

OMG What's a PNG?!

Navigating the Pitfalls of Graphic Design in search of the big 3

Getting Started

- In-house vs. outsourcing
- Hiring the right designer
- What is your time worth?
- Consider the scope of work.

Breaking the Language Barrier

- Realize there is a language barrier.
- Don't try to speak a language you don't know.
- Don't be intimidated.
- Speak up!

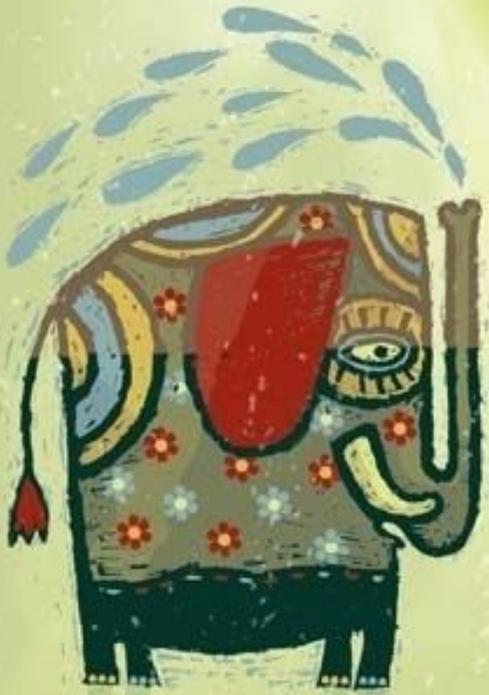
Be your designer's favorite client.

- Great designers want to create great design.
- Vocalize what you want.
- Vocalize what you don't want.
- Don't. Send. Content. Piecemeal.

“

 JAZZ
IT UP A
LITTLE

”



We want it to look like this
but don't copy it,
just make it different enough
but keep it the same!

We **LOVE**
your
style

Try a thinner
black line,
lots more colour
...and lose the
texture.

but if you could
make your
characters look
more...em...
NORMAL
that'd be
great.

Oh...and
we need it for
TOMORROW...
before noon...

HOW WOULD YOU LIKE YOUR GRAPHIC DESIGN?

(YOU MAY PICK TWO)

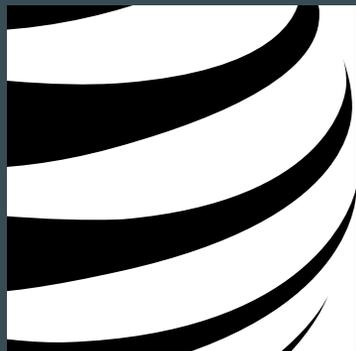
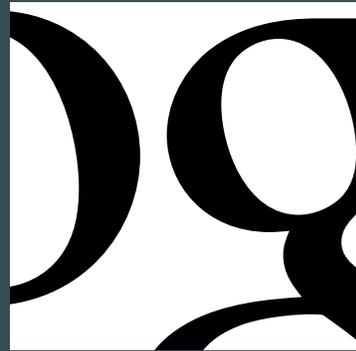


What is a “Brand”?

The set of ideas a company or product stands for in people’s minds.

- Shaped by that company or product’s actions
- And recognized through a visual and verbal style

Brand Fragments



What is a Logo?

FedEx

+



+



=

Name

Symbol

Meaning



- The elements are transformed into a logo when it acquires meaning in our minds by association with a brand and all that brand represents to us.

Why Do I Need a Good Logo?

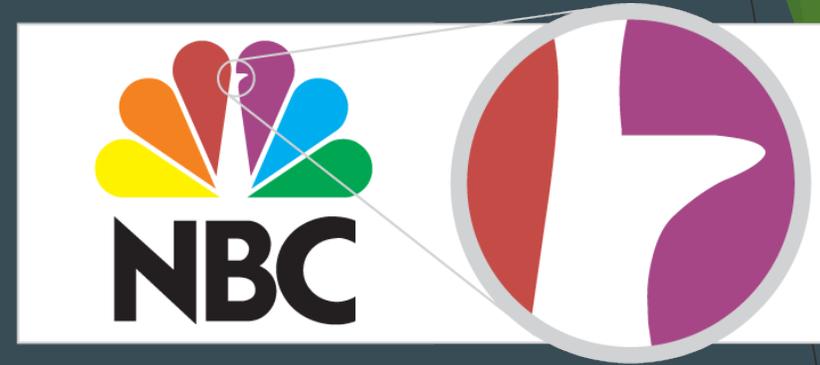
- To provide clear identification
- To create credibility
- To differentiate me from my competition
- To create focus internally
- To enable the audience to form a personal relationship
- To communicate your message

File Types for Graphics

Bitmap vs. Vector



- Used By “Paint” programs and Image Editors like Photoshop, Corel Painter
- Image is made of thousands of tiny pixels
- Pro:
Great for rendering rich, full-color images like photographs
- Cons:
 - Bitmap images can have large file sizes
 - Do not resize well



- Used by “Illustration” programs like Illustrator or Corel Draw
- Image is made up of vector points
- Pro:
Easily editable images that can be resized without loss of detail
- Cons:
 - Best suited for flat color or simple gradations.
 - Difficult to render rich, full-color images

Bitmap File Types

- **GIF**
 - Primarily flat images such as logos or navigation
 - Supports transparency and simple animation
 - Rarely a good choice for non-Web use
- **JPG**
 - Mostly used for photographic-type images on the Web
 - Many available options for compression which makes smaller file sizes, but also involves data loss
- **PNG**
 - The newest of the 3 major Web file formats, with more features than GIF or JPG
 - Can hold either RGB data (like JPG) or indexed-color data (like GIF)
 - Still a fair number of older browsers that don't support some of the newest features
- **SVG**
 - Attempt to introduce a standard vector format for the Web
 - Future promise for scalable simple, flat-color graphics
 - We're still a long way from wide spread adoption which would make it a reasonable choice for daily use

Vector File Types

- **EPS**
 - Secure, self-contained file good for printing, but bad for editing
 - Widely accepted, can contain clipping path, can also hold bitmap data
- **AI**
 - Adobe Illustrator's proprietary file format
 - Closely related to the EPS, only editable through Illustrator
- **PDF**
 - Not strictly a graphic file type, since it contains entire pages including graphics, type, vector shapes in an overall page layout
 - Tends to be a more stable and universal than other forms of PostScript
 - Slightly editable using Acrobat Pro or re-opening into Adobe Illustrator

Live Demo

Pop Quiz

- ▶ 1. What is Bleed
- ▶ 2. What is PMS
- ▶ 3. What is a screen
- ▶ 4. What is CYMK
- ▶ 5. What is a Gradient
- ▶ 6. What is RGB

Answers

- ▶ 1. **BLEED** - When a printed image runs off the edge of a page or sheet it is said to bleed.
- ▶ 2. **PMS** - Pantone Matching System The Pantone matching system is used for defining and blending match colors. It accommodates designers with swatches of over 700 colors and gives printers the formulas for making those colors.
- ▶ 3. **Screen** Screens are the “tinting” or “shading back” of a solid image area. Screens are defined in percentages from 99% to 1% of solid (solid = 100% and white = 0%).
- ▶ 4. **CYMK** - stands for Cyan (Blue), Yellow, Magenta (Red) and Black
- ▶ 5. **Gradient** - A function in graphic software that permits the user to fill an object or image with a smooth transition of colors.
- ▶ 6. **RGB** is the color model used to project color on a computer monitor. By combining these three colors, a large percentage of the visible color spectrum can be represented

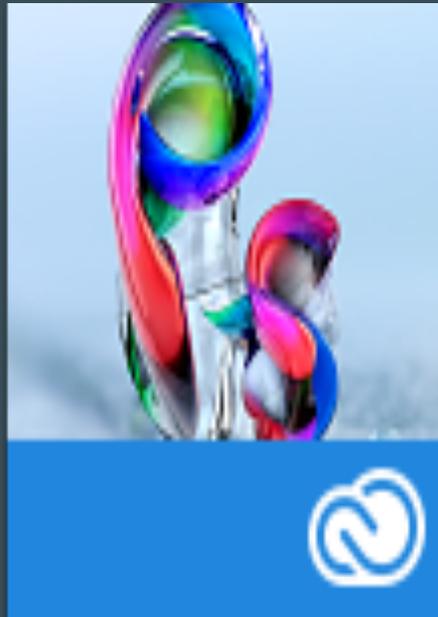
Top Design Programs

Adobe Illustrator



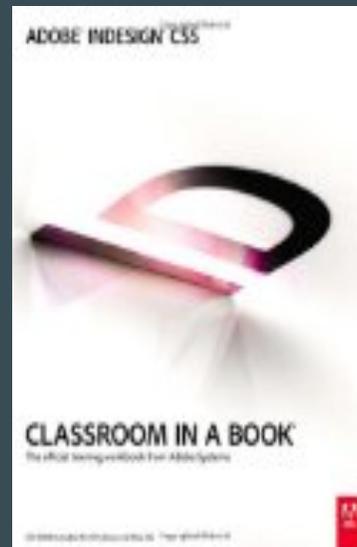
Top Design Programs

Adobe Photoshop



Top Design Programs

Adobe Indesign



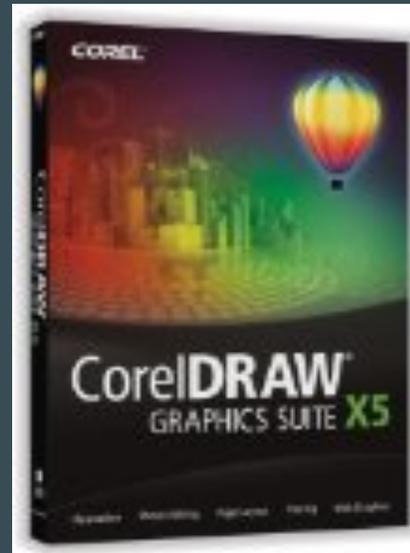
Top Design Programs

Adobe Paintshop



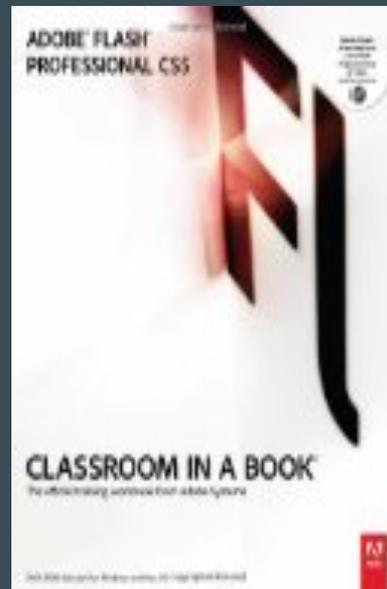
Top Design Programs

Corel Draw



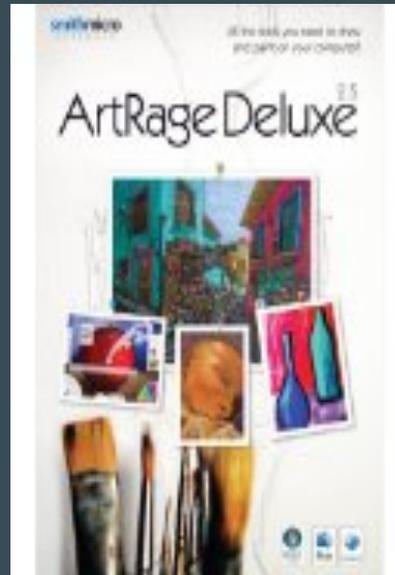
Top Design Programs

Adobe Flash



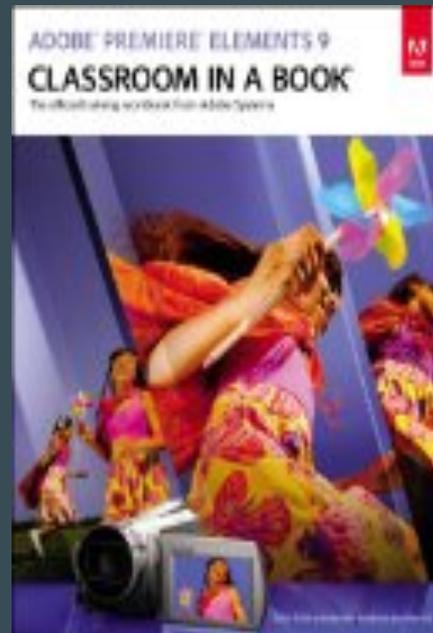
Top Design Programs

Art Rage 3.5



Top Design Programs

Adobe Premier



Top Design Programs

Corel Paint



Multi Channel marketing

1. Direct Marketing
2. Online Marketing
3. Email Marketing
4. Social Media marketing
5. Corporate Apparel
6. Promotional Products
7. Brand Identity
8. Networking and Trade Shows

Direct Marketing Dos

Make Your Piece Unique, i.e. Size, Shape or Color.

Personalize Each Piece.

Have A Call To Action.

Keep Direct Mail Pieces Consistent With Other Marketing Efforts.

Track Results With PURLS, Coupons and Give Aways.

Gold Mine - List Acquisition

Current Customers

- Active

- Inactive

Prospects

- Through Targeted Marketing Campaign

- Cold calling, Networking, Social Media, Email Campaigns

Lists

- Purchased

- Through Targeted Marketing Campaign

- Cold calling, Networking, Social Media, Email Campaigns