

Keep the type simple.

Limit the variations in your typefaces to no more than three. Don't try to draw attention to a lot of different things by using many different colours, highlights, fonts and sizes, or styles of type, like bold or italics.

As demonstrated in the two sentences above, too much variety makes it difficult to see what is important. If your advertising seems confusing, or crowded, many people will not read it.

Proof read your work before getting it printed.

You can eliminate embarrassing and expensive errors simply by having someone who is good at spotting mistakes check your work. If possible, have two people check the work for errors.

Check the resolution of your work.

300 dpi (dots per inch) of ink works well for most printing (except newspaper, which should be about 225 dpi.) This is not so critical when using a laser printer, because of the different printing process.

If too much ink is used, small details can get lost because the ink spreads (especially on absorbent papers, like newsprint). If not enough ink is used, the work looks faded.

Make sure your print-shop has the same programs you do.

When using a print-shop for the first time, ask them what programs they can print from. For example, if you want to use Microsoft Publisher or InDesign to make a brochure, ask the print-shop if they can print items made in those programs. This can save you from redoing your work, or having to find another print-shop to do the job.

When you ask a print-shop for a price, tell them:

What size paper the project uses.

If it will be printed on one side or two.

If you want it printed in colour, or black and white.

If they will have to do any stapling, folding, or cutting.

All these things affect the cost of printing. If the sales person uses jargon you don't understand, ask them to explain what it means. Office supply stores and smaller print shops, usually have fewer choices than larger shops.

Web site image sizes.

Web site images are usually 72 ppi (pixels per inch.)

Images above 100 ppi make web site pages load too slowly.

Images below 72 ppi are too blurry.

Larger images look better, but in the time it takes to load your web site people will get frustrated and leave it.

Do not use someone else's work unless you have permission.

Unauthorized "borrowing" is illegal. If you would like to learn more about copyright and trademarks in Canada, check out the Canadian Intellectual Property Office's web site:

http://strategis.ic.gc.ca/sc_mrksv/cipo/cp/cp_main-e.html?icservices=e_cop

Embed fonts.

If you use fonts that did not come with the computer when you bought it, make sure the file you give your print-shop has the fonts embedded. If you don't know how to do that, tell the print-shop what fonts you used.

Some programs exchange one font for another, if the computer that opens it does not have the same fonts you used. That can dramatically change how it looks when it is printed.

Contrasting colours.

impossible
to read in
black
& white

When making something in colour that you want to be able to photocopy or fax in black and white later; check that it looks OK printed in black and white. If you were to make a black and white photocopy of the red box with green text at the left, all you would see is a solid grey box. The text disappears completely.

Contrast can come from the value (darkness or lightness) of colours used, or from colours being on opposite sides of the colour wheel. Colours that are the same value are indistinguishable when printed in black and white.

