

PR 486: INTRO TO DIGITAL DESIGN TOOLS

PRINTING BASICS

BASIC PAPER TERMS

- ▶ **Cover vs. Text:** Text paper (sometimes called bond paper) is what you'd normally use in home or office use. It's what you'd use to print your papers to hand in to a professor. Cover paper is similar to cover stock. It's often called cover because it's used as the covers for brochures or booklets, while the inside is text paper.
- ▶ **Pounds:** Paper thickness is often described in pounds (#). It's different between cover and text, so it's best to say what pound weight you're looking for and the paper type (for example, "80-pound cover stock").

BASIC PAPER TERMS

- ▶ **Matte vs. Gloss:** Matte is flat, with no sheen. Gloss has a slight sheen to it and might even feel like photo paper. Always ask them to show you a sample of gloss so you can see just how glossy it is. Sometimes this is referred to as uncoated vs. coated as well.
- ▶ **Brightness / Bright White:** Sometimes, if you want really white paper, people refer to it as bright white. Most regular paper you buy has a reference to brightness on it. Anything about 80 is generally very bright and good quality.

THE RIGHT PAPER FOR THE PROJECT

- ▶ **Brochures, flyers, posters:** A heavier text paper will usually work for this. 80-pound text stock will usually work. You may consider a higher pound number or cover stock for a poster if it's a special-edition print or you intend for it to be a keepsake.
- ▶ **Booklets:** Generally, your cover will be some kind of cover stock (80-pound cover stock does the trick, though some people ask for 120 if you need a really nice cover). Your inside paper can be text weight, and it can be whatever regular paper your printer uses.

THE RIGHT PAPER FOR THE PROJECT

- ▶ **Postcards:** 80-pound text stock usually works for most mailers. If you're not actually mailing these and are creating them for a promo item that you intend to be a keepsake, get 80-pound cover stock that's glossy and they'll really look nice.
- ▶ **Invitations:** Depending on how formal your invites are, cover stock is best for this. If this is a multi-layered invite you're assembling yourself, make the bottom most layer cover stock and you can probably get away with a thicker text stock on the top layers (the ones you print the actual information on).

THE RIGHT PAPER FOR THE PROJECT

- ▶ **Packaging:** Many boxes are printed on either a light cover stock (80) or a heavier text stock (100). The trickiest thing about packaging is that it needs to be folded, and sometimes it's hard to crease thick paper. You're often better off using a scorer to make fold lines if you're trying to fold thick paper.

If you need to print separate front and back sides for your final project, it's recommended you use text stock instead of cover stock so it's easier for you to fold. 80-100 text stock should work so that it still feels substantial when you paste it together but won't be so difficult to fold correctly.

PAPER SIZES (U.S.)

- ▶ **Letter size:** 8.5 inches by 11 inches
- ▶ **Half Letter size:** 5.5 inches by 8.5 inches
- ▶ **Legal size:** 8.5 inches by 14 inches
- ▶ **Junior Legal size:** 5 inches by 8 inches
- ▶ **Tabloid size:** 11 inches by 17 inches
- ▶ **Super B:** 13 inches x 19 inches

PAPER SIZES (INTERNATIONAL)

These are often called A sizes. If you find yourself in a paper shop in Little Tokyo, or order from moo.com, you may come across these sizes.

- ▶ **A4:** 8.3 inches by 11.7 inches (closest to letter size)
- ▶ **A3:** 11.7 inches by 16.5 inches (closest to tabloid size)
- ▶ **A8:** 2 inches by 2.9 inches (some international business cards may use this size)
- ▶ **A6:** 4.1 inches x 5.8 inches (some international postcards may use this size)

PRINTERS AND PDFS

- ▶ You should always package your files, but sometimes giving a printer a PDF is better. When you save or export a PDF out of Photoshop or Illustrator, you should always choose High Quality Print for the best results. Some places may even ask you for PDF x1a or something else, but High Quality Print will suffice for most people.

