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Bit depth

1101010110101011101010l
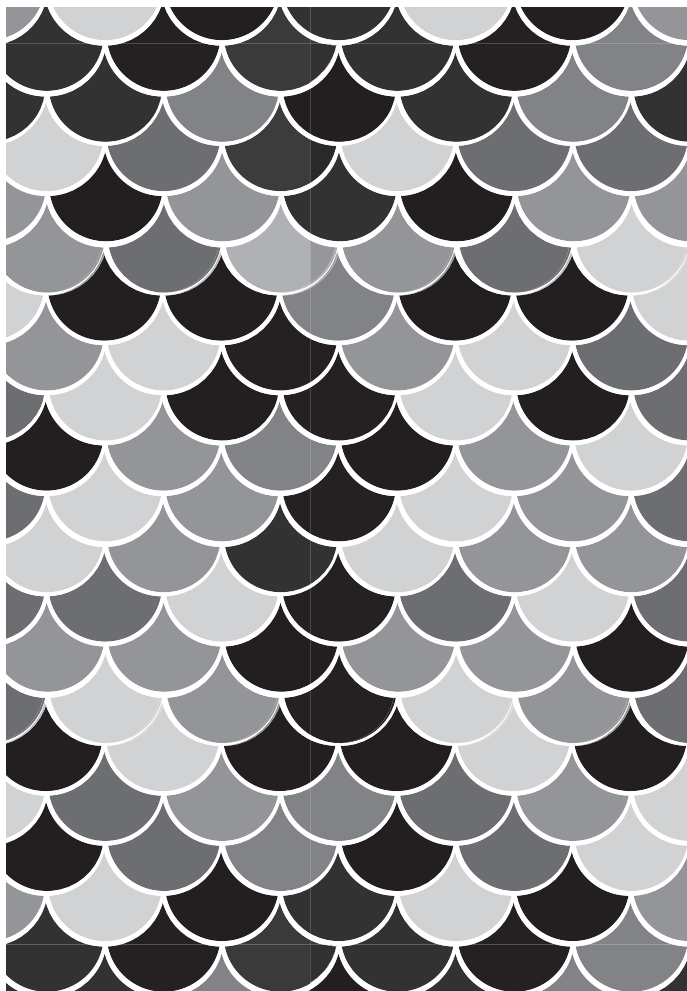
110101010001010010010

1001010111010010010

0101010001010010010

Bit depth is a pre press term for the
amount of bits used to display the
colour of the pixel.
Example: graphics cards in a
computer have a bit depth of up
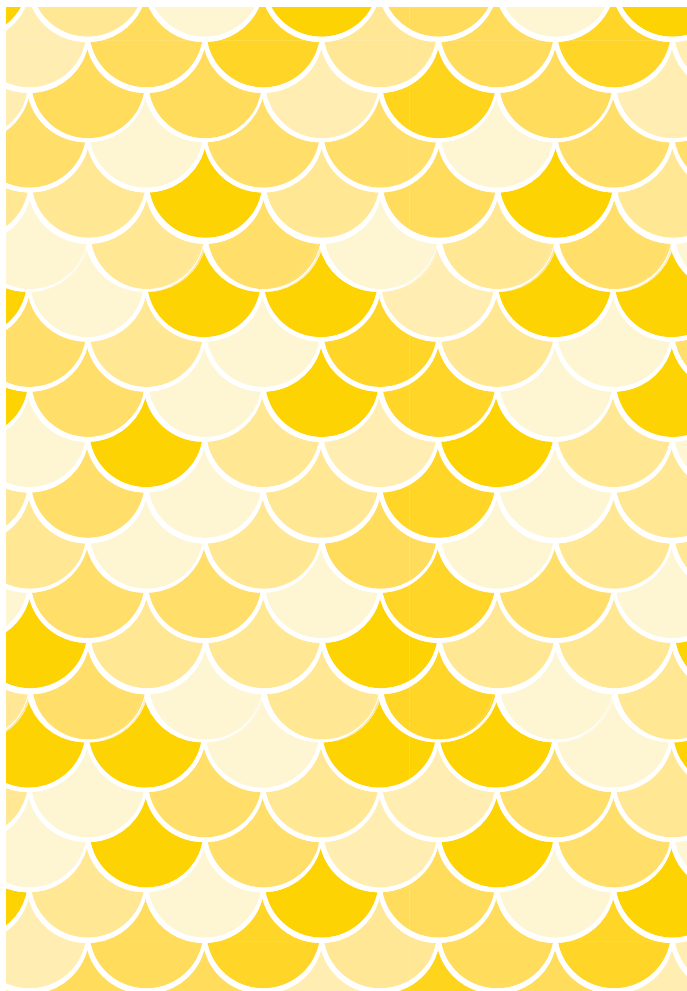to 24 bit; making the cards have
8 bits per colour in RGB mode.
Meaning the graphics card is
able to display approximately 16
million colours.

Case Bound

Case bound is a print finishing term for a hard cover book. The printed pages are glued together and glued into a smooth hard cover on the outside.
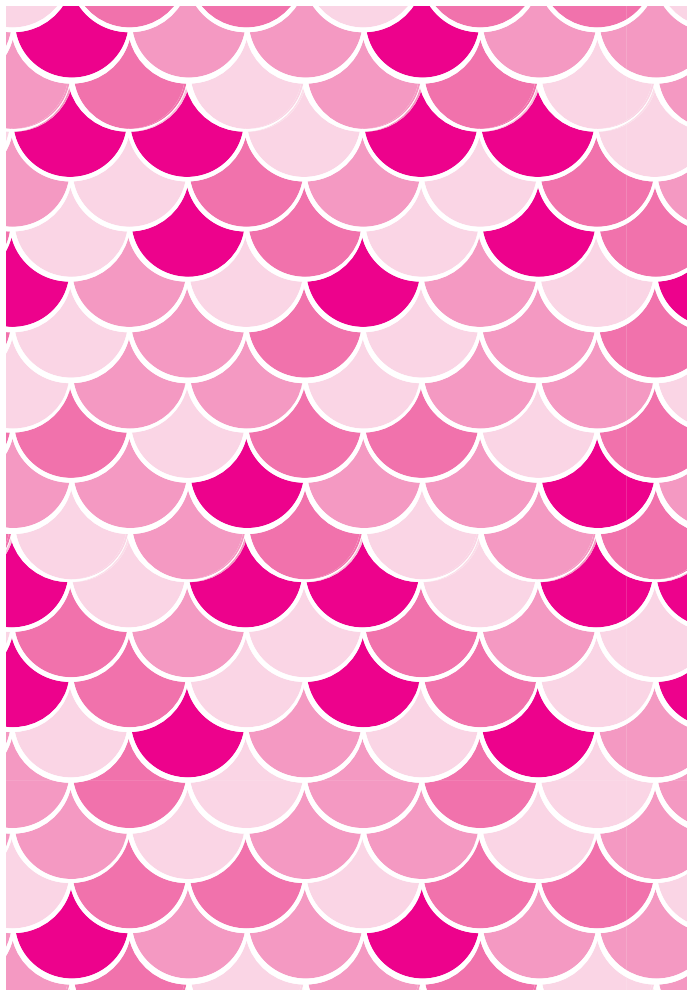
TYPOGRAPHY 101

DIGITAL PRODUCTION

SWISS SYTLE GUIDE

WHY DO PRINTERS JAM?

PHOTOSHOP 101

HANDLETTERING

IN DESIGN

Widows & Orphans

Orphans (single words) and widows (2-3 words) are words or ends of sentences that are left dangling at the end of a paragraph, creating too much white space, interrupting the readers eye and negatively effecting readability.

Xerography

A dry printing process commonly used in a photocopier.
A negative image is created by a resinous powder on an electrically charged plate an then electrically transferred and fixed with heat or pressure onto the substrate.