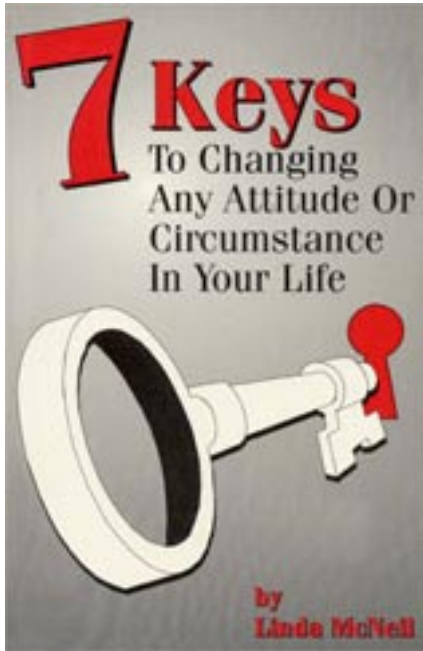


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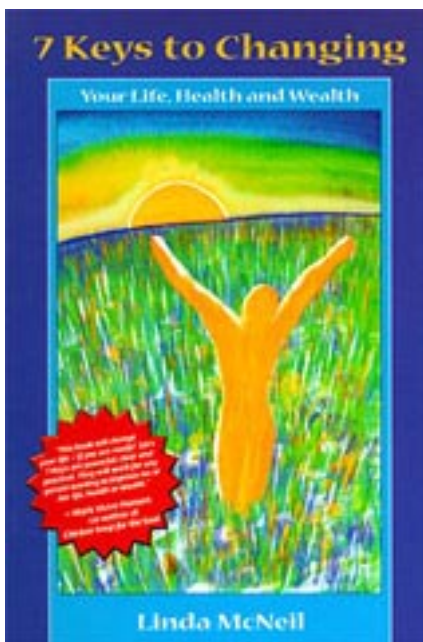
Great advice on how to improve your corporate identity, marketing materials, and product design.

This month's topic: The impact of color
When is it cost-effective to choose full-color graphics?

Issue: January 2002



2-color book cover



Full color book cover

Vibrant colors add an exciting new dimension to your graphics. Full color graphics are more expensive to print than black and white or 2-color graphics, so it is important to know when it is cost effective to choose full color. Items such as book covers, video, audio or CD packages often need to sell themselves on appearance alone. These items are often impulse buys and merit vibrant colors and attention-grabbing graphics. Statistically, professionally designed book covers have a phenomenally higher percentage of being picked up by buyers over amateur covers.

Offset printing full color graphics becomes cost-effective in quantities above 1000. Most of the cost is in the set-up charges. A quantity of 500 usually costs only \$30 less than a quantity of 1000. You may want to opt for color laser printing or "Indigo" digital color printing for quantities below 1000. These digital processes are priced per page, so check price breaks closely.

I designed the second edition of Linda McNeil's "7 Keys" book cover with new graphics and full color printing. The original cover was 2-color. Notice how the full color cover jumps off the page.

If a portrait is the central graphic element in your piece, full color almost always works best. A warm, personable feeling results from the natural flesh tones of a full color portrait. A colorful garment and action pose will draw additional attention to the photo. Notice how Diane's one sheet comes alive with full color. A crucial graphic element – her colorful fun portrait – becomes the focal point.

Stay with one or 2-color graphics for your stationery items and newsletters. Save your money for full color printing on projects that require more impact, are impulse items or need to sell themselves. The next issue will show you how to maximize 2-color printing.



**Brought to you monthly
by Karen Saunders
of MacGraphics Services**

Karen Saunders specializes in designing ads, logos, one-sheets, book covers, and marketing materials that win awards. A professional graphic artist for two decades, Karen answers your artistic and technical questions through this monthly ezine. Visit www.macgraphics.net to see samples of her work, or call Karen directly at 303-680-2330 to discuss your project.

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FYI:

**Average Printing
Cost Comparisons**
Sample Job: Double-sided, 8.5" x 11" flyer, 1000 copies:

Two color printing is approximately 36% more than one color.

Three color printing is approximately 53% more than one color.

Four color (full-color process printing) is approximately 79% more than one color.



2-color one sheet



Full color one sheet



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If you enjoyed this FREE e-zine, please forward it to your friends.
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