THE CREATIVE TOOLBOX

derby city litho
designer series

Barcode Basics

Barcodes are subject to a few strict rules. Breaking them can result in the barcode being unable to be read by a scanner. Each barcode has to be printed between 85% and 120% of its original size. Each must be printed in a dark solid color against a light solid background. Black on white is always best. If the barcode is placed in an area with a colored background, the barcode must have a white or light-colored box around it, leaving at least 3/32" of white space on all four sides of the barcode.

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There are websites and software that can generate the barcode once you have the product numbers. U.S. barcodes are UPC-A and UPC-E. European barcodes are EAN8 and EAN13. (UPC-E and EAN13 are smaller scale barcodes for small objects.)

Just Your Type

Design icon Massimo Vignelli famously noted that there were only six typefaces that any designer needed:

Garamond
Futura
Bodoni
Helvetica
Century Expanded
Times Roman

Vignelli grudgingly added a few to the list, including Optima, Futura, Univers (which he called "the most advanced design of the century since it comes in 59 variations of the same face"), Caslon and Baskerville.

kerning   ascender
capline
meanline
x-height   **Typography**
baseline
descender

Type in the U.S. is most often measured in points. 12 points = 1 pica. 6 picas = 1 inch. Type size is measured from the top of the capital letter to just below the lowest descender.

Type with a larger x-height (the height of lowercase letters like "n") are easier to read, especially at smaller point sizes.

Serif typefaces are easier to read in body copy than sans serif faces. Setting type in all caps slows down readership compared with upper and lowercase.

Leading (the vertical space between lines of type) is measured from the baseline of one line of text to the baseline of the line above it. Its name comes from a time when printers would set type by hand and insert strips of lead of a specified thickness between rows of type. Too little leading makes copy look too dense and discourages readers. Too much creates excess separation between lines so that they no longer read as a single block of copy. 10-point type with leading set to 13 points is designated as 10/13.

Kerning (the space between letters) varies from one typeface to the next. Too much or too little makes type harder to read.

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Design Ideas

Designers spend most of their time working for clients — internal or external. But great satisfaction — and financial rewards — await those who create their own print projects. Projects that can promote your abilities and bring in new business, or products that can be manufactured and sold.

Imagine a set of specially-designed notecards that can be given as client gifts or sold online. A beautiful set of posters featuring local landmarks. A collection of trading cards or playing cards featuring anything from authors or explorers to inventors or animals. A set of coasters with your favorite quotes or design rules.

Develop a concept. Fly solo or work with a partner or group. Work with your paper rep to choose special material. Work with your printer to talk about processes that can elevate your project. Then bring your idea to life and send it out into the world.

Why Print? Why Now?

We know, we know...it's a digital world. Except it isn't. Not really.

There's a reason print is still around. There's a reason you're finding more catalogs in your mailbox. A reason digital books sales are flat and print book sales are rising. A reason business cards still get exchanged and notes still get written.

Research shows that print marketing works. That people retain more of what they read in print than what they read on a screen. That they spend more time with print. That print amplifies the ROI of digital marketing.

Don't leave any of your tools in the toolbox. Consider how print can help you achieve your creative and marketing goals.

Every artist or craftsperson needs tools to produce their best work. At Derby City Litho, we have the tools to bring your best ideas to life. So we've put together a set of tools to help you do the same.

This "toolbox" is the beginning — a quick reference for in-house creatives and agency designers. Every few weeks, we'll bring you a new tool to add to your collection — a new idea, or a fresh spin on a proven approach.

Fraction	Dec.Inches	MM	Picas	Points
1⁄32"	0.03125	0.79375	0p2.25	2.25
1⁄16"	0.0625	1.5875	0p4.5	4.5
3⁄32"	0.09375	2.38125	0p6.75	6.75
1⁄8"	0.125	3.175	0p9	9.0
5⁄32"	0.15625	3.96875	0p11.25	11.25
3⁄16"	0.1875	4.7625	1p1.5	13.5
7⁄32"	0.21875	5.55625	1p3.75	15.75
1⁄4"	0.25	6.35	1p6	18.0
9⁄32"	0.28125	7.14375	1p8.25	20.25
5⁄16"	0.3125	7.9375	1p10.5	22.5
11⁄32"	0.34375	8.73125	2p0.75	24.75

Fraction	Dec.Inches	MM	Picas	Points
3⁄8"	0.375	9.525	2p3	27.0
13⁄32"	0.40625	10.31875	2p5.25	29.25
7⁄16"	0.4375	11.1125	2p7.5	31.5
15⁄32"	0.46875	11.90625	2p9.75	33.75
1⁄2"	0.5	12.7	3p0	36.0
17⁄32"	0.53125	13.49375	3p2.25	38.25
9⁄16"	0.5625	14.2875	3p4.5	40.5
19⁄32"	0.59375	15.08125	3p6.75	42.75
5⁄8"	0.625	15.875	3p9	45
21⁄32"	0.65625	16.66875	3p11.25	47.25
11⁄16"	0.6875	17.4625	4p1.5	49.5

Fraction	Dec.Inches	MM	Picas	Points
23⁄32"	0.71875	18.25625	4p3.75	51.75
3⁄4"	0.75	19.05	4p6	54
25⁄32"	0.78125	19.84375	4p8.25	56.25
13⁄16"	0.8125	20.6375	4p10.5	58.5
27⁄32"	0.84375	21.43125	5p0.75	60.75
7⁄8"	0.875	22.225	5p3	63
29⁄32"	0.90625	23.01875	5p5.25	65.25
15⁄16"	0.9375	23.8125	5p7.5	67.5
31⁄32"	0.96875	24.60625	5p9.75	69.75
1"	1	25.4	6p0	72

BTW, on a Mac, the keystroke combination for the inch mark is Ctrl+Shift+". For feet, it's ctrl + '.

A Quick Dash

There's a right way and a wrong way to use a hyphen (-), an en dash (–) and an em dash (—).

Hyphen: Use in words broken over two lines, fractions (two-thirds), compound terms (full-time, African-American).

En Dash: Use as a substitute for "through" (June–September, pages 22–47).

Em Dash: Can be used in place of a colon or semicolon.

The keystroke for an en dash is Option+Hyphen. The keystroke for em dash is Shift+Option+Hyphen.

	①	②	③		①	②	③
A	å	Å		~	‛	`	
B	ı	ı		1	¡	⁄	
C	ç	Ç		2	™	€	
D	∂	Î		3	£	‹	
E	´	´		4	¢	›	
F	ƒ	Ï		5	∞	fi	
G	©	˝		6	§	fl	
H	˙	Ó		7	¶	‡	
I	ˆ	ˆ		8	•	°	
J	∆	Ô		9	ª	·	
K	˚			0	º	‚	
L	¬	Ò		-	–	—	
M	µ	Â		+	≠	±	
N	˜	˜		{	"	"	
O	ø	Ø		[	"	"	
P	π	∏		|	«	»	
Q	œ	Œ		:	…	Ú	
R	®	‰		;	æ	Æ	
S	ß	Í		<	≤	¯	
T	†	ˇ		>	≥	˘	
U	¨	¨		?	÷	¿	
V	√	◊					
W	∑	„					
X	≈	˛					
Y	¥	Á					
Z	Ω	¸					

① Character
② Option + Character
③ Shift + Option + Character

Some Common Envelope Sizes

ANNOUNCEMENT

Type	Dimensions	Max Size for Enclosure*
A-2	4.375" x 5.75"	4.25" x 5.5"
		Most popular for RSVPs
A-6	4.75" x 6.5"	4.625" x 6.25"
		Most popular for invitations
A-7	5.25" x 7.25"	5" x 7"
A-8	5.5" x 8.125"	5.25" x 7.75"
A-9	5.75" x 8.875"	5.5" x 8.625"
A-10	6" x 9.5"	5.75" x 9.25"

BUSINESS

Type	Dimensions	Max Size for Enclosure*
7 3/4**	3.875" x 7.5"	3.75" x 7.25"
		Often used for remittance reply
9	3.875" x 8.875"	3.75" x 8.675"
		Standard reply envelope
10	4.125" x 9.5"	4" x 9.25"
		Standard business envelope

BOOKLET

Type	Dimensions	Max Size for Enclosure*
6 1/2	6" x 9"	For 5.5" X 8.5" booklets
6 3/4	6.5" x 9.5"	For 6" X 9" booklets
9	8.75" x 11.5"	For 8.5" X 11" booklets
9 1/2	9" x 12"	For thicker 8.5" X 11" booklets
10	9.5" x 12.625"	For 9" X 12" booklets

There are many other sizes if envelopes; these are simply some of the most common. For example, there are square envelopes in sizes from 5" square to 13.5" square. However, square envelopes require additional postage to mail. Envelopes designed with a bleed are printed flat and then converted.

* Maximum size of a folded piece like a letter or announcement.
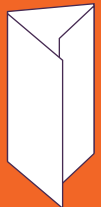** Also called Monarch.

Know When to Fold 'Em

While dimensions will vary based on your design, the following are the most common fold styles for brochures. In any brochure where one panel tucks inside another, the inside panel should be 1/16" - 1/8" narrower than the panel it tucks into. Your design file should indicate where the piece folds.
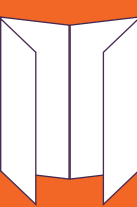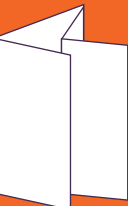
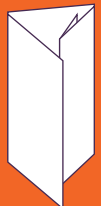Four-panel Simple Fold

Six-panel Trifold

Six-panel Accordion Fold

Eight-panel Gatefold

Eight-panel Parallel Fold

Eight-panel Roll Fold (Barrel Fold)

Eight-panel French Fold

Paper Basics

COATED PAPER

Coated paper offers enhanced weight, surface gloss and smoothness and reduced dot gain for crisper printing and more vibrant colors. Paper can be coated on one side or two (C1S or C2S). Coated papers come in 4 finishes, listed here from highest gloss and lowest cost to lowest gloss and highest cost.

• Gloss — high sheen.
• Satin — lower gloss.
• Dull — smooth, low gloss.
• Matte — non-glossy.

UNCOATED PAPER

Uncoated paper absorbs ink, which can dull colors that are printed. Types of uncoated stock include:

• Wove / Smooth — smooth surface.
• Laid — textured surface.
• Linen — finer textured surface.

WEIGHT

A paper's "weight" indicates its thickness. It's measured in pounds (such as 20#) and points (such as 10 PT). For each type of paper, the higher the number, the thicker the paper. There are 3 types:

• Writing — typically 24# or 28#.
• Text — thicker than writing, usually 70#, 80# or 100#.
• Cover — heavy and rigid, often 65#, 80#, 100#, 120# and 12pt.

OPACITY

A function of weight, ingredients and absorbency, opacity determines how much printing will show through on the reverse side of a sheet. Complete opacity is 100%. Complete transparency is 0%.

BRIGHTNESS

Brightness is expressed on a scale of 1 to 100 with 100 being the brightest. The brightness of a paper affects readability, color and contrast.

TEXT WEIGHTS

20lb. Text	Typically used as all-purpose paper, for copiers, etc.
24/60lb. Text	Typically used for laser/ink printing and letterheads
28/70lb. Text	Typically used for letterhead and other important documents
80lb. Text	Typically used for single-sided flyers
100lb. Text	Most often used for brochures, flyers and publications where opacity matters

COVER WEIGHTS

57lb. Vellum Bristol	Typically used for light weight postcards in mass mailings
67lb. Vellum Bristol	Typically used as postcards
65lb. Cover greeting	Typically used as lightweight business cards, cards, postcards, etc.
90 lb. Index	Typically used as lightweight business cards, door hangers, postcards, etc.
80lb. — 120lb. Cover	Used for business cards, notecards and more substantial pieces