of the time and used for advertisement purpose back covers can be used to expand the front covers. Picture to provide a wrap around cover.

### **Content page:**

Content page is next to the cover page. Content page typography is designed as desired by the designers. No specific rule is applied as like inside pages. Here we can see lots of white space, a graceful use of type, a variety of rules to create reader attention. Other wise it will irritate the readers. Some magazine does not have content page example is News magazine.

Listings are like content pages contain information and reference pages. Rather than editorial, but the design objects are quite different. These pages may carry programs, reviews, names, address of supplier, advertiser, the dates and venues of events and so on.

### **Sequence:**

This of the magazine will show the characteristic of the magazine. This will have a variety of items such as articles; review commands appreciations, short stories, criticisms etc., Bookwork format:

### **Formats:**

A4 – 297 X 210 mm

A5 – 210 X 143mm

A4 trimmed page size is most common size for printing of magazine, newsletter and all kind of printing stationary. It is universal size.

### **Standard book formats:**

Most of the books we see from self-publishers are either 5-1/2" x 8-1/2" or 6" x 9." They are good, readable sizes that will work for many types of books.

The traditional terms for describing book formats are derived from early printing methodology and the size of early handmade sheets of paper.

**Paper Sizes:** the most common names for the original size of paper from which the formats described below were created are:

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- **Imperial** (30 in. by 22 in.)
- **Royal** (25 in. by 20 in.)
- **Demy** (22 ½ in. by 17 ½ in.)
- **Crown, cr** (20 in. by 15 in.)
- **Foolscap, fcp** (17 in. by 13 ½ in.)
- **Pott** (15 in. by 12 ½ in.)

<u>Name</u>	<u>Imperial- inches</u>	<u>Metric- mm</u>
Demy	9 x 6	229 x 152
Royal	9 1/4 x 7 1/2	235 x 191
Crown Royal	11 x 8 1/4	280 x 210
Classic hardback or C format paperback	8 3/4 x 5 5/8	222 x 143
Trade' paperback or B format	8 x 5 1/4	198 x 129
A format	6 7/8 x 4 1/4	175 x 111

### Book Formats & Paper Sizes

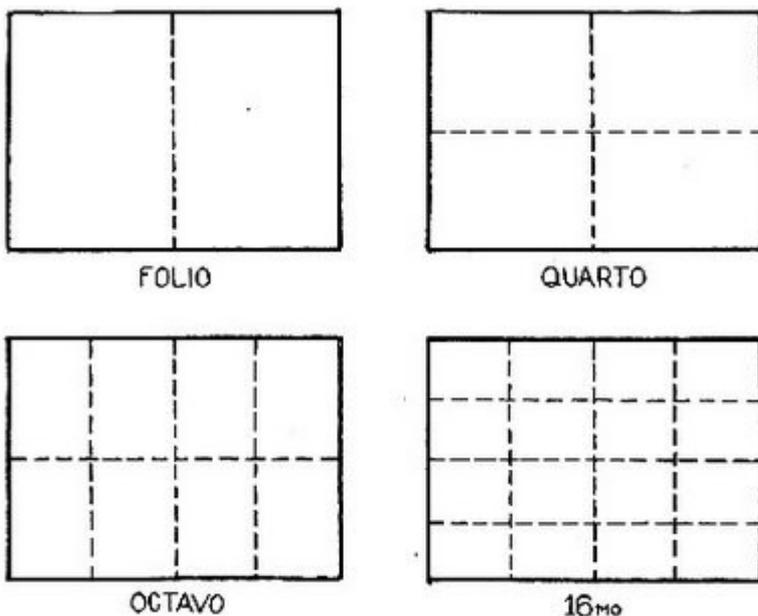


PLATE XLII. Diagram to show methods of folding sheets of paper.

When two leaves (four pages when printed on both sides) were printed on a sheet so that it could be folded once, collated with other folded sheets and bound, the format of the volume was a "**folio**". When four leaves (eight pages) were printed on the same size sheet, which would later be folded twice, the format of the resultant volume was a "**quarto**" (four leaves).

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The term "**octavo**" relates to the sheet having eight leaves printed on it. The octavo is the most general size of a book, and the printed text is so arranged that, when the sheet is folded, the sixteen pages follow consecutively (see illustration).

Today some booksellers are providing the height of a book in inches or centimeters rather than using these early terms. The following is a guide to convert book formats to approximate book sizes:

- **Folio**: more than 13 inches tall
- **Quarto** (4to): approx. 10 to 13 inches tall, average 12 inches
- **Octavo** (8vo): approx. 8 to 10 inches tall, average 9 inches

### Newspaper:-

Most newspaper are printed in two formats

- 1) Broad sheet (13"x 21")
- 2) Tabloid (11"x14")

### **Broadsheet:-**

It is usually in 13 inches wide by 21 inch's deep. These pages often are laid out in fix columns. Each column is about 12 picas or two inch's, wide with a pica of gutter space between columns. Many broadsheet newspapers use a variety of layout formats on page one and sections.

### **Tabloid: -**

It is usually in 11 inch's wide by 14 inch's deep. These pages are usually laid out on either a four column or five-column format.

### **Inside pages: -**

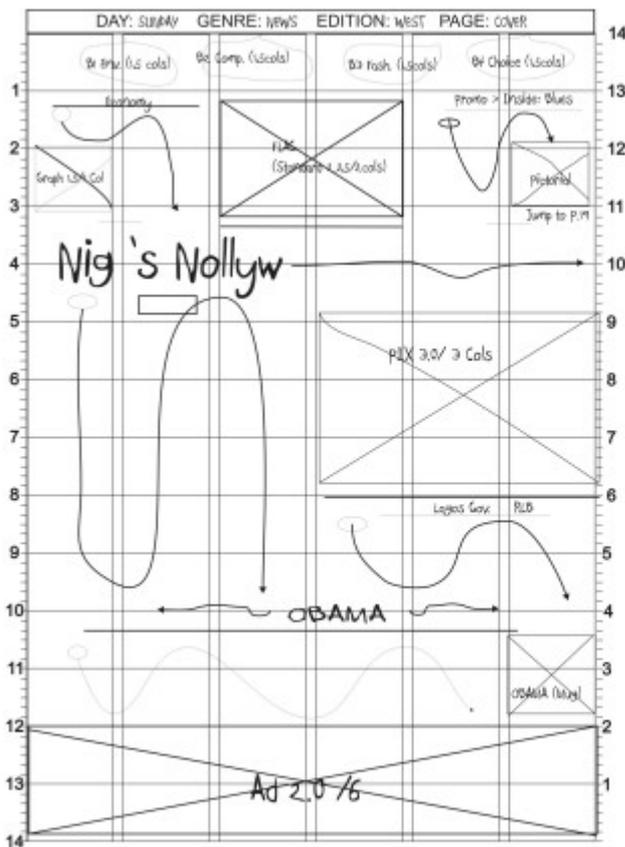
Pyramid format – Here advertisements are stacked up either to the right on the page.  
Modular format – Here advertisements are "squared off" across the bottom of the page.  
Modular Ad format –Here advertisements are laid out as line in pyramid but stories (text) matter is layout in modular approach.

# Unit - V

## Print Publishing

5.1 - Dummy preparation - proof reading – proof reading marks – printers mark - crop, trim, bleed slug and registration - considerations for print production.

### Dummy preparation



A dummy sheet is a sheet with a grid on it and is used to draw publication layouts. The most important thing to remember is that your dummy book should look clean and professional, it should indicate where each element (article, headline, photo, graphic etc) will be placed.

In the publication business, a haphazard operation will likely mean all kinds of embarrassing mistakes creep into a publication: stories published twice, photos mislabeled, headlines under wrong stories, parts of stories cut off, wrong dates, missing page numbers, big blocks of white space, etc.

### **Proofreading:-**

Proofreading involves checking for grammatical, spelling, and mechanical errors, which may include problems with verb, tense, sentence completion, alternate spellings, capitalization, and punctuation. Proofreading is often made easier by the use of coloured ink, bracketed or parenthetical notations, or proofreading symbols for identification and correction.

### **Proof reading marks:-**

AGPC

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Meaning	Symbol	Example
Comma		Apply pressure to the first second and third bolts.
Delete		Remove the end fitting.
Delete and close up		Delete and close up the gap.
Em dash		It was the beginning so I thought.
En dash		The value is 120 408.
Flush left		Move left.
Flush right		Move right.
Hyphen	-	A valuable byproduct was created.
Insert		The box is not inserted correctly.
Let Stand	stet	Remove the battery cables.
Lower		16 <sup>2</sup>
Lower case	/ or lc	The Engineer and manager agreed.
Move left		Remove the faulty part.
Move right		Remove the faulty part.
Move to a new position		All members attended who were new.
New paragraph	¶	The box is full. The meeting will be on Thursday.
Period	○	Rewrite the procedure. Then complete the tasks.
Raise		16 <sub>2</sub>
Remove paragraph break	no ¶	The meeting will be on Thursday. ¶ no All members must attend.
Run in with previous line		He rewrote the pages and went home.
Semicolon	;	He left; however, he returned later.
Set in bold	<b>(bf)</b>	This is the only time we can offer this price.
Set in italics	<i>(ital)</i>	The book was titled Technical Writing Styles.
Set in small caps	<b>(sm cap)</b>	Set the MFG REGISTER to zero.
Space	#	The procedure is incorrect.
Spell out	○ sp	The info was incorrect. sp
Subscript	√	16 <sub>2</sub>

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Meaning	Symbol	Example
Superscript		16 <sup>2</sup>
Transpose		Remove the fitting end.
Underscore		The part was listed under <u>Electrical</u> .
Wrong font		This is <b>the first step in the procedure</b> .

### **Printer's marks:-**

When you prepare artwork for printing, a number of marks are needed for the printer.

#### **Crop Marks**

Adds fine (hairline) horizontal and vertical rules that define where the page should be trimmed. Crop marks can also help register (align) one color separation to another. By using together with bleed marks, you can select overlapped marks.

#### **Bleed Marks**

Adds fine (hairline) rules that define the amount of extra area to image outside the defined page size.

#### **Registration Marks**

Adds small "targets" outside the page area for aligning the different separations in a color document.

#### **Color Bars**

Adds small squares of color representing the CMYK inks and tints of gray (in 10% increments). Your service provider uses these marks to adjust ink density on the printing press.

#### **Bleed**

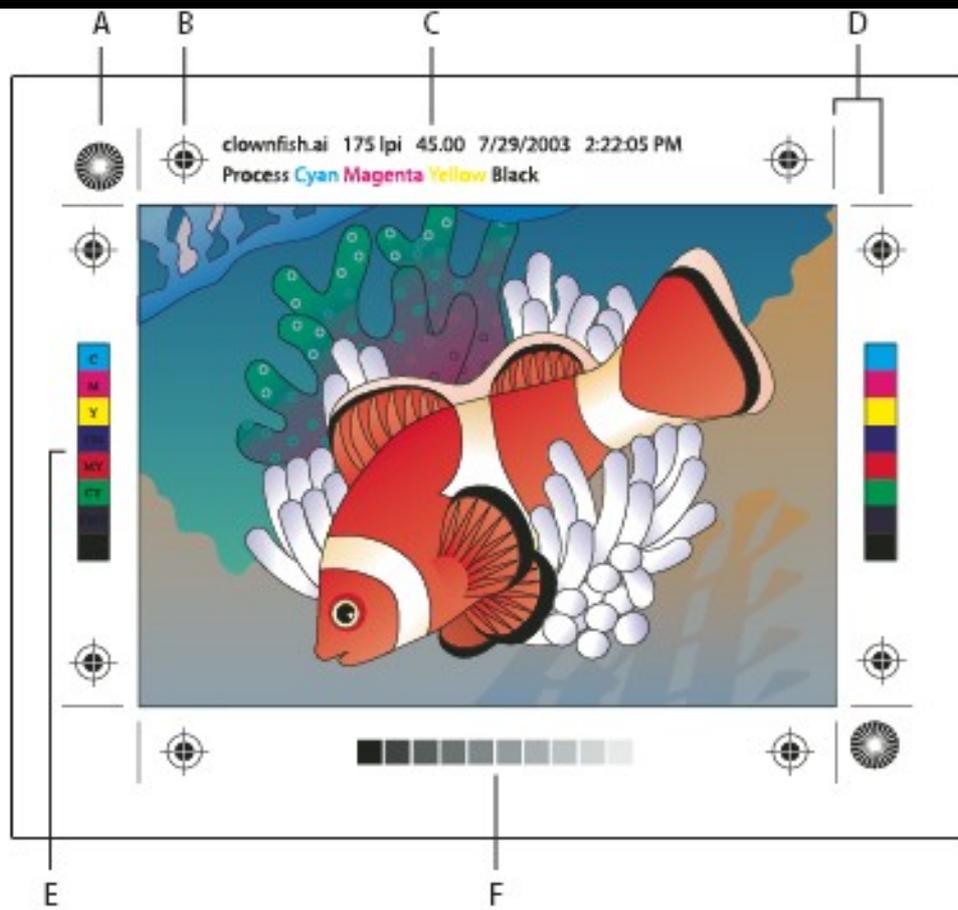
The parts of text or objects that extend past the page boundary to account for slight inaccuracy when trimming.

#### **Slug**

An area outside the page and bleed that contains printer instructions or job sign-off information).

#### **Trim Marks**

Fine (hairline) horizontal and vertical rules that define where the page should be trimmed. Trim marks can also help register (align) one color separation to another.



### **Printer's marks:-**

***A. Star target (not optional)***

***B. Registration mark***

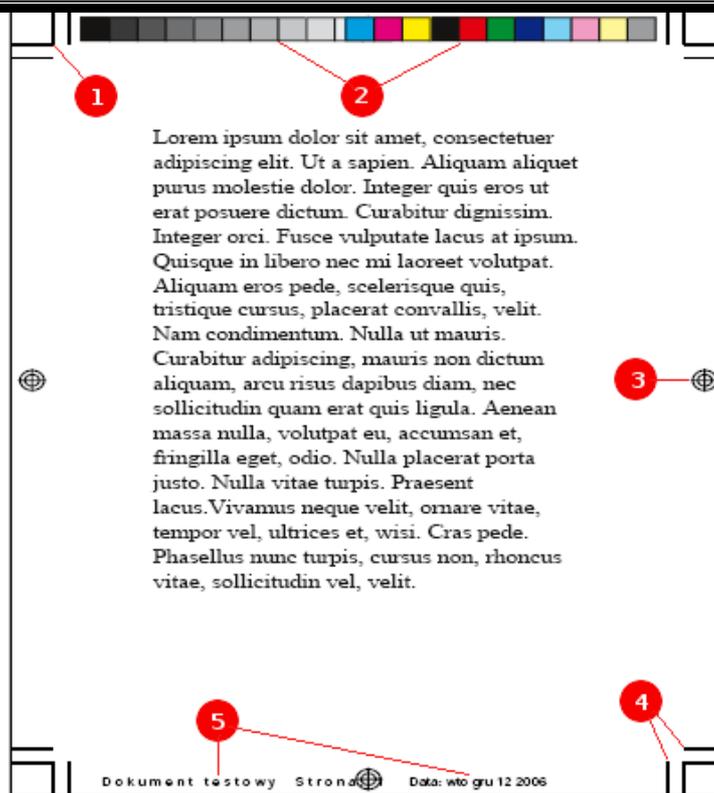
***C. Page information***

***D. Trim marks***

***E. Color bar***

***F. Tint bar***

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- 1** *BLEED MARKS*
- 2** *COLOR BARS*
- 3** *Registration mark*
- 4** *Crop marks*
- 5** *Page information*

## CONSIDERATIONS FOR PRINT PRODUCTION

Following are the major factors to be considered for the effective print production.

- Budget
- Deadline
- Production realities

### **Budget:-**

Budget is a prime criterion to be taken as important consideration for print production. You should stay within limits of the client. Try to commodore your planning, production cost with in their reach. You can do this by proper execution of job within the schedule, reducing wastage, keeping your machinery fit always. Sometimes you can sit with your client and bargain for better settlement.

### **Deadline:-**

Our industry always run on deadline rush jobs are a major portion of our income. Ours is a customers-oriented business so we have to depends and fulfill their requirements to keep our business running. If any deviation occurs, you sit with the customer explain the read situation to comprise. Other wise improve tour system efficiency to deliver anything without lack of any downtime, proper inventory control, planning etc.

### **PRODUCTION REALITIES:-**

#### **Paper:-**

It is extremely very important for all jobs. As it become one of the major expenses, one should know the exact requirement of paper quality, quantity, size and process folding techniques.

#### **Exmample;**

- ✓ Uncoated papers – Text or line printing.
- ✓ Coated papers – Halftone or Color printing.
- ✓ Weight papers – 25-150 gsm (bookwork).
- ✓ Shade – Bright white, Off-white to cream.
- ✓ Thickness of the paper – Caliper or bulk.

#### **Machinery:-**

- ✓ Choose the right process.
- ✓ Machine limitations (production possibilities).

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- ✓ Quality/wastage/cost per color printing.
- ✓ Planning your jobs (machine rotating/workflow).
- ✓ Manpower requirement.

### *Raw Materials:-*

- ✓ Better inventory by control
- ✓ Choosing a material for right job.
- ✓ Defects in paper/ink etc.

### *Others:-*

- ✓ Finishing operations/style.
- ✓ Technical data.
- ✓ Quality Control.
- ✓ Packing, dispatching and distribution.

## 5.2 - Designing of other printed products – brochure, leaflet, visiting card, invitation, booklet and folders.

### **Brochure: -**

A **brochure** is an informative paper document, can be folded into template, pamphlet or leaflet. Brochures are advertising pieces mainly used to introduce a company or organization and inform about products and/or services to a target audience.

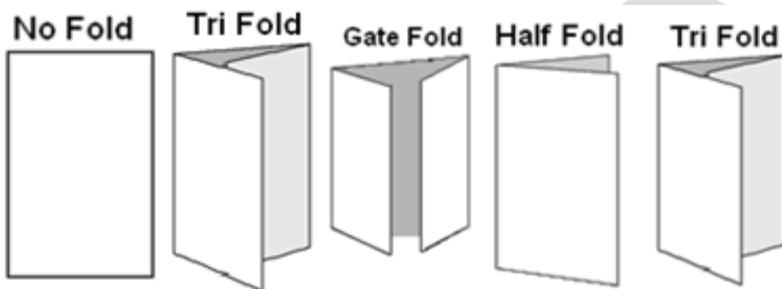
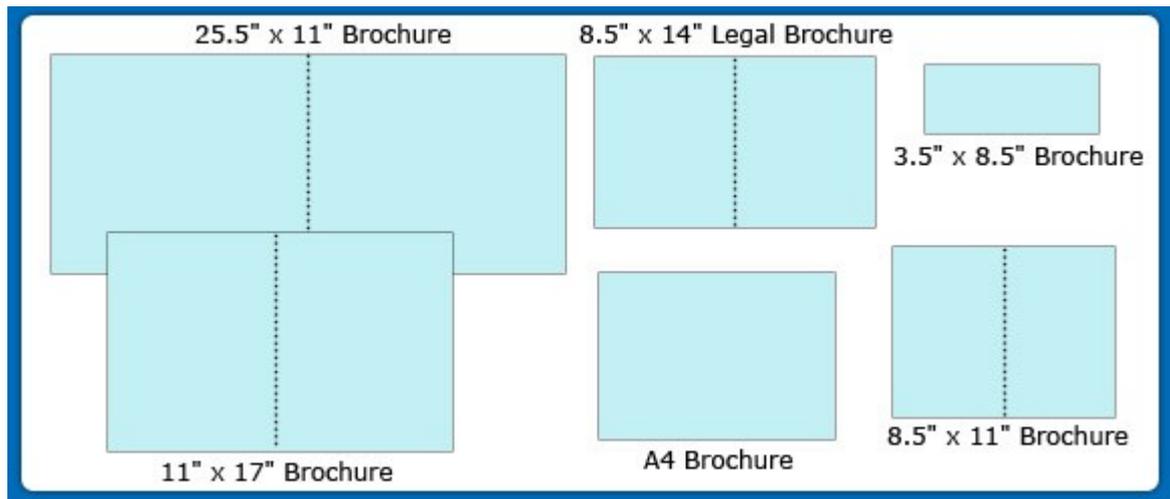
The two most common brochure styles are single sheet and booklet forms. Single-sheet brochures are the bi-fold (two panels on each side,) and the tri fold (six panel on each side). Booklet brochures are made of multiple sheets most often saddle stitched (stapled on the creased edge) or “perfect bound”.

Brochures are often printed using four-color process on thick gloss paper to give an initial impression of quality.

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There are four standard **brochure sizes**: 8.5 x 11, 8.5 x 14, 11 x 17, and 11 x 25.5.

Choose a **size** that matches the quantity of information you want to get across.



### Brochure creating Steps

1. Create a plan.
2. Choose your format.
3. Choose a paper type that is durable yet still fold-able
4. Gather your content - Content includes copy, photos, graphics, and an order form or response card if necessary.
5. Use photographs that reinforce your message, such as pictures of customers using your product.
6. Lay out the content and print

### Design Tips:

- The first is to break up long paragraphs of text into bullet points
- use white space to create a natural flow from section to section.
- Use headers and sub headers to make your brochure easy to read
- Most importantly, keep your design simple.
- Using your brand colours for good recognition and limit the colour scheme to 2 or 3 only.

### Leaflets:-

Leaflets are a kind of open letter or postcard, designed to be given to people, either by hand or by post, inserted in local newspapers for distribution, or other venues such as shops, restaurants indeed it should catch someone's eye.

Standard sizes of leaf lets are A4, A5.

#### There are various kinds of leaflets.

- Explanatory leaflets
- Warning leaflets
- Instructional leaflets
- Service leaflets
- Product description leaflets

#### The function of leaflets is as follows:

- Selling
- Provision of information
- Permanent or semi permanent reference
- Public relations

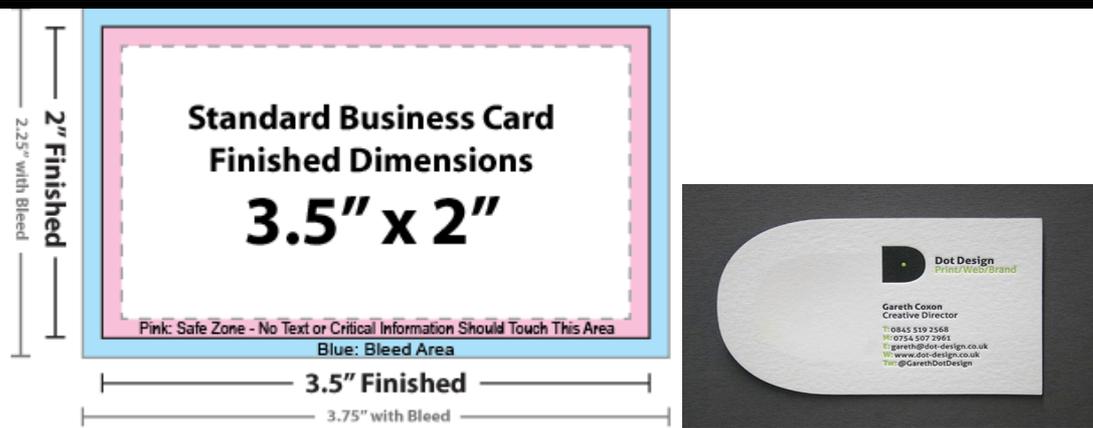
In many advertising leaflets text are arranged in asymmetrical design to bring dynamics. The text can be forced into short punchy lines. Do not Choose too small type, and too large to avoid any vulgar appearance.

### Booklets:-

It is direct mail piece carries more bond pages either saddle stitched or side stapled or sewn. The printer produces booklet pages in “**signatures**”. Signatures come in multiples of 4, 8, 12, 16 and so on. Booklets come in a great variety of shapes and sizes but a favorite size is 4 x 8(1/2). Booklets have either self or separate covers. Booklets jobs include annual reports, employee hand-books, company histories and speech reprints. Its typography, margin and other design aspects looks similar to a book expect the hard cover.

### Visiting card:

**Visiting card**, also known as a calling card, is a small paper card with one's name printed on it, and often bearing an artistic design. The standard dimensions for a printed visiting card is **3.5 x 2 inches**.



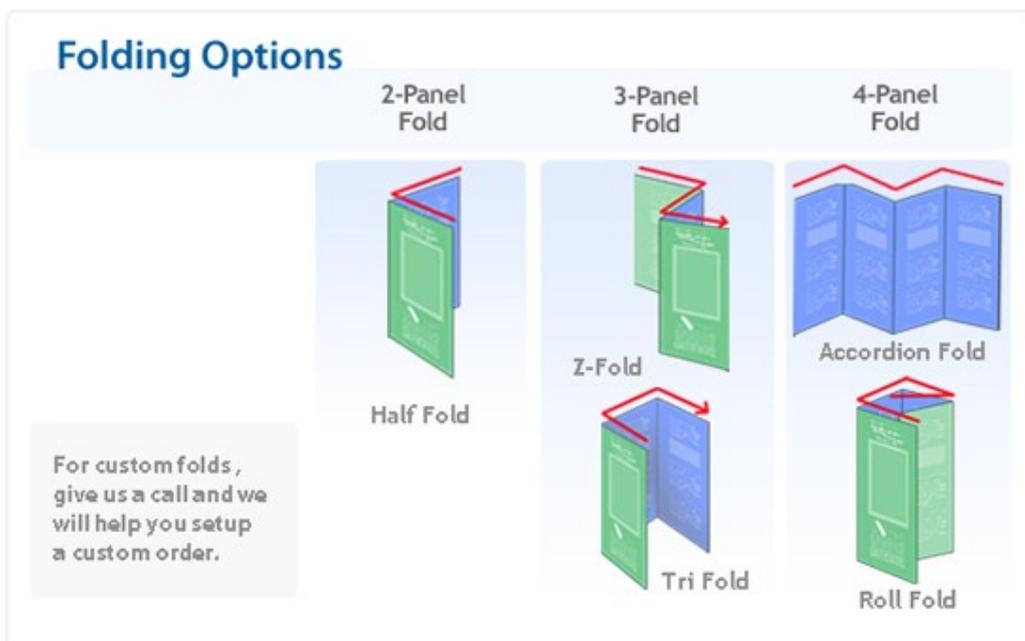
### Design Tips:

- Standard business cards are 2" x 3.5", in either vertical or horizontal orientation. Horizontal is more traditional.
- Perhaps the most crucial aspect of any business card is a sense of hierarchy within the design.
- "Put more emphasis on the most important points and less emphasis on the least important".
- The bottom line of your business card should give your customers an insight into your brand by using consistent typography, colours, copy, and overall, giving an impression of the values/traits your company brand has.
- Use special finishes- spot UV, Embossing, Die Cut etc
- Limit your colour scheme with in 2 or 3.

### Folders:

Presentation folders are materials that are usually presented to the client to give an introduction about a company's profile, services and other info especially when dealing with clients. There are folders that are completely packed with inserts like brochures, business cards and a CD presentation; while some minimalist folders only show short details displaying their company logo, brief profile and contact numbers.

Corporate folders are often printed on thick, sleek card stock to give an initial impression of the quality. Message-wise, it should also depict the company's purpose and relevance.



5.3 - Software used for designing and page layout - Photoshop, Corel Draw, PageMaker, Adobe In design, illustrator and Quark Xpress - Basic tools & application.

### PHOTOSHOP

#### **Introduction:**

Photoshop was created in 1988 by [Thomas](#) and [John Knoll](#). Since then, it has become the industry standard in [raster graphics](#) editing. It can edit and compose [raster](#)

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[images](#) in multiple layers and supports [masks](#), [alpha compositing](#) and several [color models](#) including [RGB](#), [CMYK](#), [Lab color space](#), [spot color](#) and [duotone](#). Photoshop has vast support for [graphic file formats](#) but also uses its own PSD and PSB file formats which support all the aforementioned features. In addition to raster graphics, it has limited abilities to edit or render text, [vector graphics](#) (especially through [clipping path](#)), [3D graphics](#) and [video](#).

### Tools

- ❖ Lasso Tool
- ❖ Polygonal Lasso Tool
- ❖ Magnetic Lasso Tool
- ❖ Pencil Tool
- ❖ Crop Tool
- ❖ Hand Tool
- ❖ Zoom Tool
- ❖ Blur Tool
- ❖ Sharpen Tool
- ❖ Patch Tool
- ❖ Slice Tool
- ❖ Burn Tool

### COREL DRAW

### Introduction:

Corel Draw is a complete vector based drawing program that enables use to create professional work, which may range from a simply logo to vast technical presentation. Corel Draw tools are designed to meet the demands of graphic arts professional. Moreover, its simple menu driven interface makes it easy to be used by anyone who is the acquainted with windows.

The main advantage of Corel Draw is its flexibility in use.

### Tools:

- ❖ Pick tool

- ❖ Shape tool
- ❖ Hand tool
- ❖ Freehand tool
- ❖ Rectangle tool
- ❖ Ellipse tool
- ❖ Graph tool
- ❖ Star shape tool
- ❖ Text tool
- ❖ Interactive extrude tool
- ❖ Paint Bucket tool
- ❖ Outline tool
- ❖ Fill tool

### ADOBE INDESIGN

#### **Introduction:**

Adobe In design is a text and object package. In simple it can be said as a composition of pages maker and illustrator. You have a choice of composition engines to help you determine virtual “color” of your text. The single line composers considers one line at a time, while the paragraph composer compares and adjusts multiple lines at once, producing superior typography.

Apply editable drop shadows, feathering and transparency settings to text, graphics and images in a few quick steps. In design gives provides and printers the control they need to realizable output transparency effects.

#### **Tools:**

- ❖ Selection tool
- ❖ Direct selection tool
- ❖ Pen tool
- ❖ Add anchor point tool
- ❖ Convert direction point tool
- ❖ Type tool
- ❖ Type on path tool

- ❖ Pencil tool
- ❖ Smooth tool
- ❖ Erase tool
- ❖ Line tool
- ❖ Rectangle frames tool
- ❖ Ellipse frames tool

### ADOBE ILLUSTRATOR

#### **Introduction:**

The illustrator tool can create and optimize illustration for nearly any purpose from web pages to print media and back again. We easily apply effects to create stylized image these advanced tools make creating complex images nearly effortless.

We can open and edit existing images in illustrator to make our changes as suitable as a new color shade for a corporate logo or as elaborate. As a text for a web page. In additions we can use illustrators and integrate stylized letters and word into images.

We can also combine different image elements anything else we can save on our projects computers.

#### **Tools:**

- ❖ Selection tool
- ❖ Direct selection tool
- ❖ Pen tool
- ❖ Type tool
- ❖ Ellipse tool
- ❖ Rectangle tool
- ❖ Paint brush tool
- ❖ Pencil tool
- ❖ Rotate tool
- ❖ Scale tool
- ❖ Free transform tool
- ❖ Reflect tool
- ❖ Blend tool
- ❖ Column Graph tool

- ❖ Gradient tool
- ❖ Eye dropper tool
- ❖ Succors tool
- ❖ Hand tool
- ❖ Zoom tool
- ❖ Fill tool
- ❖ Stroke tool

### QUARK XPRESS

#### **Introduction:**

Quark Xpress is electronic publishing software. We can use it to create any kind of publication, from a black and white business card to a multicolor magazine. The best way to integrate Quark Xpress into our process depends on many factors, including the kind of publications. How they are printed, other hardware and software we use for publishing and the size and needs of our production. We will find that no matter how we use Quark Xpress.

The program ability to perform virtually all layout and production takes will make the publishing process easier and will let those who use it do their and more creatively.

#### **Tools:**

- ❖ Item tool
- ❖ Content tool
- ❖ Rotation tool
- ❖ Zoom tool
- ❖ Rectangle text box tool
- ❖ Rectangle picture tool
- ❖ Linking tool
- ❖ Unlinking tool
- ❖ Scissors tool
- ❖ Table tool
- ❖ Orthogonal text box tool
- ❖ Orthogonal picture box tool

### 5.4 - Handling file formats - TIFF, JPEG, PDF, GIF, EPS and PNG.

#### TIFF – Tagged Image File Format

TIFF means Tagged Image File Format. TIFF is a file format used for storing raster graphics images. The format was originally created by the company **Aldus** for use in desktop publishing. Later **Adobe** Systems acquired Aldus.

TIFF files are commonly used in desktop publishing, faxing, 3-D applications, and medical imaging applications.

**File extensions:** [.tiff](#), [.tif](#)

#### JPEG – Joint Photographic Experts Group

**JPEG** stands for **Joint Photographic Experts Group**. It is a standard method of compressing photographic images. JPEG format is best for compressing photographic images. Although it can reduce files sizes to about 5% of their normal size, some detail is lost in the compression. While JPEG images can contain colorful, high-resolution image data, it is a [lossy](#) format, which means some quality is lost when the image is compressed.

**File extensions:** [.JPG](#), [.JPEG](#)

#### PDF – Portable Document Format

PDF stands for "Portable Document Format." PDF is a multi-platform file format developed by Adobe Systems. A PDF file captures document text, fonts, images, and even formatting of documents from a variety of applications. We can e-mail a PDF document to our friend and it will look the same way on his screen as it looks on ours, even if he has a Mac and you have a PC. Since PDFs contain color-accurate information, they should also print the same way they look on your screen. To view a PDF file, we need Adobe Reader, a free application program distributed by Adobe Systems.

**File extension:** [.pdf](#)

#### GIF – Graphics Interchange Format

## Visual Design and DTP

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"GIF" stands for "Graphics Interchange Format". GIF is a compressed image file format. GIF images use a compression formula originally developed by **CompuServe**. This helps to greatly reduce the file size. These compressed image files can be quickly transmitted over a network or the Internet. GIF files are great for small icons and animated images.

**File extension:** [.GIF](#)

### **EPS – Encapsulated Post Script**

EPS stands for "Encapsulated PostScript." EPS is a [PostScript](#) image file format that is compatible with PostScript printers and is often used for transferring files between various graphics applications. As the name implies, EPS files contain PostScript code, which is used for storing font and [vector image](#) information. EPS files may also include a [rasterized](#) version of the image used for previewing the contents of the file.

**File extension:** [.EPS](#)

### **PNG – Portable Network Graphic**

PNG stands for "Portable Network Graphic." This format was designed as an alternative to the GIF format. Like GIFs, PNG files are lossless, meaning they don't lose any detail when they are compressed. However, they do not support animations like GIFs do. A format similar to PNG, called MNG, is currently under development, and will support animations.

**File extension:** [.PNG](#)

**UNIT - I**

**1. Name any one of the Design Elements?**

Line, Shape, Texture, Balance, Contrast.

**2. Name any one of the Design Principle?**

Principle of Unity/Harmony/Proportion/Rhythm

**3. What are the types of Balance (or) Name the methods of carrying the balance?**

Balance is formed when the elements are placed in equilibrium.

Balancing a object can be

carried out in two ways are

I. Symmetrical or Formal Balance

II. Asymmetrical or Informal Balance

**4. What are the Two Categories of textures?**

Tactile Textures and Visual Textures

**5. Define Design?**

Design is a language of vision that service as a prime motivating factors. That brings all the elements together.

**6. Name the Terms as in the color?**

Hue. Saturation, Brightness/contrast.

**7. Name the printing primary colors?**

Cyan, Magenta, Yellow and Black.

**8. What colors are used in additive color theory and subtractive color theory?**

Additive color theory: Red, Green, and Blue

Subtractive color theory: Cyan, Magenta, Yellow and Black

**9. What is Format?**

The Format is one of the vital element in two dimensional design. It is one of the active element in designs. For each format you can consider its shape, size, and how will be used.

**10 What do you create textures?**

Texture are created by pen or brush strokes, shading films or paper pattern screen etc.

**11. What is optical center?**

Optical center is the spot the eye hits when it encounters a printed page.

**12. What is the most dominant design dimension?**

Rectangle.

**3Marks**

- 1.What is Graphic Design?
2. What is Negative and Positive space?
3. What is texture and its types?
4. What is Optical Centre?

5. Define Balance and its types?

6. What is contrast?

7. What is Focal Point?

8. What is Final Layout?

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### Unit - II

#### **1. Define Typeface?**

The Design of a single set of letterforms, numerals and signs unified by consistence visual Properties.

#### **2. Define Typestyle?**

Modification in a typeface that create design variety while retaining the essential visual character of the type face.

#### **3. Define Type Font?**

A Complete set of types of one size and one design is called type font.

#### **4. What is X Height?**

The Actual body size or True point size of the type is called X Height

#### **5. What is Point Size?**

Point size is measuring top of the ascender to the bottom of the descender of given sample letter.

#### **6. Name any one Type face use for book work?**

Caslon, Times New Roman, Bodoni, Garamond etc.

#### **7. Name any Type face used for Newspaper?**

Bodoni, Times New Roman type face is most popular typeface used for News Paper.

#### **8. What is Leading?**

The Distance between lines of type.

### **9. What is Serif?**

A serif is a flare, bump, line or foot added to the beginning or end of a stroke in a letter.

### **10. What is san serif?**

San Serif means “without serif”. San Serif characters are typically formed with uniform strokes and with perfectly vertical letter stress.

### **11. What is the Printers Measurement?**

Points and Picas are the printer’s measurement.

### **12. What is Display Type?**

Above 14 pt is called as Display type.

### **13. Give any one type examples for script type face?**

Brush Script STD type is example for script type face.

### **14. What is body copy?**

Copy that makes up the text of the printed piece is considered body copy is generally set in smaller size than display type.

### **15. Name any two font of type face?**

Arial, Times New roman etc are two font of type face.

### **16. What do you mean by dpi?**

Dots per Inch(dpi) is a measurement of input and output device resolution covering the

number of dots created by the scanner, laser printer or image setter.

### **17. What is a Bitmap font?**

Bitmap font is created in paint type application or by scanning. The images are represented by pixel.

### **18. Write down any one advantage for vector fonts?**

Vector Graphics need less memory compared to bitmapped graphics.

### **19. What is ideal Point size used for body copy in book work?**

The ideal Point size used for body copy in book work is 12pt or 10pt.

### **20. What is Legibility?**

The Word legible means “easily made out”. It is the speed with which each letter or word can be received or recognized.

### **21. What is Readability?**

Readability is an overall pattern without each and every letters.

### **22. What is Logo?**

Logo is one of the preliminary requirements of manufacturing or trading industry. Logotype reflects the image and identify of the company.

### **23. What is Monogram?**

Monogram is a set of two or more letter combined to form one design. The letter indicates the initial of the company name.

### **24. What is Italic?**

The faces are used very rarely to save the space in newspaper headlines or the first word of the paragraph as they are slanted.

### **25. What is Descender?**

A Space between the base line and Descender line is called Descender.

### **26. What is Ascender?**

A Space between the body line and ascender line is called Ascender.

### **27. What is em & en?**

em & en is used for indentation. em is the square of the type size being used.

### **28. What is gigabyte?**

A group of 1000 MB is called as Giga Byte.

### **29. What is byte?**

A Group of 8 bit is called Byte.

### **30. Name any one model typeface commonly used?**

Times New Roman, Arial, Bodoni, and Caslon etc.

**1. Define Color Gamut?**

Adding certain mapping function between the color space results in a definite “foot print” with in the reference color space. The foot print is known as color gamut.

**2. What are process colors?**

To produce a color image a file is separated into four different colors cyan, Magenta, Yellow and Black. It has Different Screen angles.

**3. What is PMS?**

PMS - Pantone Matching System It gives some special color for printing.

**4. Name the colors used in color wheels?**

Red, Red Orange, Orange, Yellow Orange, Yellow, Yellow Green, Green, Blue Green, Blue, Blue Violet, Violet, Red Violet.

**5. What is an analog color?**

These are two colors that are near on the color wheel such as blue and green or red and red orange.

**6. What is Complementary color?**

These are color that is directly across from each other on the wheel such as red and green

**7. What is Triad color?**

This is combination of three color each of which is at the point of equilateral triangle placed on the wheel.

**8. What is standard color?**

To achieve a rather good result of simulating the RGB color into CMYK color in offset prints. PMS (Pantone Matching System) is using as standard colors that can be mixed into above 1000 standard mixers.

### **9. What are the advantages of spot color?**

1. It can increase the impact of printed piece.
2. It can be used to emphasize illustration or type.

### **10. What is color palette?**

A color palette is a carefully chosen of three to (approximately) six unique and precisely defined colors that you use consistently throughout your printed communications.

### **11. What are warm colors?**

The color that trends towards red in the visual spectrum are called as warm color.

### **12. What are cool colors?**

cool colorants toward blue. They are calm and soothing.

### **13. What is Hue?**

Hue is the name given to specific color. The Hue identifies wheather a color is red, blue, green, yellow or some combination term as greenish yellow or bluish yellow.

### **14. What is value?**

Value is the range of lightness and darkness of a visual element gives depth or dimension to an image..

### **17. Advantages of color gamut?**

We transform the image detail from the original RGB color space to printers CMYK colorspace.

### **18. What are Monochromatic color?**

This is the simplest color harmony and is made of different value of the same color.

Monochromatic harmony work well in printing.

### **19. Color space used for printing?**

It is the term used to describe the color available in the given color theory or standard color.

### **20. What is the mode of blue colors?**

Blue is the restful and serene mood.

### **21. Name any one positive aspect of red color?**

Physical courage, Strength, Warmth, Energy etc.

**1. What is cropping?**

It is the process of removing unwanted material or content of the art.

**2. What is Scaling/Sizing?**

Once art has been cropped it must be scaled or reduced or enlarged, to fit the desired spot in layout.

**3. Name any one methods of scaling?**

Formula Method, Diagonal Line Method and Proportioning Wheel Method.

**4. What is proportioning?**

The Art work that has the same ratio of the height to width as a final artwork.

**5. What are the types of charts?**

1. Common Charts
2. Field specific charts.

**6. What is Grid?**

A grid is a guide a modular compositional structure made up of vertical and horizontal that divides a format into columns and margins.

**7. What is Template?**

A Template is a locked Document that normally allows you to open only a copy of the

template, keeping the original template on file unchanged.

### **8. What is Layout?**

Layout is an arrangement of types and visual on a two dimensional surface so that all the information is legible, clear and attractive.

### **9. Name any one steps of layout?**

Visualization, Thumbnails, Rough Layout, the Comprehensive.

### **10. What is the advantage of Template?**

It save a great deal of time and every thing you do on regular basis should be available as a template will automatically appear as it is supported to be.

### **11. What is the advantage of Grid system?**

It Provides consist visual appearance (flow) also it establish for a single page or multi page format.

### **12. What is Organizing Content?**

Manipulation of text and pictures in a proper manner.

### **13. Write down the equation of formula method?**

New Width = New Depth

Old Width Old Depth

### **14. What is gutter in designing?**

Gutter is the vertical gap between two columns.

### **15. Name any Two format of Book Work?**

Octavo sizes, Quarto sizes are the two format of Book Work.

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**1. What is dummy?**

A Dummy layout is the folder representation of the finished booklet, pamphlet, or any other multiple page printed products

**2. What is Proof Reading?**

Proof Reading is an art of comparing the correction of matter and showing by marks and science.

**3. What is File Format?**

Particular way of encoding information for storage in computer files.

**4. Name any two File Format?**

JPEG, EPS, TIFF, GIF, PDF, etc

**5. What is the software used for Printing Industry?**

Adobe Photoshop, CorelDraw, Quark Express, Adobe InDesign, Adobe Illustrator.

**6. Name any two software used for pagination?**

Adobe Page Maker, Quark Express.

**7. Name any two software used for Image Editing?**

Adobe Photoshop, Adobe Illustrator.

**8. Name any Two Vector Based Software?**

Corel Draw, Adobe Illustrator.

**9. Name any Two Bitmap Based Software?**

Adobe Photoshop, Adobe InDesign.

## **10. What are The Types of Leaflet?**

Warning, Explanatory, Instructional, Service and Product Description Leaflets.

## **11. What are the Parts of News Paper?**

Name Plate, Ear, Shoulder, Reference Box, Billboard, Ribbon, Band aid, Hot Corner.

## **12. What is TIFF?**

TIFF (Tagged Image File Format) is a graphic format used for description and storage of pixel images.

## **13. What is EPS?**

EPS (Encapsulated Postscript) can describe all elements of a page (Text, Vector, Graphics and Halftone images).

## **14. Give any three Proof Reading Marks?**

1) X - Replace Broken Letter 2) # < - Reduce Space 3) # > - Increase Space

## **.15. What are the stages of proof Reading?**

Stage 1: a) First Proof

b) Fair Proof

c) Authors Gallery Proof

Stage 2: Authors Page Proof.

Stage 3: Forme Proof

Stage 4: Machine Proof.

## **16. What is house style?**

Unique style followed by each publisher

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