

DESIGN PERIODS

WEEK 5 - LESSON PLAN



CERT III



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Week 5 session plan

- Patterns Using Type
- Adding 'bleed' in Design
- Video 'How to create a repeating pattern in Illustrator'
- Imposition for print preparation
- Assessment 2 breakdown discussion and overview

RESOURCE

Patterns using Type

This template is to be used in a flexible way to suit the needs of the presentation. You can add images, colour and graphic elements as needed.



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Text in print

In this presentation are some examples of how text can be used as part of a repeating pattern.

Some things to consider when critiquing these patterns:

- What type style has been used?
- Is the type style fitting for the subject of the print?
- How big is it in comparison to other elements in the pattern?
- Is the text the main element?
- Is the text recognizable or has it been placed in such a way that it doesn't instantly resemble text?



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RESOURCE

‘Bleed’ in Design

This template is to be used in a flexible way to suit the needs of the presentation. You can add images, colour and graphic elements as needed.



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What is Bleed?

In printing, bleed is printing that goes beyond the edge of where the sheet will be trimmed. In other words, the bleed is the area to be trimmed off. The bleed is the part on the side of a document that gives the printer a small amount of space to account for movement of the paper, and design inconsistencies. Artwork and background colors often extend into the bleed area. After trimming, the bleed ensures that no unprinted edges occur in the final trimmed document.

It is very difficult to print exactly to the edge of a sheet of paper/card. To achieve this, it is necessary to print a slightly larger area than is needed and then trim the paper/card down to the required finished size. Images, background images and fills which are intended to extend to the edge of the page must be extended beyond the trim line to give a bleed.

Bleed size can vary from one print company to another and depend on the size of the document. For example, a business card will generally have a smaller bleed than an A1 poster. Some printers ask for specific sizes; most of these companies place the specific demands on their website or offer templates that are already set to their required bleed settings.



bleedarea 3mm area outside the finished paper size. The image should project into this. This will be trimmed off.

trimedge
This is the final edge of the leaflet or flyer after the bleed area has been trimmed. eg. A6

textmargin
Keep your text at least 5mm inside the trim edge to ensure that it is not trimmed off with the bleed area.

finishedleaflet
The bleed area has been trimmed off. Still having trouble? then give us a call.



What is Bleed?

<https://www.youtube.com/watch?v=ZuNrmgv8rjQ>



Adding Bleed in Adobe Illustrator

https://www.youtube.com/watch?v=LG_O_7n6Hmw



How to create a repeating pattern in Illustrator

<https://youtu.be/GtTPxP8z4is>



Imposition for print preparation

<https://www.youtube.com/watch?v=OdMXo9XsP6Y>

Spreads, Signatures and Impositions

- What is a spread, signature and imposition?
 - How a Signature is Used
- Proper Folding and Labelling of a Signature
 - Orientation of Imposition Pages
 - Printer Spreads