

# GOOD to Know

An overview by RD Thomas Advertising

## DAILY LINGO

**VECTOR** art refers to digital graphics that use mathematical algorithms to preserve image quality. A vector file has the ability to be resized while remaining sharp & crisp.

**CMYK** or 'Cyan, Magenta, Yellow, Key', is a color model that is used for print purposes.

**RGB** or 'Red, Green, Blue' is a color model that is used for on-screen purposes.

**PRESS READY** is a term used to describe a file that has all the specifications necessary to produce high-resolution printed output, without requiring any additional alteration or intervention.

## TYPICAL RESOLUTIONS



**PRINT**  
**300 DPI**  
DPI - DOTS PER INCH



**WEB**  
**72 PPI**  
PPI - PIXELS PER INCH

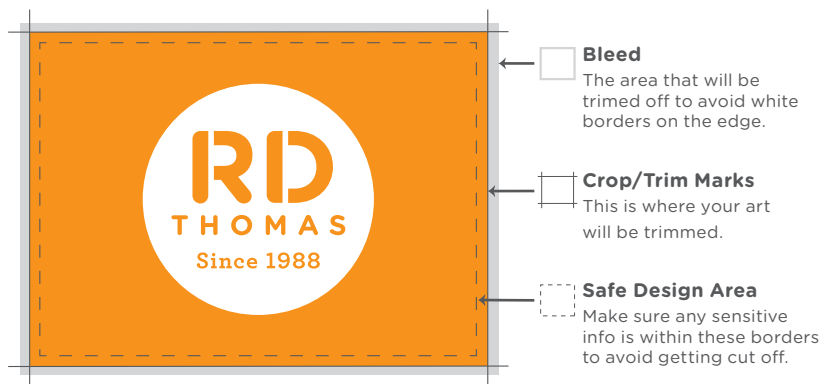
## COMMON TYPE STYLES

- A** SERIF
- A** SLAB SERIF
- A** SANS SERIF
- A** SCRIPT

## POPULAR PAPER SIZES

- LETTER** 8.5 x 11 in.
- LEGAL** 8.5 x 14 in.
- TABLOID** 11 x 17 in.
- A2** 4.25 x 5.5 in.
- A7** 5 x 7 in.
- BIZ CARDS** 2 x 3.5 in.

## CROPS & BLEEDS



## GUIDES AT A GLANCE

### FONT SIZE GUIDE (VARIES BY FONT)

- A** 8pt      **A** 16pt
- A** 10pt    **A** 18pt
- A** 12pt    **A** 20pt
- A** 14pt    **A** 22pt

### STROKE WEIGHTS

- \_\_\_\_\_ .25 pt
- \_\_\_\_\_ .5 pt
- \_\_\_\_\_ .75 pt
- \_\_\_\_\_ 1 pt
- \_\_\_\_\_ 1.25 pt
- \_\_\_\_\_ 1.5 pt
- \_\_\_\_\_ 1.75 pt
- \_\_\_\_\_ 2 pt
- \_\_\_\_\_ 3 pt
- \_\_\_\_\_ 4 pt

### FRACTIONS TO DECIMALS

- 1/16**...0.0625    **9/16**...0.5625
- 1/8**.....0.125    **5/8**.....0.625
- 3/16**...0.1875    **11/16**...0.6875
- 1/4**.....0.25      **3/4**.....0.75
- 5/16**...0.3125    **13/16**...0.8125
- 3/8**.....0.375    **7/8**.....0.875
- 7/16**...0.4375    **15/16**...0.9375
- 1/2**.....0.5