

# DESIGN TIPS FROM STUDIO@

AMY, PART OF OUR CRACKING STUDIO TEAM, HAS GIVEN YOU HER UNIQUE LOWDOWN ON THE TOP DESIGN TIPS FOR 2018!

SO, WHETHER YOU'RE DESIGNING YOUR FIRST BUSINESS CARD OR ORDERING YOUR VMP-TEENTH BOOKLET, CAST YOUR EYE OVER THESE TOP TIPS TO MAKE SURE YOU'RE GETTING THE MOST OUT OF YOUR PRINT THIS YEAR!

## PRODUCT

Be certain of the product that you want to order. This way, you can set your artboards to the correct size, know where your pages and folds need to be and won't need to rearrange anything later on.

Knowing what stocks and laminations you want to order will be useful too, as you can incorporate this into your design! For extra-special finishes, such as Spot UV, it's important to know where you want this incorporated as you create the design, because this requires a special additional layer.

## RESEARCH

Take a look around and see how other people have made the most of your product type with their designs. A great place to find design inspiration is Pinterest, and good old Google Images! (Just remember to never pinch a design you like - it's illegal!)

Doing this research will help you keep ahead of design trends, and give you more ideas to create a unique piece of artwork for your own product.

## PREPARE

Make sure your artwork canvas is set up with the right dimensions, including the correct bleed and safety zones to make sure nothing is cut off during the printing and trimming process.

When preparing your images, make sure the ones you use are already a high quality (we recommend at least 300dpi). Otherwise, you could spend hours going over your masterpiece to correct images at a later date!

## ENJOY

Be proud of your design! Have fun by playing with colours, shapes, and textures. Create something that you enjoyed making - it'll show and the quality is likely to be even better as you take more care over something you really like.

## CHECK

Before approving any final proofs, check that your artwork is suitable for print. Here is a list of some of the questions you could ask yourself to help check your files:

- Is my artwork high resolution?
- Does my artwork contain enough bleed?
  - Are my colours in CMYK?
- Are my pages in single format and running order?
- Is my Spot UV set up correctly?

IF YOU ARE UNSURE ABOUT YOUR ARTWORK WE HAVE AN ARTWORK CHECK SERVICE ON THE TEAM. JUST EMAIL PDFS OF YOUR ARTWORK FILES ALONG WITH THE NAME OF THE PRODUCT THAT YOU WISH TO ORDER TO STUDIO@INSTANTPRINT.CO.UK. WE'LL PUT YOUR FILES THROUGH OUR FREE TEN-POINT CHECK TO MAKE SURE IT'S ALL PERFECTLY PRINT-READY!

Psst...  
Not sure which product you need yet?  
Order a free sample pack to decide!