

GRFX-4503 SPG 21

# WEB VS. PRINT REVIEW

## PRINT

## WEB

## PRINT MINDSET

- Art the priority
- Rely on WYSIWYG to mimic print
- Little consideration to hardware and software
- Printed = Finished

## WEB MINDSET

- Content the priority
- Getting info to viewer in practical way, rather than distracting with cool effects
- (CSM sites = WYSIWYG)
- Posted=

WYSIWYG ("WIZ-ee-wig");  
What You See Is What You Get

## PRINT DIMENSIONALITY

- 2-dimensional
- Much attention to layout
- Interplay between spreads
- Fixed size canvas

## WEB DIMENSIONALITY

- 1-dimensional or N-dimensional
- Fundamentally a scrolling experience for user
- Little fixed spatial relationship
- What's early on the page, what's later on the page
  - Precise placement of elements on a web page goes against the nature of HTML and can only be achieved to an approximation for pages that are able to adjust to different window sizes.
  - Thus, 2 dimensional relationships between page elements are less important than 1-dimensional relationships (what's early on the page; what's later on the page).

## PRINT NAVIGATION

- Linear
- Table of Contents

## WEB NAVIGATION

- Web is not linear like print.
- Doing more than just seeing
- Hypertext navigation is the essence of Web
- You can't assume the viewer has seen previous pages or will proceed to subsequent pages on your web site
- Each page must be able to stand on its own
- Your audience always needs to be reminded where they are and how to get to anywhere else on your site – SO MENU MUST ALWAYS BE AVAILABLE!

## PRINT CANVAS & RESOLUTION

- Print is immensely superior to the Web in terms of speed, type and image quality, and the size of the visible space.
- The tangible page is part of the user's experience.
- You can't assume the viewer has seen previous pages or will proceed to subsequent pages on your web site
- Each page must be able to stand on its own
- Your audience always needs to be reminded where they are and how to get to anywhere else on your site – SO MENU MUST ALWAYS BE AVAILABLE!

## WEB CANVAS & RESOLUTION

- 72 PPI
  - Anything higher has no improved effect
  - Longer download times
- THINK IN PIXELS!
- "Optimize Image for Web" -
  - Making images look good.
  - Making images load quickly.
  - Making images easy for search engines to index.
- More info on image files for web in upcoming slides

## PRINT IMAGE FILES

- Native File Types are for building your file, but not often desired by press.
- When you send to a printer, ask them what is wanted.
- Otherwise, make it a PDF ("printed" to file).
  - .AI - .PSD - .INDD
- TIFF
- Beware JPEG, but use it.
- Photoshop PDF is not the same as a PDF from Illustrator or InDesign. Beware the Photoshop PDF!!!!

## WEB IMAGE FILES

- GIF
  - Supported by all web browsers
  - Can include transparent backgrounds
  - Supports interlacing
  - Can be used as an image map
  - Better for line and flat art with no gradients
- JPEG
  - Superior in rendering color and detail
  - Photographs or graphics with tonal variation
- PNG
  - Graphics, especially those using large, flat areas of color, should be saved as PNGs. This includes most designs, infographics, images with lots of text in them, and logos.
- SVG
  - + others

## 2. Use the right file type: JPEG or PNG

If you're wondering about different image files like JPG, PNG, GIF, and SVG, just know that on your website you're most likely to use a JPEG (JPG) or a PNG format. There are pros and cons of each, but for most cases you can remember the following:

- **Photographs should be saved and uploaded as JPGs.** This file type can handle all of the colors in a photograph in a relatively small, efficient file size. By using JPEGs, you won't end up with the enormous file you might get if you saved a photograph as a PNG.
- **Graphics, especially those using large, flat areas of color, should be saved as PNGs.** This includes most designs, infographics, images with lots of text in them, and logos. PNGs are higher quality than JPEGs, but typically come with a larger file size, too. Like their relatives, the SVG file, PNGs deal with areas of color and text with nice crisp lines, so you can zoom in and not lose any quality. They also support transparent backgrounds (which you'll want if you're using a logo). If you have a choice, we recommend saving PNGs as "24 bit" format rather than "8 bit" because of the better quality and richer array of supported colors.

## PRINT COLOR

- It costs money to print.
- CMYK
  - Cyan Magenta Yellow Black (K is for the black Key Plate)
  - 4-Color Process
- RGB
  - Red Green Blue
  - Web Offset Press (nothing to do with WWW - just 1 continuous roll of paper)
- PMS
  - Pantone Matching System

## WEB COLOR

- It's cheap.
- Technically, you can produce millions of colors on your screen, provided your monitor and video display are a decent quality.
- Only 216 web-safe colors.
- These are the only colors that appear the same on all monitors and operating systems without dithering, be they PCs or Macs.

## PRINT COLOR

## WEB COLOR

### COLORS FROM A PRINTED PIECE CANNOT BE EFFORTLESSLY TRANSFERRED TO A COMPUTER SCREEN

- Too much color on a web page can be distracting and counterproductive.
  - The most successful strategy is to use color sparingly.
  - Adding too many colorful items can create the visual equivalent of noise. Instead, leave room for white space.
- Computer Monitors / Screens will render it differently.
  - A web site that looks clean on a monitor with millions of colors could look dithered and jagged on a monitor with only 256 colors.
  - Colors that appear bright and sharp on your screen may appear dark and dull on another's.
  - Similar information goes for phones and tablets (obviously).
  - Usually the better the display, the more money you spend. Duh. :)

## PRINT FONTS

- Just about anything you want!
- Warnings about Adobe Typekit.
- Warnings about free fonts.
- Don't forget to include fonts with your files EXCEPT:
  - PDFs already "printed"
  - You can outline SOME text in Illustrator, but be very very careful.
  - You don't need fonts (for now) with Photoshop, but what the heck are you doing with your type in Photoshop anyway???

## WEB FONTS

- Just be ok with not having that much control. Really.
- Always have your Plan B Web-Safe Fonts in the code. ALWAYS.

A "rule" with some empirical evidence:  
**PRINT:** Serif is easier to read.  
**SCREEN:** Sans-Serif is easier to read.

## 15 Best Web Safe Fonts

That Work With HTML & CSS

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18 comments

Font embedding services (like Google Web Fonts or Adobe Fonts) sprung up as an alternative, giving your designs something new, fresh, and unexpected.

They're also super easy to use.

Take Google for example:

Choose any font like Open Sans or Droid Serif or Lato. Generate the code and paste in your document's <head>. And you're all set to reference it in CSS.

That took 60 seconds. And it was completely free. (Thanks, Google!)

What could go wrong, right?

Not everyone will have access to that same font, which means you will have a problem. That beautiful font you just chose is going to show up as something random for your visitors.

Not if you create a fallback with a web safe alternative! Here's how it works.

Meaning: Let's say the designer picked some obscure, paid font family for this site's design. If you don't have that font already installed and it's not pulling from a web-friendly place, the font you see would default back to some basic variation like Times New Roman.

You, as the visitor, wouldn't necessarily know that this is what has happened, though. For you, it might just look plain ugly.

## WEB FONTS

- Just be ok with not having that much control. Really.
- **Always** have your Plan B Web-Safe Fonts in the code. ALWAYS.
  - Arial
  - Arial Black
  - Courier New
  - Courier
  - Verdana
  - Georgia
  - Times
  - Times New Roman
  - Palatino
  - Garamond
  - Bookman
  - Tahoma
  - Trebuchet MS
  - Impact
  - Comic Sans MS

## PRINT LOGO PLACEMENT

- It's up to you, but always consider the weight of the page per the script used if possible.
  - That means bottom right for English.
  - That means bottom left for Arabic.

## WEB LOGO PLACEMENT

- **TOP** of the web page. The user may never get to the bottom of the web page.
- **Top** of every page in the site.
- *Menu Bar also ALWAYS VISIBLE.*

ALWAYS remember visual hierarchy and controlling the read on the page.

## WEB ONE MORE TIP

- ALWAYS test your work to be sure it's being read correctly across devices and servers.
- The ultimate test for a server is to open it on Internet Explorer.

