

# PrintHints

IDEAS AND INSPIRATION  
FOR PEOPLE WHO BUY PRINTING  
MARCH 2008

## THINK PRINT: IMAGE EXTENDERS



## give \* YOURSELF \* a \* break

make your images work harder with these easy layout techniques

### Try these two tricks to increase the impact of an image:

Set up flat areas of color sampled from key areas of an image to create the illusion that it extends far beyond its actual size, like the example shown here.

By cutting and pasting interesting areas of detail from an image you can create several smaller images that allow much more flexibility in composing a page design.

*The neutral tone here is extracted from the tree trunk, providing a contrasting area that still harmonizes with the image. The orange accents are sampled from the skin tones. They complement the green-blue hues, creating liveliness through strong contrast, but are small enough that they do not overwhelm the image.*

*Continued...*



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*Continued from front page*

### **A technique that gives you more than the sum of its parts.**

The composition on this page is a simple rearrangement of elements cropped out of the image used on the front page. Each was scaled differently, and the tree was rotated to fit the composition.

The orange accent to the left lifts the whole composition with its contrast. Try covering it up to see how its presence strengthens the intensity of the blue sky.

The area of lighter blue at the top of the page is a cmyk combination sampled from the sky just above the horizon below. It creates the illusion that the horizontal panel is superimposed over a much larger image of ocean and sky.



The blue cmyk build in this panel was sampled from the lower edge of the square cropped element above. It appears to extend the height of the photo dramatically, and allows the layout, with vertical panels arranged in a horizontal band, to work.



**When you entrust your printing to us you can relax, and expect a beautifully crafted job delivered on time.**

**Our team of professionals is dedicated to producing the highest quality, along with friendly, efficient service.**

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*This job was printed on our Presstek 5634 DI @ 300 line screen.*