it's not all Greek to us

ATHENE DESIGNS

Understanding Design – a short workshop

Introduction

Design is working with materials provided in the space available

- Page size
- Prominence
- Areas of space

Assembling the information

- What is the objective of the job?
- How is it being produced?
- How many colours?
- What size?
- Is there any existing branding?
- Are there any existing graphics or text?

Brand guidelines

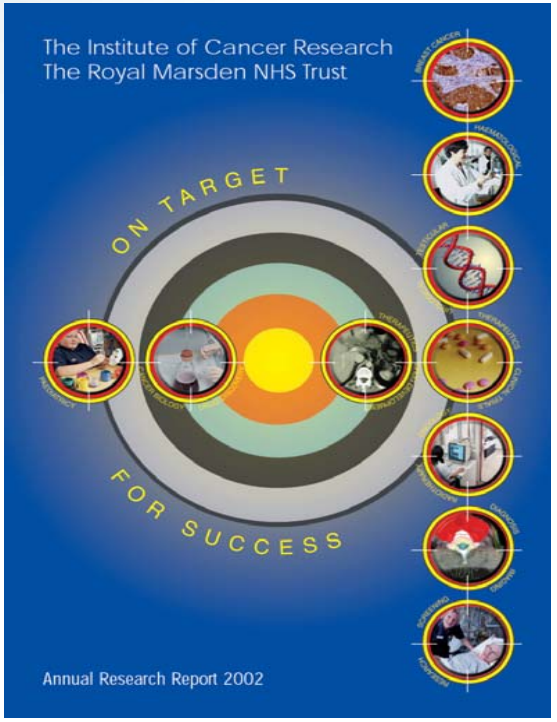
- Brand logo
- Colours
- Corporate fonts
- Corporate identity

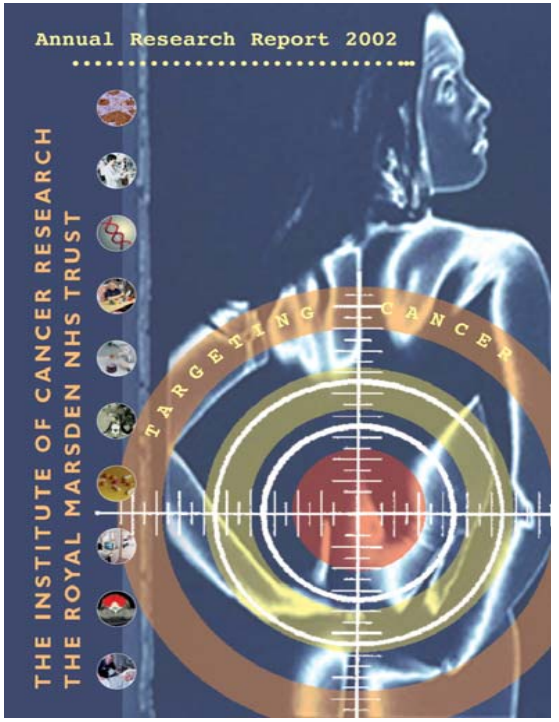

Pizza
Hut


Pizza
Hut

The visual process

ICR Annual Report





IEU Fact Sheets


The Institute of Cancer Research

Interactive Education Unit

Fact Sheet: Cancer Science Website

Find out more about this project at **www.ieu.icr.ac.uk** under projects/cancer science website

Background

This website aims to provide PhD students at The Institute with a thorough and connected grounding in all aspects of cancer research and treatment. The ultimate aim of the project is to develop a shared learning resource for a variety of scientific and healthcare professional audiences. To facilitate this, the core PhD content would be adapted as appropriate for other relevant audiences (both internal and external), such as nurses, junior doctors and professions allied to medicine.

The website is being developed by the IEU in collaboration with leading scientists and clinicians at The Institute of Cancer Research and The Royal Marsden Hospital NHS Trust.

Cancer science website: screen from causes & prevention module

"Other students and post-docs who have noticed me looking through the web site thought it was a great idea and would be eager to have a look at it. I think other audiences would also enjoy looking at it"

"I learned lots!"

"Clean, attractive layout. Main menu graphic loads quickly over the network and is well-designed and eye-catching"

"It [the main menu] takes a few minutes to explore, but once done all is clear and the process is enjoyable – resulting in one looking forward to using the interactive features"

"The general content [of the causes and prevention module] was very applicable to what you get asked by people interested in your work here"

Comments from Review Panel (beta testing stage)

Content

The website will contain information on fundamental concepts in the field of cancer. It will emphasise how discoveries in scientific research translate into clinical care and highlight how the fields of physics, biology, chemistry and medicine all contribute to understanding, managing and treating cancer. The site will be piloted initially with five modules:

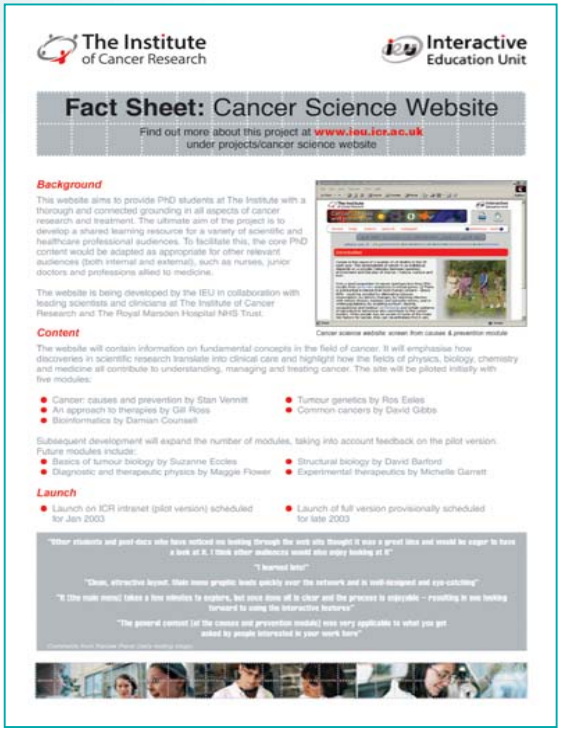
- Cancer: causes and prevention by Stan Vennitt
- Tumour genetics by Ros Eeles
- An approach to therapies by Gill Ross
- Common cancers by David Gibbs
- Bioinformatics by Damian Counsell

Subsequent development will expand the number of modules, taking into account feedback on the pilot version. Future modules include:

- Basics of tumour biology by Suzanne Eccles
- Structural biology by David Barford
- Diagnostic and therapeutic physics by Maggie Flower
- Experimental therapeutics by Michelle Garrett

Launch

- Launch on ICR intranet (pilot version) scheduled for Jan 2003
- Launch of full version provisionally scheduled for late 2003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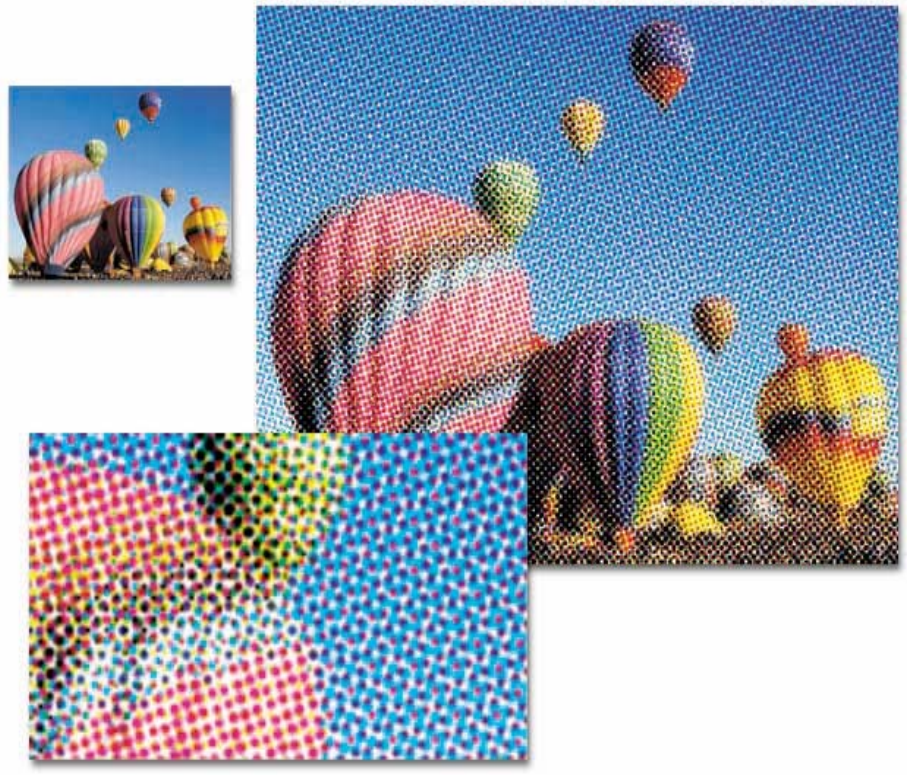
Understanding pictures

- Vector graphics
  - line art, drawn using lines and shapes

- Pixelated graphics
  - Scanned images made up of a series of dots
  - Resolution specific



Understanding colour

- Greyscale, monotone and duotone
- RGB
- CMYK
- Pantone and spot colours

Greyscale

Greyscale is a colour model based on a single pigment – black

Greyscale is measured in percentages. It uses all tints of the single colour from 100% (solid black), to 0% (white)

100% 0%

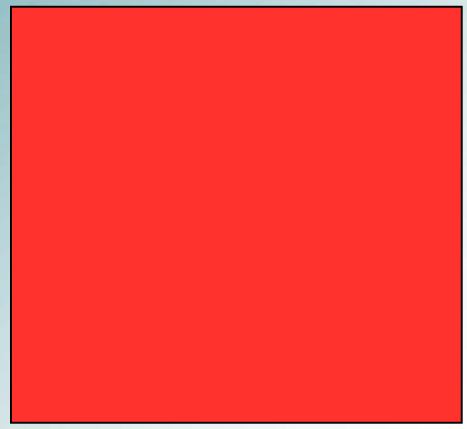
Monotone

A Monotone is created by replacing the black pigment of a Greyscale image with any single colour

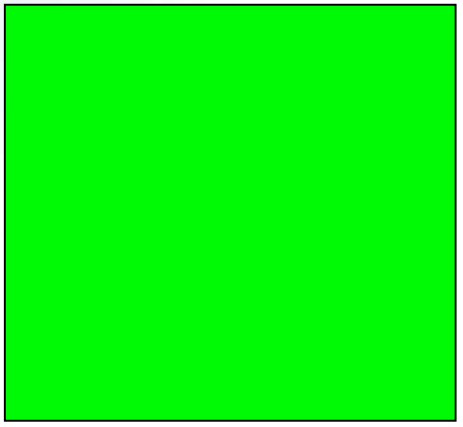
Duotone

A Duotone is created by combining two colours, usually one of them is black

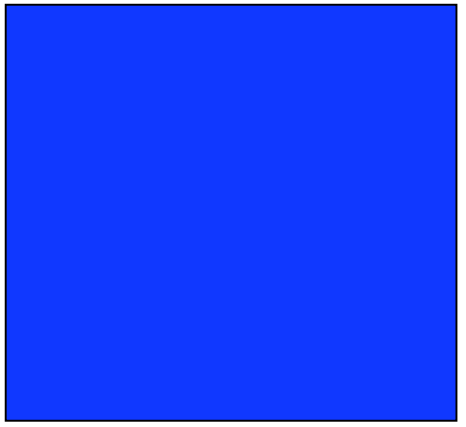
RGB Colour



Red

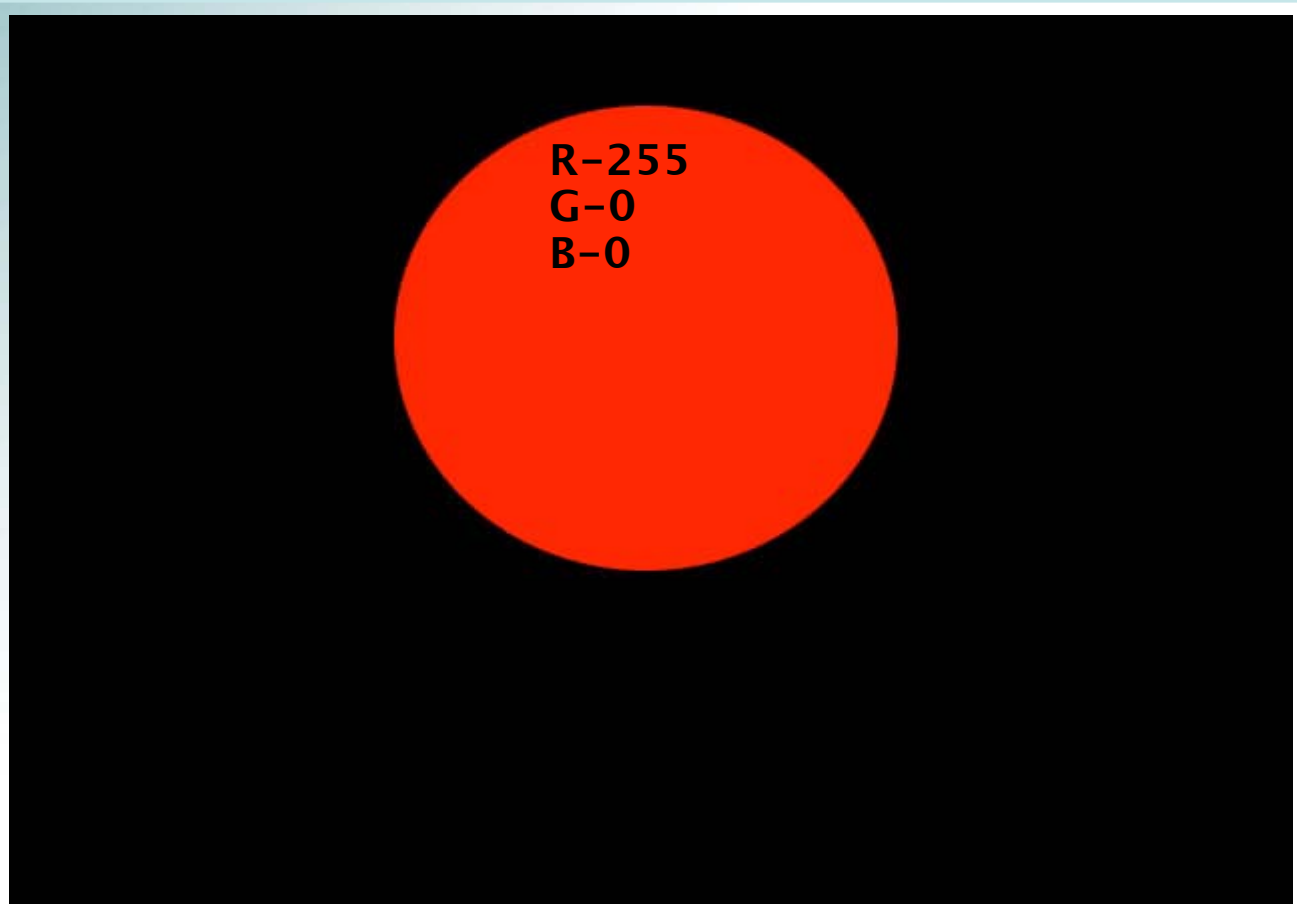


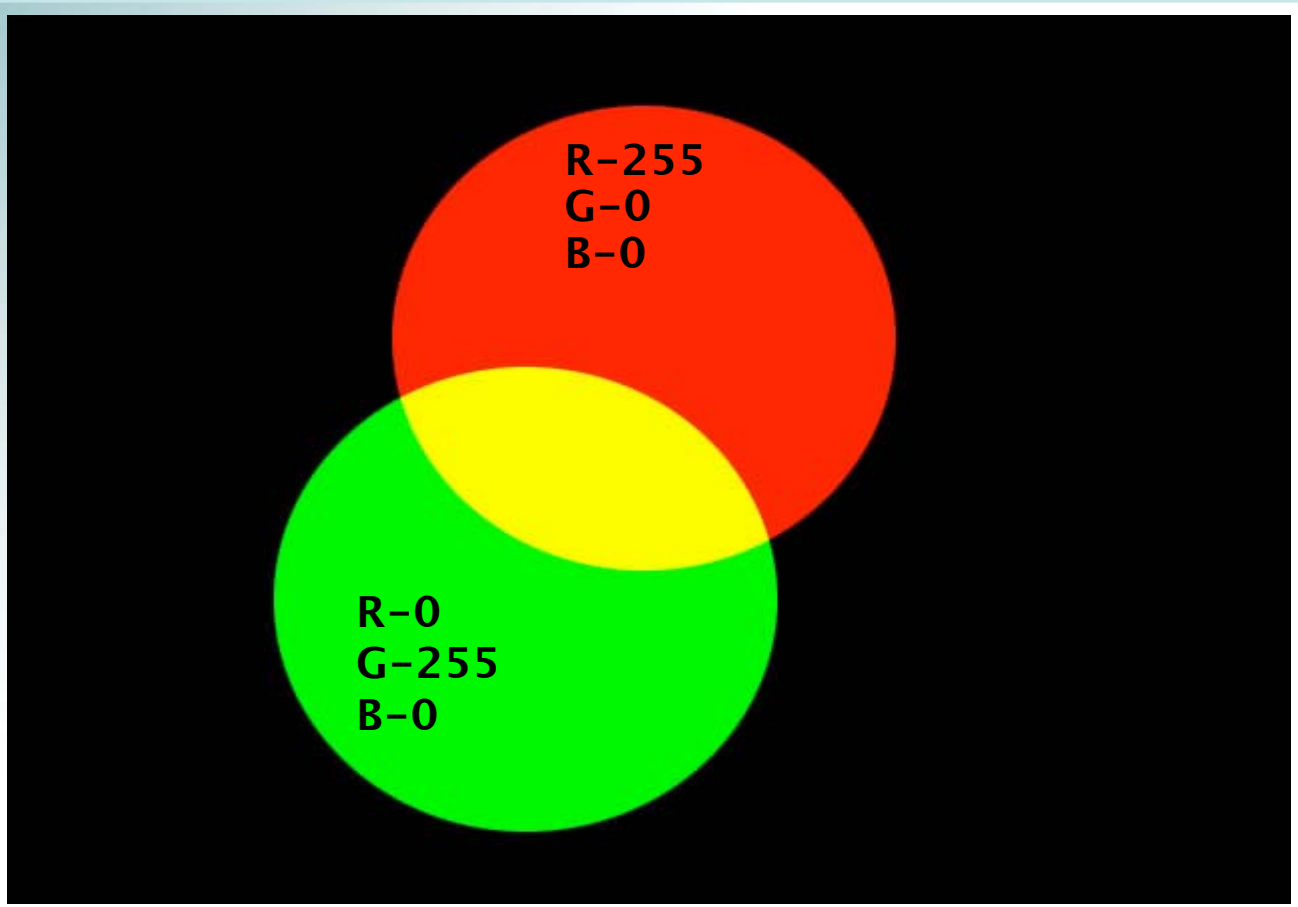
Green

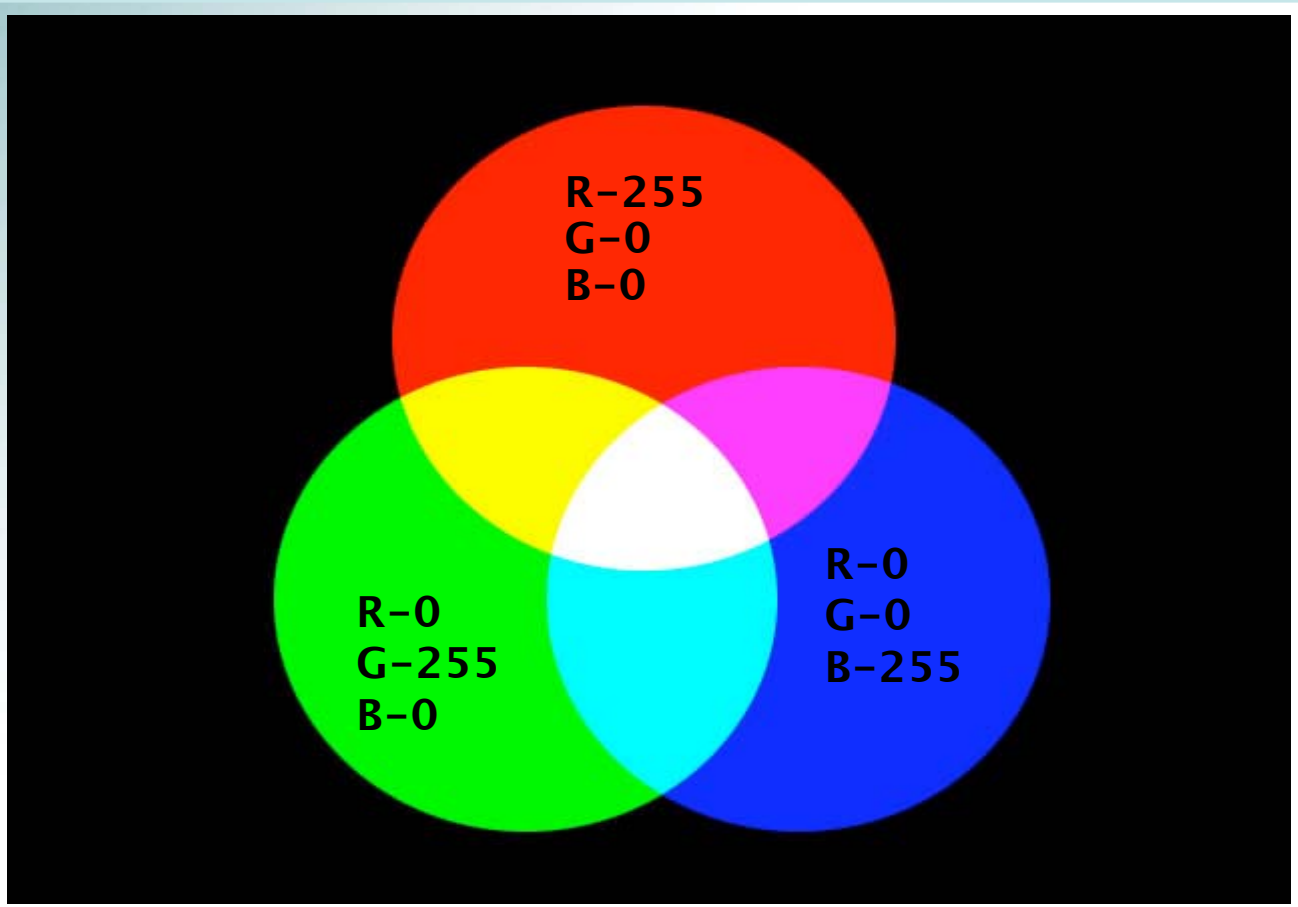


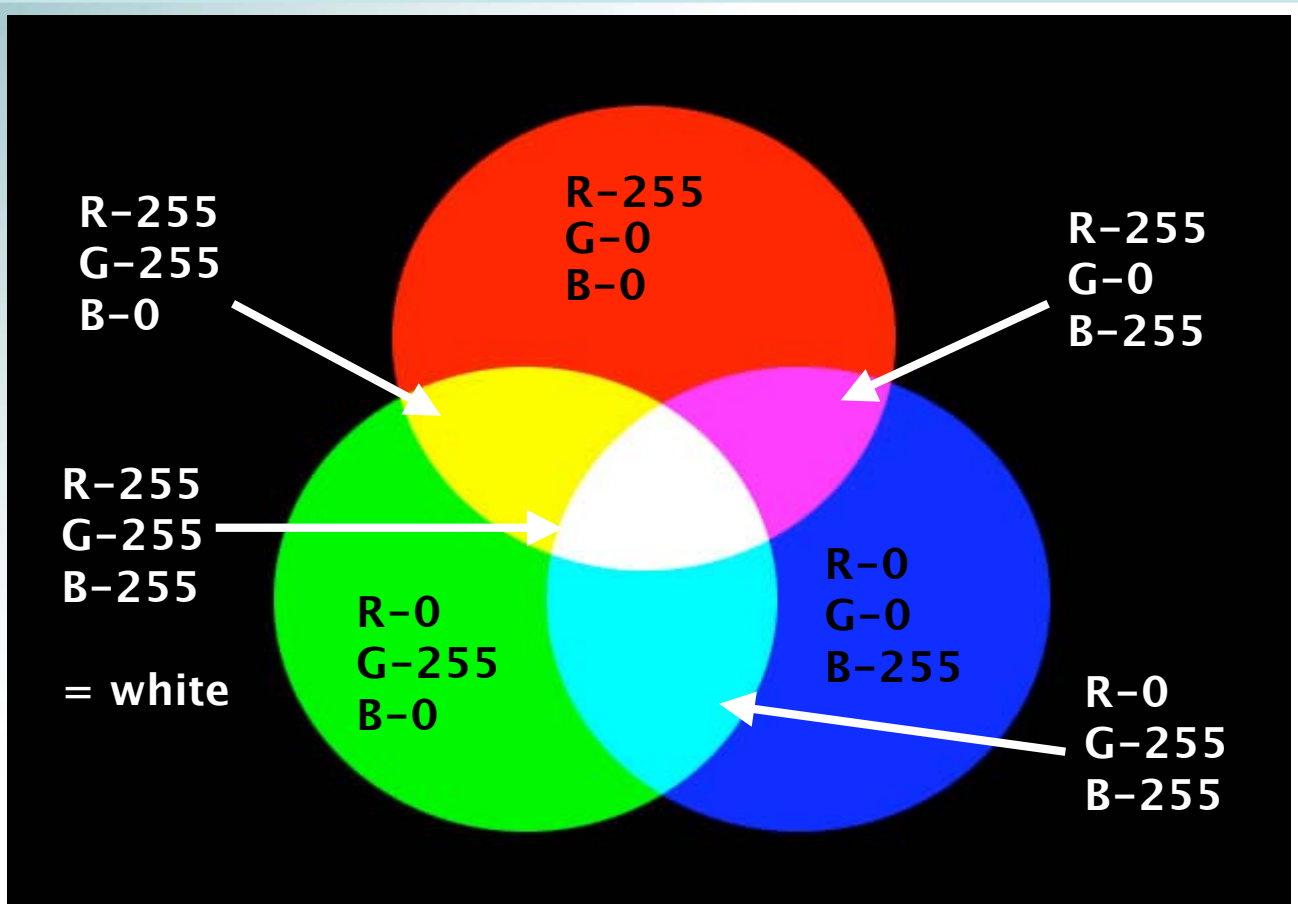
Blue

RGB – how does it work

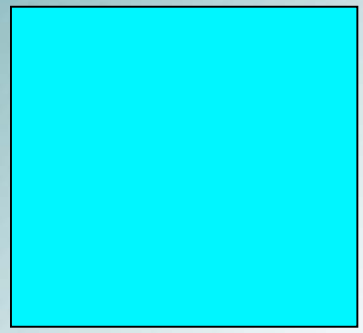

R-255
G-0
B-0


R-255
G-0
B-0
R-0
G-255
B-0

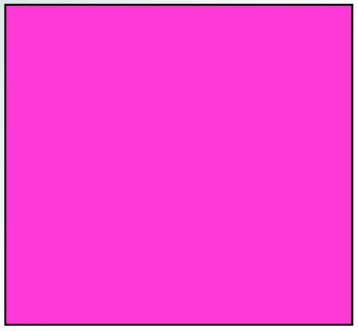

R-255
G-0
B-0
R-0
G-255
B-0
R-0
G-0
B-255


R-255
G-255
B-0
R-255
G-0
B-0
R-255
G-0
B-255
R-255
G-255
B-255
= white
R-0
G-255
B-0
R-0
G-0
B-255
R-0
G-255
B-255

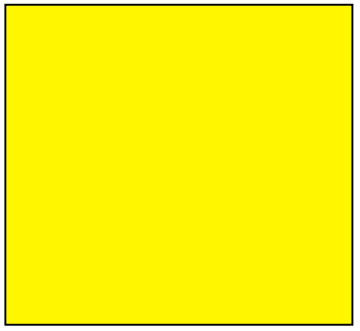
CMYK Colour – 4 colour process



Cyan

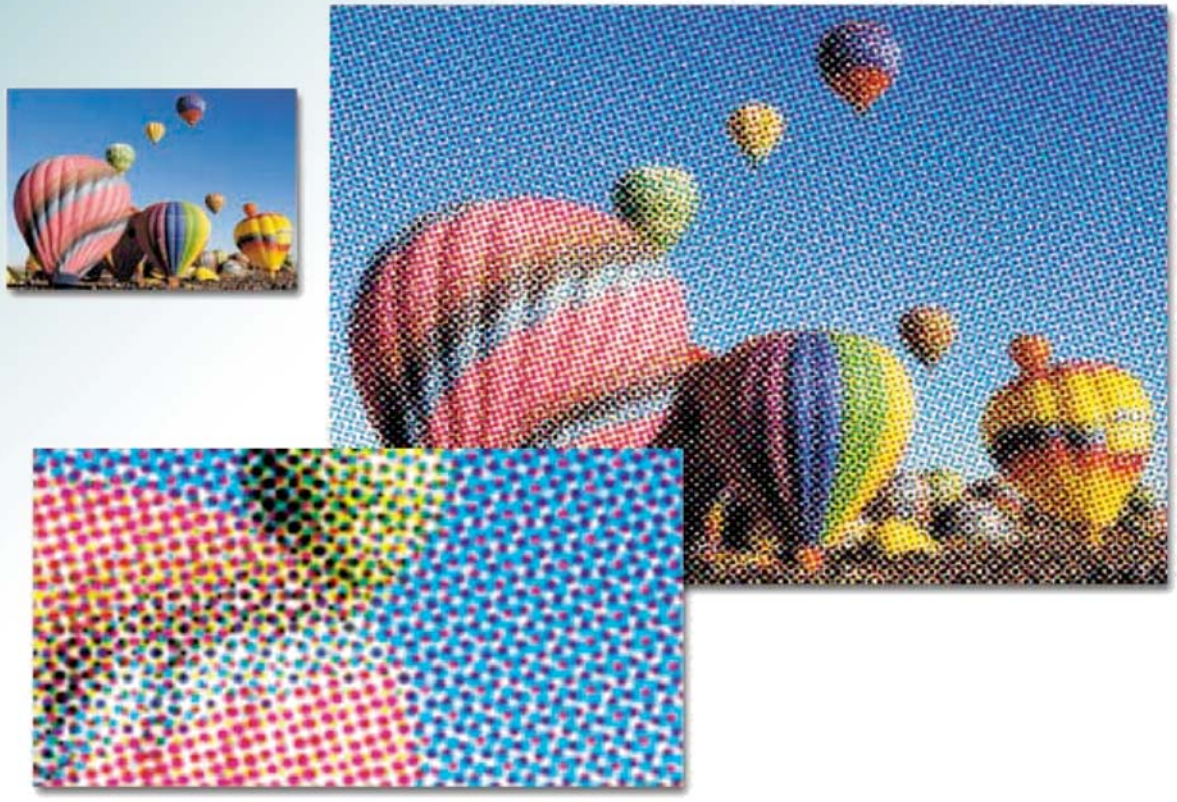


Magenta



Yellow

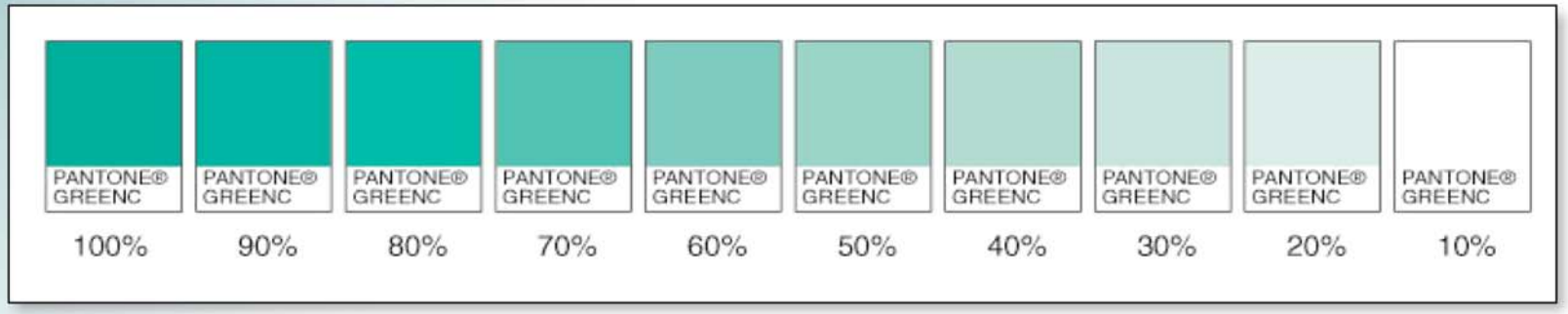
Black



Pantone® Colour

- Pantone® is a specially created ink colour
- It is also known as:-
  - Spot colour
  - PMS
  - A special colour


PANTONE®
116C
PANTONE®
RED 032C
PANTONE®
CYAN-C
PANTONE®
GREEN-C


PANTONE® GREENC
100%
PANTONE® GREENC
90%
PANTONE® GREENC
80%
PANTONE® GREENC
70%
PANTONE® GREENC
60%
PANTONE® GREENC
50%
PANTONE® GREENC
40%
PANTONE® GREENC
30%
PANTONE® GREENC
20%
PANTONE® GREENC
10%

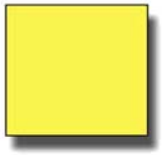
Other factors to consider

- A Pantone colour cannot be matched exactly out of CMYK
- Stock type can affect the finished appearance of the colour
  - Gloss or matt
  - Thickness/absorbancy

4 colour

Pantone®

=



2 pigments have been used to try to match the colour, 43% Magenta and 69% Yellow

=

1 pigment is used ensuring the accurate reproduction of the true/pure colour

Colour on type

4 colour

Pantone®

The printing process

- Litho printing
- Digital printing
- Screen printing

Proofs

- Pdf
- Black and white lasers
- Colour lasers
- Digital colour proofs
- Matchprints and cromalins
- Wet proofs

Costs

- Time
- Number of pages
- Number of colours
- Proofing method
- Type of stock
- Size
- Finishing

Athene Designs

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