

5 Referrals that Purchase = 1000 Free Business Cards

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Inspiration

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If you haven't checked out our site recently we have been busy making it bigger and better. Check out our great articles related to designing artwork and producing print ready files. In this newsletter we'll cover what software will suit your needs, and give you some ideas to help you get inspired to produce great artwork.

Getting Inspired

Let's face it the technical side of designing artwork is actually the boring part, and so much time gets taken up with the procedure that we almost forget we are talking about art.

What is great art?

Art is an interpretation, it comes from the soul of the creator and shows the world how he/she sees the message. The difference between great art and poor art is simply this, whether the artist really got involved in what they were creating. Some artists produce work that most people like, and then there are others.

How can you make your art join the ones that most people like.

Step 1. Function requirements.

Sounds dull I know but, what is the point of having a really nice looking business card that everyone loves but there is no phone number. First things first, determine exactly what needs to be part of your art, it may be contact details, names, addresses, times, dress code, rsvp dates, etc.

Step 2. Determine the style.

If you are creating a business card for a chartered accountant you would probably choose a corporate look and feel rather than a funky hip-hop style, unless it is a particularly funky hip-hop kind of accountant. You get it!

Step3. Determine the colour scheme.

You may be bound by the use of specific PMS corporate colours depending on who the artwork is for. If you are free to do your own colours you should at least consider using complimentary colours. Ensure the background and foreground colours are significantly different.

Make sure you use CMYK colours of course.

Step 4. What's your message?

Make sure you know exactly what it is you want to communicate, then look for a real world example to take your inspiration from. Perhaps you may be trying to convey accuracy, and use the Hole in One analogy. Take photos at the golf course. Convert them to vectors, put them apart and play with the shapes until it communicates your message.

All it takes is a bit of planning, inspiration, artistic ability, and technical skill.

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Professional Artwork

You can have your artwork prepared for you by our professional designers. Contact our art department at this email address:

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Software

What Software to use

We can accept files from all the software listed below, you may be able to use other software to produce acceptable artwork. It should be supplied as either a postscript file or as a PDF document. JPG & TIF files are also acceptable providing they are CMYK and at least 300dpi.

You will need to explore your software package to determine the best way to make your artwork comply with the specifications required.

Multipage documents:

Booklets, magazines, brochures or any document that utilises multiple pages.

Adobe-InDesign, Corel-Draw, Adobe-PageMaker, Quark Xpress.

Bitmap image:

Editing Bitmap images requires an understanding of their nature. If you are going to edit images it is recommended that you use a lossless format like TIF, as JPG and GIF are lossy meaning each time you save you lose pixel information because of their compression algorithms.

Corel-PhotoPaint, Adobe-Photoshop, Macromedia Fireworks

Vector Images:

Vectors are the power tools of good designers, they can scale up to any size and never get pixelated, meaning they look sharp, print

well, and are generally your best friend, so use them.

You can create vector art from bitmaps using Illustrator CS2, Corel Trace, Adobe Streamline. This can give you great flexibility with what you do with your art, print it on a business card or a billboard, it will look great.

Common tools to use for vector art manipulation are:

Corel-Draw, Adobe-Illustrator, Macromedia-Freehand,

Support Documentation Only:

Word, Excel, PowerPoint. These are not print ready files and should not be used to supply artwork for Professional Print Bureaus.

Publisher is supposed to be able to produce print ready files.

Microsoft is soon to release a new product range called Expression, it will have a Graphichic Designer Edition that from the outset looks like it could be a step in the right direction for Microsoft, from a printer's perspective.

We will give a better evaluation of the product when it is released, as for now the Beta is available through www.microsoft.com/expression.

It does support CMYK which is encouraging, and has some nice tools, but the interface is based on many new concepts so may take a little getting used too. Let's hope they do their homework and get it right.

Graphic Art Software on a Shoe String Budget

No one can pretend that the powertools of graphic art are cheap, to get set up with the latest and greatest software could cost as much as \$10,000. This can knock the wind right out of your creative sails.

Despair is not your only solution, many bargains appear on online auctions like eBay, I recently spotted a bargain: CorelDraw8 Suite going for \$20, sure it's a few versions back but is capable of producing beautiful art.

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