

Contents

Preface	9
1 Introduction	11
Some history	12
Printing pictures	14
Enter lithography and photography	16
• Milestones in the history of production technology for graphic designers	20
Getting started: studio equipment	21
The design-to-production workflow	23
Design <i>Trailblazers</i> Saul Bass	24
2 Text & Type	27
Type	28
Some history	28
The language of type	34
How type is measured	37
Width and spacing	39
Ems and ens 39; Kerning and tracking 39; Leading 41;	
Justification and hyphenation 42	
Text	44
Correcting text proofs	46
Casting off and copy fitting	49
House style	49
Choosing and recognizing typefaces	49
Design <i>Trailblazers</i> Zuzana Licko	50
Serif or sans serif? 52; Earmarks 53	
• Helvetica	54
Legibility and readability	58
Typesetting systems	60
Hand lettering and calligraphy	60
“Strike-on” or “cold-metal” setting	61
Hot metal: hand and machine setting	62
Phototypesetting	65
Computer systems	66
More choice of typefaces 66; Quality and flexibility of digital type 66;	
Type manipulation and custom font design 67; PostScript 68;	
OpenType 73	
Summary	73
Hot metal or letterpress 73; Cold-metal or strike-on 73; Photosetting 73;	
Computer setting 73	
Design <i>Trailblazers</i> Erik Spiekermann	74

3 Illustration	77
Line and tone	78
Screens and halftones	81
Color	86
Flat color	86
Duotones	88
Full-color reproduction	89
Color separations	91
Cultural implications of color	93
Design Trailblazers Chris Ware	94
Designing for disability access	96
Choosing and preparing illustrations	97
Briefing an illustrator or photographer	97
Scaling and cropping	98
Desktop scanning	100
Drawing and painting by computer	100
Copyright	105
Summary	107
Design Trailblazers Stefan Sagmeister	108
4 Computers & their Peripherals	111
Hardware and software	112
Software	112
The processor	114
ROM, RAM, and flash memory	114
Displays	115
Input devices	117
Digital cameras	119
Scanners	121
Design Trailblazers Paul Rand	122
Output devices: laser printers and imagesetters	125
Hardcopy: other technologies	127
Choosing a system	131
Turnkey systems	131
Selecting, upgrading, and networking the system	132
Health and safety	132
Summary	133
Design Trailblazers Neville Brody	134
5 Prepress	137
Layout	138
Grids	140
Imposition	142
Paper creep allowance	145
Page layout	145
Design Trailblazers Bruce Mau	146

Digital make-up	148
Page layout programs	148
• e-books	151
• Make a preflight check	152
• Color management	154
Full-color digital prepress	155
Repro	157
Film make-up	157
Picture proofing	159
Color bars	160
Summary	161
<i>Design Trailblazers</i> Jonathan Barnbrook	162
6 On Press	165
Paper	167
The raw materials	168
<i>Design Trailblazers</i> Composite Projects	170
Recycled paper	172
Handmade paper	174
Machine-made paper	174
The characteristics of paper and board	176
Choosing the right paper stock	178
Inks	180
Formulation	180
Viscosity and tackiness	182
Specifying inks	182
Selecting your supplier	184
Printing processes	185
Offset lithography	187
The litho press 189	
Gravure	193
<i>Design Trailblazers</i> Paula Scher	196
Letterpress	198
Flexography	199
Screenprinting	200
Collotype	202
Xerography	202
Digital print	203
Digital print technologies	205
• Emerging print technologies	206
Printing processes: the pros and cons	207
Offset litho 207; Gravure 207;	
Flexography 207; Screenprinting 207; Letterpress 207;	
Collotype 207; Xerography 207; Digital print 207	
Things that can go wrong	208
Finishing	210
• How does a designer specify finishing effects?	212
Folding and binding	213
Summary	217
<i>Design Trailblazers</i> Malcolm Garrett	218

7 Digital Design	221
What is the internet?	222
How to get started	223
Email	223
Decoding internet addresses	224
Newsgroups	224
Netiquette	224
Acronyms and smileys	225
FTP: uploading and downloading	226
World Wide Web (WWW)	227
Designing for the World Wide Web	229
Do designers really have to learn HTML? 230;	
Writing your own home page 230	
Graphics formats: GIFs and JPEGs	236
Optional extras 236	
Cascading style sheets	237
Testing your pages	240
Publicizing your pages	240
Human factors in website design	241
Designing for the small screen	241
Summary	243
<i>Design Trailblazers Airside</i>	244
Appendix: Standard sizes for paper, books, and envelopes	246
Glossary	248
Abbreviations and acronyms	260
Further reading	261
Website resources	263
Magazines and journals	264
Organizations	265
Index	266
Picture credits	272