



## DEFINE IT

My **Audience** is ~~~~~

My **Purpose** is ~~~~~

My **Tone** is ~~~~~

**Print vs. Web/Screens** – Opposite rules apply for design.

**Print Design Programs** (low cost and widely available) – Microsoft Publisher, Canva.com, Adobe Spark ([spark.adobe.com](https://spark.adobe.com)) are a few good options.

*note:(PPT, WORD, DOCS aren't the best choices for print)*

**Using Color and Color Tools** - Things to know about: CMYK/RGB/HEX (the differences and how to convert one to the other), color blindness (most common is red/green), color resources - Adobe Color ([color.adobe.com](https://color.adobe.com)), Paletton.com, Color Hexa, and many more!

**Using Images** – Use images to increase understanding. Take care to select inclusive and culturally appropriate choices. Things to know about: pixels, resolution, aspect ratio, file formats, free stock photo sites - Unsplash.com and more, free illustrations and icons FreePik.com and more, work in the “creative commons” other permissions, converting photos from RGB to CMYK for print.

**Fonts** - Use the right one for the job. Serif for print and sans serif for screens is a general rule of thumb. Select two fonts that pair well. Caution with script or decorative fonts.

**Designing for Readability and the Audience** – Font choice, using a grid, alignment, color contrasts, plain language, cultural competence (does my message match my audience?) Think about stereotypes you may not want to reinforce.

**Saving and Packaging for a Printer** – Things to know about: crop marks, full bleed, fonts, paper size, and finish size, consulting with the printer.

**Finding Design Inspiration** - It's as simple as web searching “beautiful color palettes, graphic design trends 2021, exceptional PPT slide decks, etc.”

**Prominent or Permanent Design Projects** - Consider working with professionals.

**There's an Exception to Every Design Rule** - Be creative!

# DESIGN FOR PRINTED DOCUMENTS

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## Step 1 - Document Size

There are some standard sizes available in Publisher. For print, size is measured in INCHES. If you want your design to go all the way to the edge of the paper when printed by a commercial printer, this is called “full bleed”. Full bleed is printing from one edge of the paper to the other without the standard borders by which most desktop printers are limited. This is useful for printing brochures, posters, and other marketing materials. Often the paper is trimmed after printing to ensure the ink runs fully to the edge and does not stop short of it.

Some standard document sizes:

Rack Card

3.5” x 8.5” and 4” x 9”

Posters

The international standard poster sizes are:

24” x 36” for a large poster

18” x 24” for a medium

11” x 17” for a small (this is can be an economical choice)

## Step 2 - Color Selection

Use CMYK color mode whenever possible, and select a cohesive and intentional color palette.

## Step 3 - Image Formatting

Use highest resolution images possible. For professional quality printing, the generally accepted value is 300 pixels/inch. Printing an image at a resolution of 300 pixels/inch squeezes the pixels in close enough together to keep everything looking sharp.

## Step 4 - Fonts

Generally not more than two fonts per document. Consider readability and literacy issues. Caution with “decorative” fonts. Serif fonts are best for print documents. Web search “fonts that go with Arial” to get a good complimentary font for the one you’ve selected.

## Step 5 - Alignment, Unity and Organization

Be conscious of where you place elements. Always find something on the page to align with, even if the two elements are physically far away from each other.

## Step 6 - Evaluate and Proof Read

Ensure material is consistent with the audience, purpose, tone, and brand. Find a buddy to proof.

## Step 7 - Preparing for Print

AUGGG! Why did it look different on my screen and machine?

Colors that appear on your computer screen might look quite different than the color that’s printed. Most monitors display color in RGB mode, and most printers print in CMYK mode. This explains some differences. Color can also look different from monitor to monitor and printer to printer.

If you downloaded a font, either package with font or save as PDF to go to the printer.

Create a print-ready PDF from Microsoft Publisher and include printer marks (such as crop marks).

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## Designing for Web

### Step 1 - Design Size

For web, size is measured in PIXELS (px). If you're designing for social media (like a FB or Insta image), there are cheat sheets for sizes. Each year the sizes tend to change, so please update your records at least annually. <http://www.mainstreethost.com/blog/social-media-image-size-cheat-sheet/>

You *can* use Microsoft PowerPoint to get the right size for your social media image. The example below is for a FB Cover Image size (851px by 315 px)

Start with a new PowerPoint file

Go to the Page Setup dialog: Design tab | Page Setup in PowerPoint 2007 and later, File | Slide Set-up in earlier versions.

Set the Page Size to 8.51 x 3.15 inches. Use a proportional size if you work in metric. The exact size isn't important. Keeping to the 851/315 proportions is.

Create your cover image, making sure to fill the slide.

Use Image Export to export the slide to PNG or JPG as appropriate. Export at 851 pixels wide.

Upload your new cover image to Facebook

Landscape by Sprout Social <http://sproutsocial.com/landscape> resizes images for you.

Some social media sizes are available in Canva [www.canva.com](http://www.canva.com) and at Adobe Spark. [www.spark.adobe.com](http://www.spark.adobe.com). They have templates available for use as well.

*Keep in mind that you can't post a PDF on FB. You'll have to either design your promotional product (flyer) as an image to begin with or convert your PDF flyer to an image using an online tool or the paid version of Adobe Acrobat.*

### Step 2 - Color Selection

Use RGB or HEX Color Mode, and an intentional and cohesive color palette.

### Step 3 - Image Formatting

Use lower resolution images. 72 pixels per inch is the standard.

Images on screen are made of squares of color called pixels. Ideal screen image resolution (detail an image holds) is 72 pixels per inch. Higher resolution can cause slow loading time on a website etc.

### Step 4 - Fonts

Generally not more than two fonts per document. Consider readability and literacy issues. Caution with "decorative" fonts. Sans serif fonts are best for web documents. Web search " fonts that go with Times New Roman" to get a good complimentary font for the one you've selected.

### Step 5 - Alignment, Unity and Organization

Be conscious of where you place elements. Adobe Spark and Canva have great examples for social media images. Check there for inspiration regarding alignment, unity and organization.

### Step 6 - Evaluate and Proofread

ALWAYS check to see how it looks on MOBILE!!! Ensure material is consistent with your audience, purpose and tone. Ask a buddy to proofread.

## RESOURCE LINKS

### Resources for Designing Print Documents, Presentations, and/or Social Media Posts:

Canva - [www.canva.com](http://www.canva.com)

Adobe Spark - [www.spark.adobe.com](http://www.spark.adobe.com)

Beautiful ai - [www.beautiful.ai](http://www.beautiful.ai)

### Resources for Color Palettes:

Adobe Color [color.adobe.com](http://color.adobe.com)

LOL Colors <http://www.lolcolors.com/>

Canva - 100 Brilliant Color Combinations Blog Post <http://bit.ly/2d5xb5g>

Color Hexa <http://www.color-hex.com/>

Design Seeds <http://www.design-seeds.com/>

Color Scheme Designer <http://www.paletton.com/#uid=1000u0klllaFw0g0qFqFg0w0aF>

Google Chrome Eyedropper Extension

### Create a Color Palette Based on a Photo

<http://www.canva.com/>

### Places to Find Photos and Icons

Stock photo sites: [Unsplash.com](http://Unsplash.com), [Stocksnap.io](http://Stocksnap.io), [Pexels.com](http://Pexels.com), [Pixabay.com](http://Pixabay.com)

Take photos and ask local sources

Illustration and Icon sites: [Freepik.com](http://Freepik.com), [The Noun Project](http://The Noun Project) <https://thenounproject.com/>

Canva Blog Post Stock Photo Sites <https://designschool.canva.com/blog/free-stock-photos/>

### Photo Editing Tools

Pic Monkey <https://www.picmonkey.com/>

You can also do photo editing in Microsoft PowerPoint, Publisher, and Word

### Fonts

**Step by Step Guide to Downloading Fonts:** <http://thevisualcommunicationguy.com/2013/08/20/how-to-install-new-fonts-on-your-pc-in-three-quick-steps/>

Google Fonts <https://fonts.google.com/>

1001 Fonts: <http://www.1001fonts.com/>

Da Font: <http://www.dafont.com/>

Font Squirrel: <http://www.fontsquirrel.com/>

**Info Inspired Blog:** [www.info-inspired.com](http://www.info-inspired.com)