

# COMPLETE STUDY GUIDE • INTRO TO GRAPHICS

**Printing** = (anything that is transferred from an image carrier to a printable substrate)

SCREEN PRINTING is through a stencil with a squeegee and ink

Ink area that repels the ink - NON IMAGE AREA

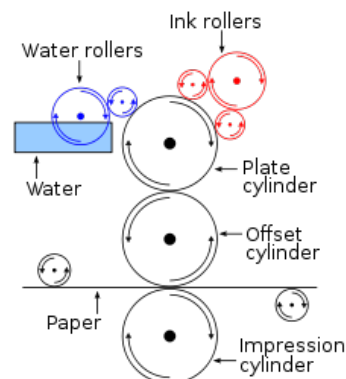
Anything you can print on is called: SUBSTRATE

Considered the father of printing (GUTENBERG)

Helped launch desktop publishing (JOBS)

Developed offset & lithography printing (SENFELDER)

Offset printing is an image transferred from a plate to a rubber blanket, then to a substrate or surface (usually paper)



OFFSET PRINTING ILLUSTRATION

Ink and water does not mix in this type of printing = LITHOGRAPHY & OFFSET PRINTING

## Image capture

Printed and drawn art is captured on a SCANNER

Photos are generally captured on a camera but a scanner is better



## Typeography

Space between the lines of type called LEADING (leading)

Space between one letter is called KERNING

Space between all the letters called TRACKING

Size of type is: POINT SIZE

Serif vs. San Serif

Type faces and fonts come in lots of shapes can be more eye catching, or easier to read

## **DECORATIVE**

Roman

**San Serif** (blocky)

*Italic*

**Blackletter**

*Script*

## **SLAB SERIF**

### EXAMPLES

Justification of type is called:

FLUSH LEFT, FLUSH RIGHT, CENTER

or Left Justified, Right Justified, Center Justified

Full Justification or Left/Right Justified

**P** = san serif (blocky)

**P** = (serif type has fancy ends)

### **Left Justified**

The text is in line with the left-hand margin.

### **Right Justified**

The text is in line with the right-hand margin.

### **Center Justified**

The text is centered between the left and right margins. Balanced text, but ragged edges.

### **F u l l J u s t i f i c a t i o n**

The text is evenly distributed to be in line with both the left and right margins. This provides nice edges to the text, but can create uneven spacing.

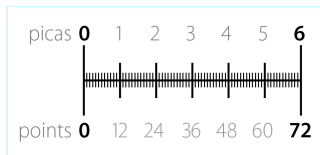
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## Measurements

Graphic Art measurement system: POINTS AND PICAS

72 points in an inch

12 points in a pica



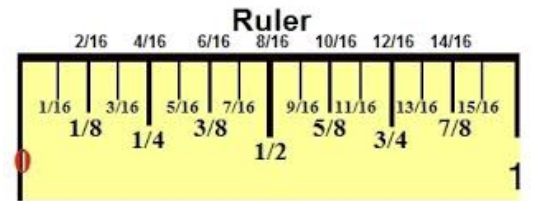
### POINTS & PICAS

1 inch = 72 points

1 inch = 6 picas

1 pica = 12 points

## U.S. RULER



(mathatube.com)

## Graphic software application tools in Adobe

PEN = draws vector lines with anchor points

SELECTION = selects everything

DIRECT SELECTION = selects specific areas and/or anchor points

TYPE = Allows type on photos, illustrations, artwork, and layouts

LASSO = Selects raster pixels in any shape

EYE DROPPER = copies color

ART BOARD = resizes your page layout in Illustrator

STROKE = allows you to add a line or stroke around type, art, and illustrations

## Resolution

Vector (MATH LINES) vs. Raster (PIXELS)

## Software

Photoshop (pixel bitmap) called raster imaging (best for photo work)

Illustrator (mathematical lines) called vector (best for logo designing and drawings)

In-Design (uses both) best for printing (best for FINAL LAYOUTS)

More pixels the better and 72 ppi (pixels per inch) for a computer monitor

300 dpi (dots per inch) for most printing

Photos are usually (TONES FROM DARK TO LIGHT) called CONTINUOUS TONE

Photos with tiny DOTS that show the dark and light are called HALFTONES

## Mathematics in graphics

Figure percentages such as (20%) of a job cost

Figure the decimal from a fraction = divide the top from the bottom  $1/4$ " is .025

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### **Safety in the work lab or print shop**

If chemicals get in your eyes (WASH EYES FOR AT LEAST 15 to 20 MINUTES)

A machine breaks down or someone gets hurt (NOTIFY THE INSTRUCTOR IMMEDIATELY)

ONE PERSON AT A TIME when operating any equipment

Take a safety test and then get instruction and then permission before working on any machine

NO loose jewelry, long hair, loose clothing, or messing around machinery in the lab

Understand what an MSDS is and how to use it