

# fact sheets

the farmout guide to everything you wanted to know about design but were too afraid to ask

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## Key Design Facts

### Processes of Design

#### Concept Development

The process of researching and drafting initial creative concepts.

#### Concept Refinement

Refining and exploring in greater depth the initial design concept following feedback from the client and internal consultants.

#### Typesetting

The process of formatting text and images in a layout.

#### Unplanned Changes

Any changes made that are outside the quoted number of drafts.

#### Artwork

The process of preparing a document to be released to the printer. Including:

- checking and refining image quality and alignment of elements
- setting up the file with bleed
- colour correction
- collecting fonts and images used in the document
- printing a proof for internal use
- marking up specifications on the proof for the printer
- burning to disk.

Also called finished art.

### Fonts for Design

#### Font Ownership

Fonts are licensed, you can only use fonts you own.

Restrictions apply to copying font software to be used by a service provider. You are required to comply with applicable copyright law and the terms of your license agreement. Most license agreements provide that you may take a copy of the font(s) you have used for a particular file to a commercial printer or other service provider, and the provider may use the font(s) to process your file.

#### Font Formats

Fonts are available in three different formats: PostScript®, TrueType® and OpenType®.

PostScript® and TrueType® fonts do not readily transfer between PC and Macintosh platforms.

OpenType® is the unification of PostScript® and TrueType®, into a single font format. As a result, OpenType® fonts are readily transferable between PC and Macintosh platforms.

Farmout uses Macintosh in its design department.

#### Font Styles

##### Serif

The small terminal stroke at the end of the main stroke of a letter.

##### Sans serif

A type face without serifs which usually has no stroke contrast.

F

Serif  
(Times)

F

Sans serif  
(Helvetica)

### Images for Design

#### Image Resolution

For print, images supplied must be at high resolution, 300dpi at the final 100% size in which they are used in the layout. These are usually provided in 'tiff' format.

Low resolution images (ie. 72dpi) will print with jagged edges and appear fuzzy. 72dpi resolution images are suitable only for use on the web.

#### Preferred File Formats

The best file formats are ones that do not lose colour, quality, contrast or file size.

#### TIFF or EPS

These files are known as *loss/less* file formats. They do not lose any information. All images and logos should be supplied in either TIFF or EPS formats.

Logos or graphic elements should be eps or ai (adobe illustrator) vector files. Vector files have a smooth edge at any scale.

#### JPEG or GIF

These files are known as *lossy* file formats. They are not good for print and become more jagged when saved over and over again.

#### Image Colour

All images to be used in print should be supplied as CMYK.

Images that are to be used on the web should be supplied as RGB.

Refer to glossary for definitions of CMYK and RGB.

#### Image editing

##### Deep etching

The etching or removal of any unwanted areas (e.g. background) from an image. It generates a cut-out image of the photographed product.

#### Colour correction

The adjustment of colours in a photograph to ensure that they accurately represent the original product photographed.

#### Image manipulation

The altering of an image. For example, removing, moving or adding elements to create a new image.



300dpi  
Image is crisp and clear



72dpi  
Image is fuzzy with jagged edges



EPS format (300dpi)  
Logo is crisp and clear



JPEG format (300dpi)  
Logo has jagged edges

design facts

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