

Creative Services

The process of putting text and images onto a printed page has changed dramatically with new technologies. From letterpress to state-of-the-art digital presses, the range of what can be printed, and what can be printed on, has steadily evolved. It still holds true, however, that a knowledge of design principles and practices is fundamental in producing a creative piece that stands out clearly and communicates effectively.

Good design takes into account, as you will see inside, a variety of issues to be evaluated and resolved. Many people today have access to a computer, page layout programs and a dazzling array of typefaces, but lack the education and experience to produce a printed piece that not only looks great but performs well.

At Keiger we offer a wide range of professional design services. Let our creative advantage be yours, too. Discover the difference a professional designer can make in your printed materials.

KEIGER PRINTING COMPANY

What does a designer notice ...

ORGANIZATION OF DESIGN ELEMENTS

TYPE

Type needs to be legible – many guidelines about use of type stem from this requirement. For reading ease, a serif typeface helps guide the eye in large blocks of text. Display typefaces (fancy, ornate, oddly-shaped) should not be used in text blocks, but reserved for headlines or special emphasis. If type is printed in white, it needs to be large enough to be easily read. If overprinted on a photo or illustration, there should be enough contrast between the letters and the background to make the type stand out clearly. Use enough leading between lines of type so that the text block does not look crowded, but not so much that the eye has trouble following from one line to the next.

GRAPHICS

Photos and illustrations are graphic elements on the page. They add interest and aid in comprehension of the text, and often are the first elements to be noticed, especially in advertising. Most graphics we see today are printed in full color, but a one-color photo or illustration can be striking for that very reason. Color can be added to a b/w photo – as in a monotone or duotone – and photos can be manipulated for many different effects. Lines and shapes are used for visual interest, and as an aid in guiding the eye, adding emphasis, or separating various elements on the page. Graphics and text need to be considered together as working parts of a whole piece.

WHITE SPACE

Space in a layout that is not printed on is often seen as empty, and not often enough as an important element in its own right. White space provides visual breathing room and keeps a page from looking cluttered or confusing. It helps to balance text and graphics, and can add a sense of elegance and beauty. White space should always be considered an important element in a layout.

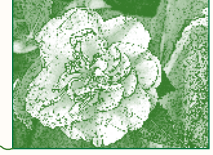
COLOR

A few points (among many) about color: warm colors appear to advance, cool colors to recede; there are gender and cultural color preferences to consider; colors can evoke a mood, period of time, or level of sophistication; color can emphasize the hierarchy of importance on a page. Studying hue, saturation and value with a color wheel provides valuable information about using color as a design element – it can help a layout, or really hurt!

GREAT GARDEN

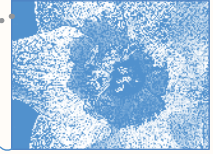
A F

Camellia



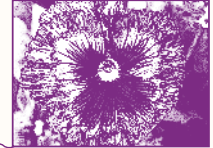
Among the flowers that bloom in the garden, the Camellia is a favorite. Its color, size and shape are sometimes unusual for our area, coming from a somewhat frosty sun. Some of the flowers are large, but young plants are smaller. Camellia flowers come in many colors, including double, peonies, crimson, and

Daffodil



This spring-favorite is the garden in a wide range of colors, including late spring blooms below zero. They are not appealing to the corona. The size of the trumpet Daffodils are cream. They are shrubs, or in

Pansy



Pansies hold the Carolina garden through the winter. They survive our snow. The rest of the soft petals are ties possess. Pansies prefer diseases in some temperatures. A few equals, a

STRUCTURE This sample page is based on a five-column grid of text to format, and brings a sense of order to the layout. The grid pattern and helps the reader use the document. Elements of the grid reader as sharing a common tie. Breaking the grid – patterns – can give the page extra visual energy and draw attention.

... in looking at a printed page?

Few Garden Favorites

Few plants in our area to provide winter color. Camellia exists in a remarkable variety of sizes and form. It is an evergreen shrub or tree used as a hedge or trained on a trellis. In general, camellias do best when they are protected from drying winter winds and hot summer sun. Well-established specimens thrive in full sun, but their roots are shaded by a canopy of leaves, so new plants will grow better in partial shade. The camellia comes in a wide variety of forms – single, semidouble, formal double, anemone and rose. Color varies from white to pink to red and from solid to streaked to marbled.



The daffodil is a valuable member of the Amaryllidaceae family in many ways. It naturalizes well, tolerates a wide range of temperatures, and is available in many colors and varieties. It offers early, middle-season, and late-season blooms, and most types are hardy to well below freezing. Unlike their cousins the crocuses, daffodils are resistant to deer or rodents. Flowers are composed of six petals surrounding the trumpet, or corona. The trumpet can be single or clustered, and the length of the trumpet is variable in relation to the petals.



They are usually yellow and white, but can also be shades of orange, red and pink. They are striking in the landscape when planted in masses under trees and along garden borders.

The pansy has a particularly important place in North American gardening – if planted in the fall, they will live through winter and provide glorious color again in the spring. This annual is not heat tolerant and can't survive hot summers, but gives us more than enough color throughout the year. Pansies are known for their velvety texture and bright “faces” that the bicolor varieties have. In the same family as violets and violas, they prefer more sun and can get leaf and stem rot in very boggy conditions. A layer of mulch will help protect them if the winter is particularly cold, dipping into the teens or below. The rich, deep colors of the pansy have made it one of the best providers of dark blue in the garden.



DESIGN PRINCIPLES TO CONSIDER

BALANCE

All the elements on a page contribute to a visual balance or imbalance. Sometimes one is preferable to the other, depending on the purpose of the piece. An area with lots of text and little leading will look heavy and dense. Dark colors, complex graphics, and photos with lots of color will look heavy as well. Grids help to balance a page by providing a structure for the alignment of graphic elements. In general, a page that is divided into thirds, rather than in half, is considered more pleasing to the eye. Symmetrical layouts tend to have an orderly, formal feel, and asymmetrical layouts can feel more energetic and dynamic.

CONTRAST

Contrast one element from another with scale, color, shape and visual texture. Use of contrast is an important way to make an element stand out on the page, and to highlight the hierarchy of information being presented. When design elements overlap, it is contrast that either makes them distinct from each other or blend together. Contrast in size and value is used routinely with type to make a headline or emphasized word stand out from a body of text.

TEXTURE

There are several ways to introduce texture to a layout. One way is physical – by using a textured paper, or printing options that add texture such as embossing or foil stamping. The eyes pick up on another kind of texture – the visual impact of dense areas of type or complex photographs. A judicious use of white space or flat areas of color gives some contrast to the heavily textured areas and makes a page layout more interesting.

REPETITION

In a long, complicated document, repetition of graphic elements can aid in understanding and navigation. When design elements repeat in a consistent fashion, the reader finds it easier to use the printed piece. This is not critical in a one-page item such as a poster, but becomes invaluable in a long document with a lot of text and many pages. Again, use of a grid makes the job of laying out the pages easier.

Column grid. Use of a grid is helpful when there is a lot of text on a page. The alignment of text and graphics follows a consistent pattern. Elements in close proximity to each other are seen by the eye. It is important to purposefully not placing graphics or text in alignment with other elements to draw attention to the item.

Beyond the print on the page ...



OTHER AREAS OF CONSIDERATION

PAPER

A designer decides what paper color, weight and finish will work best for a particular printed piece. Paper choice is guided by many factors, and familiarity with the qualities of a paper and how it prints is important to the process.

REPRODUCTION METHOD

From web-fed offset, sheet-fed offset, digital, and letterpress presses to inkjet printers – all these output devices have their own characteristics. What is designed for a web press may not look so good on anything else. From the start a designer builds a job according to what works best in each situation.

PURPOSE AND AUDIENCE

Every piece printed has a reason for being, and a particular audience. It is the designer's task to make the piece work effectively given these criteria, which affect every design decision made. A printed piece may be beautiful, but if it does not serve its purpose it is not worth the paper it is printed on.

BUDGET

The amount of money available to spend on a project is often an overriding factor in design considerations. Clear communication about the budget is very important in how smoothly and efficiently the job gets done.

OUR CREATIVE SERVICES

We offer a wide range of professional design services, including:

- brochure, annual report, invitation, notecard, promotional materials design
- logo design and development
- copywriting for advertising and marketing materials
- identity development – letterhead, business cards, collateral materials
- sales and marketing materials design
- direct mail campaign design
- photography and illustration

Call us for a free consultation, or with any questions you may have about our design services.

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