

Design index

USEFUL INFORMATION

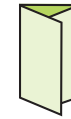
In our digital world, graphic design reigns as one of the most important and relevant industries. It's hard to imagine a time when graphic design didn't even exist.

Graphic design, like any profession, is littered with jargon and phrases you might not be familiar with. Here are some of the key terms and useful tips worth knowing, with a brief explanation.

Folding techniques



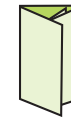
Half fold



Tri fold



Z fold



Roll fold



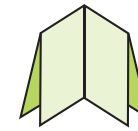
3 panel gate fold



4 panel gate fold



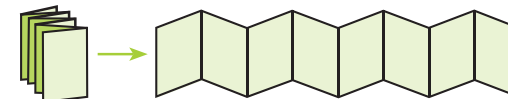
4 panel accordion fold



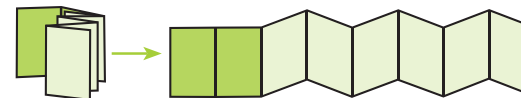
Quarter fold



Box step fold

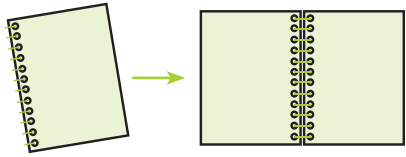


Concertina fold



Self binding brochure

Types of binding



Wiro, spiral and comb binding

Wiro, spiral and comb binding methods are regularly used for publications to make it possible to open the publication back on itself without breaking the spine. For the standard method, the inner pages and cover are multi-punched down one edge which allows a steel wire comb to be inserted and clenched to form the finished book.



Case binding

The traditional way to produce a hard back book. With case binding, the pages of the book are arranged in signatures and sewn or stitched together in the correct page order. Then, hard covers made of cloth, vinyl or leather over cardboard are attached to the book using glued-on endpapers.



Perfect bound books

Perfect binding involves collating all the pages or signatures of a book, roughening and flattening the edge of the spine area, and then applying a flexible adhesive and attaching a paper cover to the spine.



Bellyband

A strip of paper wrapped around a book or stack of papers.



Folder with paper pocket

A simple folder with a pocket suitable for holding loose sheets of paper.



Folder with card holder

A simple folder with a cut out section to hold a business card.



Elastic band binding

A stack of papers grouped together, folded in half and held together with an elastic band around the middle.



Singer stitch

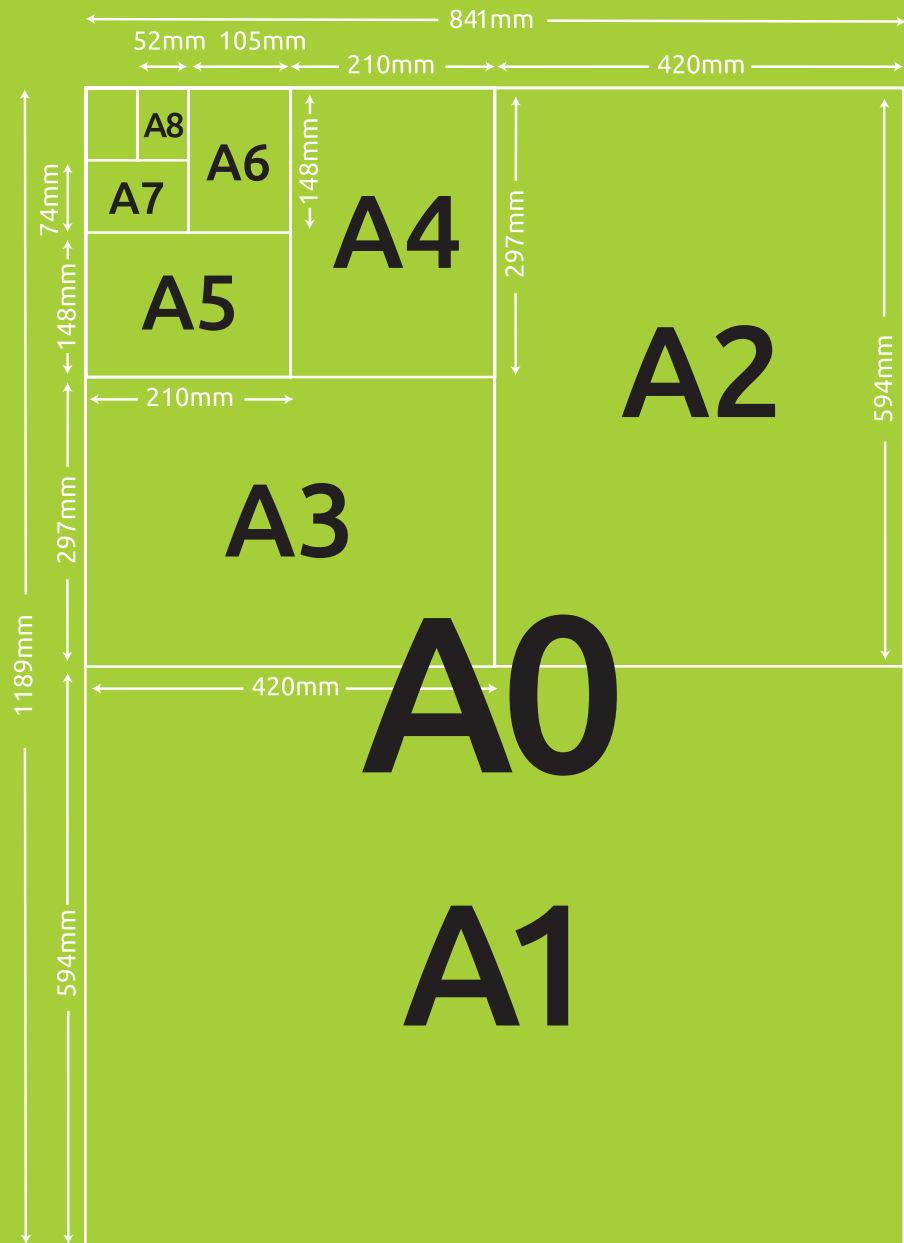
A line of thread in any particular colour sewn up the spine or next to the spine to hold a collated batch of papers together.



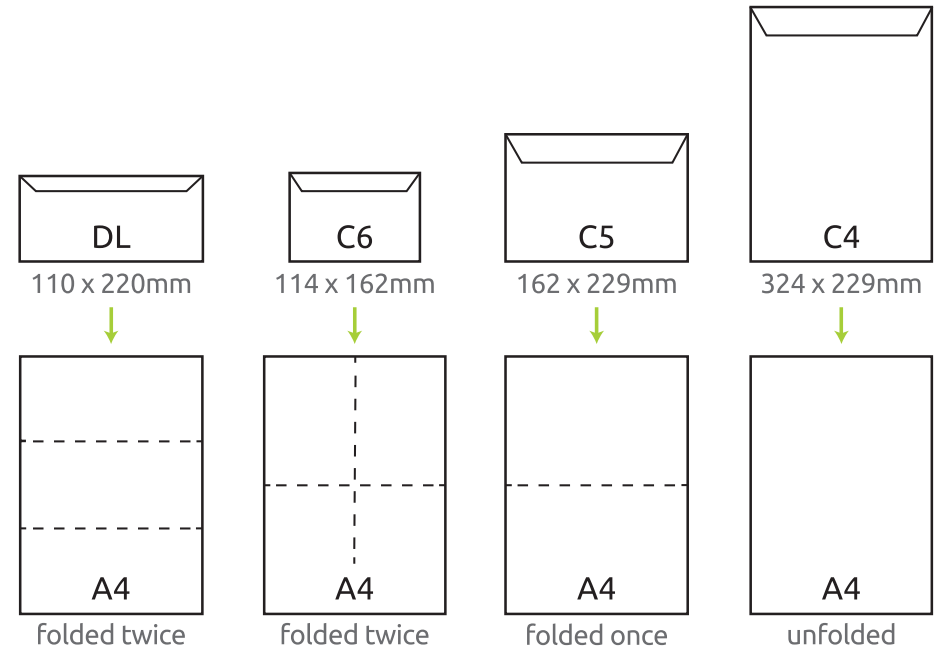
Saddle stitch or staples

A stitch of thread or a wide staple passed through the fold of a magazine, booklet or stack of papers. This method is ideal for products such as note books, booklets, pamphlets, magazines, small brochures and prospectuses, or booklets that need to open up flat.

Paper sizes



Envelope sizes and how A4 paper fits in them



one size fits all