



Finally.... Tips You Can Use When Selecting Paper



Initial Considerations

- End Use
- Audience
- Impact
- Budget
- Desired Response
- Deadline



Cost of Finished Piece

■ Design/Creative	20%
■ Paper	40%
■ Printing/Bindery	30%
■ Distribution	<u>10%</u>
■ Total	100%

A decorative graphic consisting of overlapping colored squares (yellow, red, blue) and a black crosshair.

Paper Basics

- End Use
- Type of Paper—Coated or Uncoated
- Basis Weight
- Color
- Texture
- Cost
- Mailing Requirements



Type—Coated Papers

- COATED
- Cast Coat
- Gloss
 - Premium
 - #1
 - #2
 - #3
- Dull
- Matte
- Characteristics
- Brightness
- Blue White vs. Warm White
- Rattle/Snap
- Opacity
- Price
- Domestic vs. Import



I Just Want a White!

- BLUE WHITE

- Best for:

- Cars
- Nature
- High Tech
- Bright/Shiny Objects

- WARM WHITE

- Best for:

- People
- Bone China
- Pearls
- Soft Undertones



Type—Uncoated Papers

- UNCOATED
- Premium
 - Writing
 - Text
 - Cover
- Opaque
- Commodity
- Characteristics:
- Color
- Texture
- Pattern
- Decorative Inclusions
- Technical
- Price



Uncoated—World of Possibilities

Color	White	Bright	Darks
Texture	Smooth	Linen	Laid
Pattern	Marble	Parchment	Watermark
Inclusions	Cotton	Dots	Flecks
Technical	Ink Jet	Laser	Copiers
Cost	Premium	Opagues	Commodity

A decorative graphic consisting of overlapping yellow, red, and blue squares with a black crosshair.

Where to Start?

- Focus on Initial Considerations
- Consider your Audience/Budget
- Define Finished Size
- Printer Heads Up—Select Paper!
- If it mails—Select Envelope Now!
- Start Designing

A decorative graphic consisting of overlapping colored squares (yellow, red, blue) and a black crosshair.

Why Paper First?

- **Select Paper to Enhance Design**
 - Paper can add interest or color to piece
- **Confirm Availability**
 - Is it in-stock locally/mill stock/manufacturing order
- **Optimize Sheet**
 - Wasted paper = lost cash
- **Stay Within the Budget**
 - Paper selection = additional printing options
- **Guarantee Deadline**



Printing & Paper

- Inks are Translucent
- Dot Gain
 - Least amount: Linen/Smooth
 - Most: Felt
- Grain Direction
 - Scoring and Folding to Eliminate Cracking
- Varnish Can Help
 - Seal the Sheet/Reduce Scuffing

Selecting the Right Paper

Project	Coated	Uncoated
Limited Budget	√	√
Newsletter	√	√
Flyer/Inserts	√	√
Catalog	√	√
Invitation		√
Older Audience		√
Letterhead		√



What's a Fad vs. a Trend?

- Fads
 - Short-lived over exposed/used/produced phases, visuals, fashions, colors that tie into periods of pop culture.

- Trends
 - Style/Product/Color that fills a need or emotional desire during a particular time space and is generally tied to a value.
(Values Motivate Choices)
 - Design-based Trends today:
 - Simplicity and Boldness—Focus on Essential Statements
 - Gritty and Real—Un-edited and Editorial Photojournalistic
 - San Serif—Return to 60's modernism



Color Trends

- 3 Primary Families

- Foundation Hues
 - Neutrals—
White/Natural/Yellows
- High Energy Hues
 - Reds, Orange, Bolds
- Nature's Earth Hues
 - Blues, Greens, Browns
- Combinations
 - Balance

- Movement AWAY from:

- Gloss Only
- Uniformity—All Slick
- “Non-Value”

- Movement TOWARD:

- Iridescence/Metallics
- Velvet, Suede, Tactile
- “lighter/brighter/cleaner”
- Layers of Texture/Color



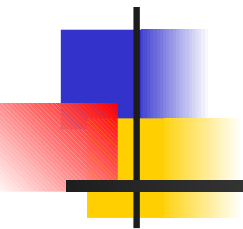
Why Should We Care?

- Our Audience Does!
- Trends Impact:
 - What and How Our Customers Communicate
 - Direction of Our Industry
 - Our Ability to Meet the Needs of our Customers
 - The Perception that We are Focused on the Future!
 - Design Direction, Paper Choices, Printing Options and Ultimately the Customer's Image

A decorative graphic on the left side of the slide, consisting of overlapping yellow, red, and blue squares with a black crosshair.

Paper-More than a Message Carrier

- It can Enhance Design
- Evoke a Response
- Grab Attention
- Stimulate Senses
- Or.....It can miss the mark



Thank you for considering the
PAPER choices that impact your
Finished Piece!