

DOCUMENT DESIGN

design to the limitations (or extravagances) of the end output device. begin with the end in mind.

some design techniques remain the same regardless of output, but awareness of end output device is paramount to effective design. the software can write checks the printer can't cash. what looks good on the screen does not necessarily translate to print. an elegant use of white in a print design may appear boring as web page.

consider relative size. if your output size is a poster 17 x 22, even though you can't read the text on the screen when you fit it to window, it will be legible once printed out big.

alonnas dots don't fit the small letters—size matters

RGB
(16.2) large gamut
web safe
white—additive
low resolution
(css) web
any screen
(computer monitors,
mobile devices)
(png, jpg, gif) formats

sans serif fonts look better on the screen, serif faces are more legible in print.
(different for print and web)

body copy fonts don't work well in large sizes; display fonts don't read well in small sizes (same for print and web)

begin to form relationships within the data:

1. techniques and sensibilities that transcend the end output device (i.e. good design principles in general);
2. particular limitations to either web or print output.

{OUTPUT COLOR}

CMYK
small gamut (3.2)
process/spot
subtractive—black
high resolution
print (offset/digital)
various substrates
(paper, textile, etc)
formats (eps, pdf, tiff)