

Your Name Goes Here: Designing Business Stationary on the Computer

1 or 2-day workshop with Janet Ashford

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Class Description

Learn basic skills in Adobe Photoshop and Adobe Illustrator to create a business or personal logo and combine it with type to create a business card, letterhead and envelope. Bring your existing logo and stationary (on paper or on Zip disk or CD-ROM) or choose from the instructor's collection of copyright-free clip-art. Nine pages of handouts on typography and design will be provided.

Instructor Biography

Janet Ashford is the author of seven books on computer graphics including *The Arts and Crafts Computer: Using Your Computer as an Artist's Tool* (Peachpit Press, 2002) and *Start with a Scan: A Guide to Transforming Scanned Photos and Objects into High Quality Art* (with John Odam, Peachpit Press, 2nd ed. 2000). Her graphic design business provides services for clients in Mendocino County, California. See her web page at www.jashford.com.

Outline

Day 1—Intro to Type, Logo Art, and Design

Morning

Introduction to Type

Font families

Serif and Sans Serif

script and display

symbol fonts

History of typefaces

Font catalogs

Making typeface sample sheets

Basic type styles

(Roman, Italic, Bold, Bold Italic)

Size and leading

leading is vertical spacing

auto versus specified leading

auto equals 120 percent

Case

U&lc, all caps, small caps

Type spacing

letterspacing is horizontal

kerning (for headlines)

Paragraph alignment

flush left, flush right

centered, justified

Special topics

Typography terms

Computer typing rules

Introduction to Logo Art

Dover Clip Art Series

Scanning logo art and clip art

Autotracing scans

Using decorative initials

Lunch break

Afternoon

Basics of graphic design

Elements of design (the raw materials)

Line Shape

Texture Space

Value Color

Principles of design (combining elements)

Unity Variety

Balance Rhythm

Emphasis Proportion and scale

Simple 4-Step Design Process

Proximity

Contrast

Alignment

Repetition

Special topics

Working with color

Gestalt of design

Using a grid

Creating a business identity

Review of day's work

Day 2—Creating Business Stationary and Forms

Morning

Assembling the basic elements

Choosing a typeface or pair of contrasting typefaces

Creating a logo graphic

Creating a basic layout

Designing a business card

Designing a related letterhead and envelope

Lunch break

Afternoon

Creating unity in business graphics

Using the same typefaces and logo on all your business forms

fax cover pages, order forms

receipts, price tags and product labels

binder and folder design

press kits, brochures

menus, invitations and announcements

calendars

Getting things printed

Choosing a software

PageMaker, QuarkXPress, Illustrator, FreeHand, Canvas

Preparing your computer files for output

Converting type to outlines in Illustrator

Choosing inks

Specifying ink colors

Using soy-based inks

Selecting papers

Using recycled and tree-free papers

Review of final work