

# the creative process

*an ingenious resource*

## applications

**InDesign** – publishing software for bringing together images and text required in the design.

**Illustrator** – design software for creation and manipulation of illustrations and text.

**Photoshop** – software for creation and manipulation of photographic material.

**Dreamweaver** – for website design and development.

**After Effects** – used for creative animation and motion graphics.

**Keynote and Prezi** – for creating interactive digital presentations.

**Premiere Pro** – used to edit and create movies with camera footage, animated graphics or both.



Ingenious

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# typography

## Font

Letters, numbers and symbols that are defined by size and style e.g. Times is a typeface, whilst Times Bold 12pt is a font.

## Typeface

The name given to a family of fonts e.g. The typeface Times contains the fonts Times Bold and Times Italic.

## Point Size

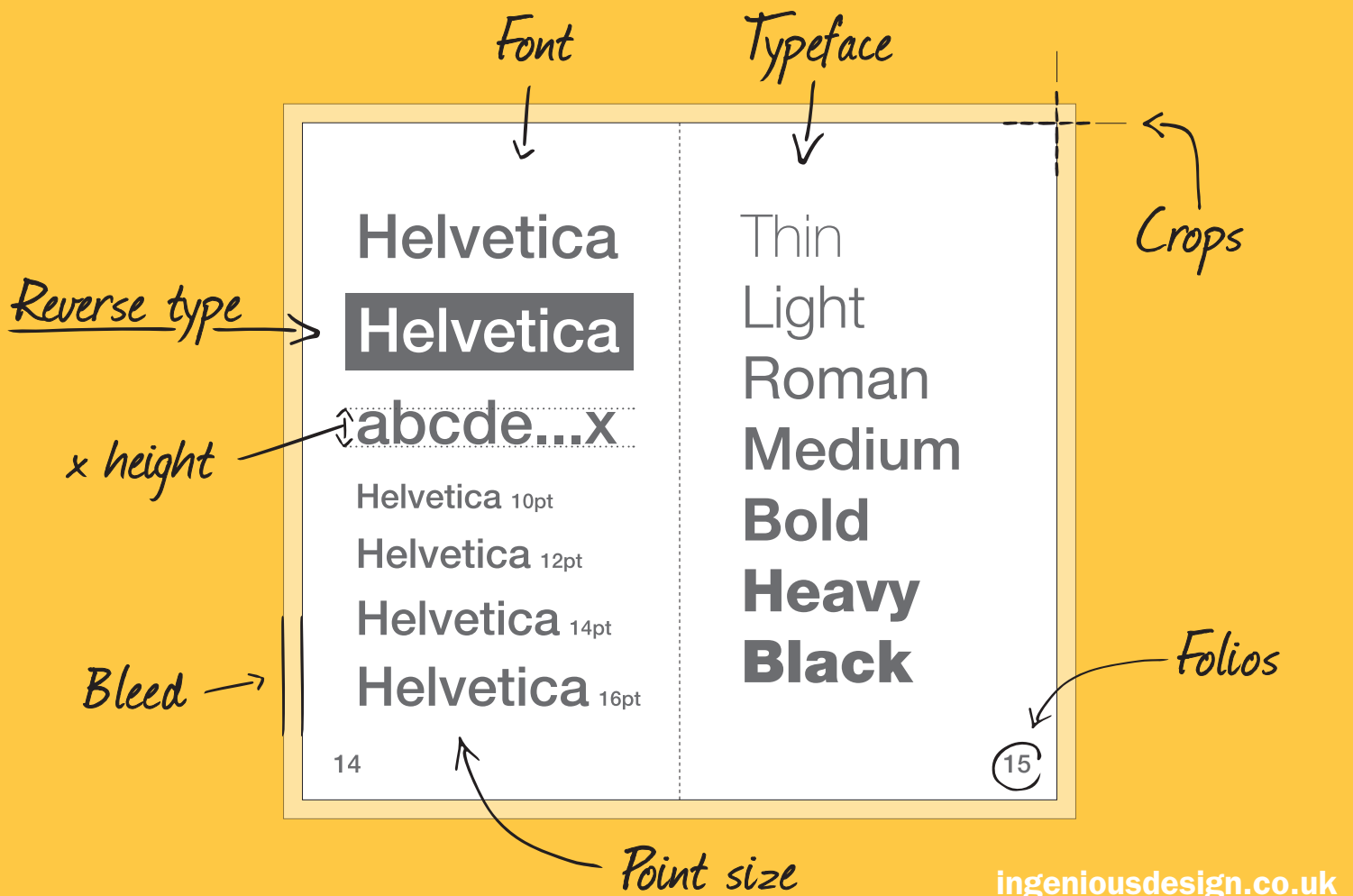
Size of the typeface/font used in your copy, measured on the letter 'x' known as x-height.

## Strapline/Tagline

Throwaway line under a logo e.g. 'Have a Break, Have a Kit Kat'. It is almost a signature for a company.

## Reverse Type

White letters looking as if they are printed on black or a solid colour. In actual fact, the letters have been 'knocked out' of a solid background and the white paper is showing through.



# print

## Double Page Spread (DPS)

Two printed pages that face each other.

## Mock-up/Dummy

Prototype model of brochure, advert or other designed items e.g. packaging.

## Folios

Page numbers.

## Crop Marks and Registration Marks

Also known as trim marks these are the lines printed in the corners of the artwork to indicate where the project should be trimmed. Registration marks ensure different colours are correctly aligned with each other during the print process.

## Bleed

Print areas that extend over the edge of the page. Normally a bleed of about 3mm is applied on artwork to compensate for any slight irregularities in the trimming of the printed document.