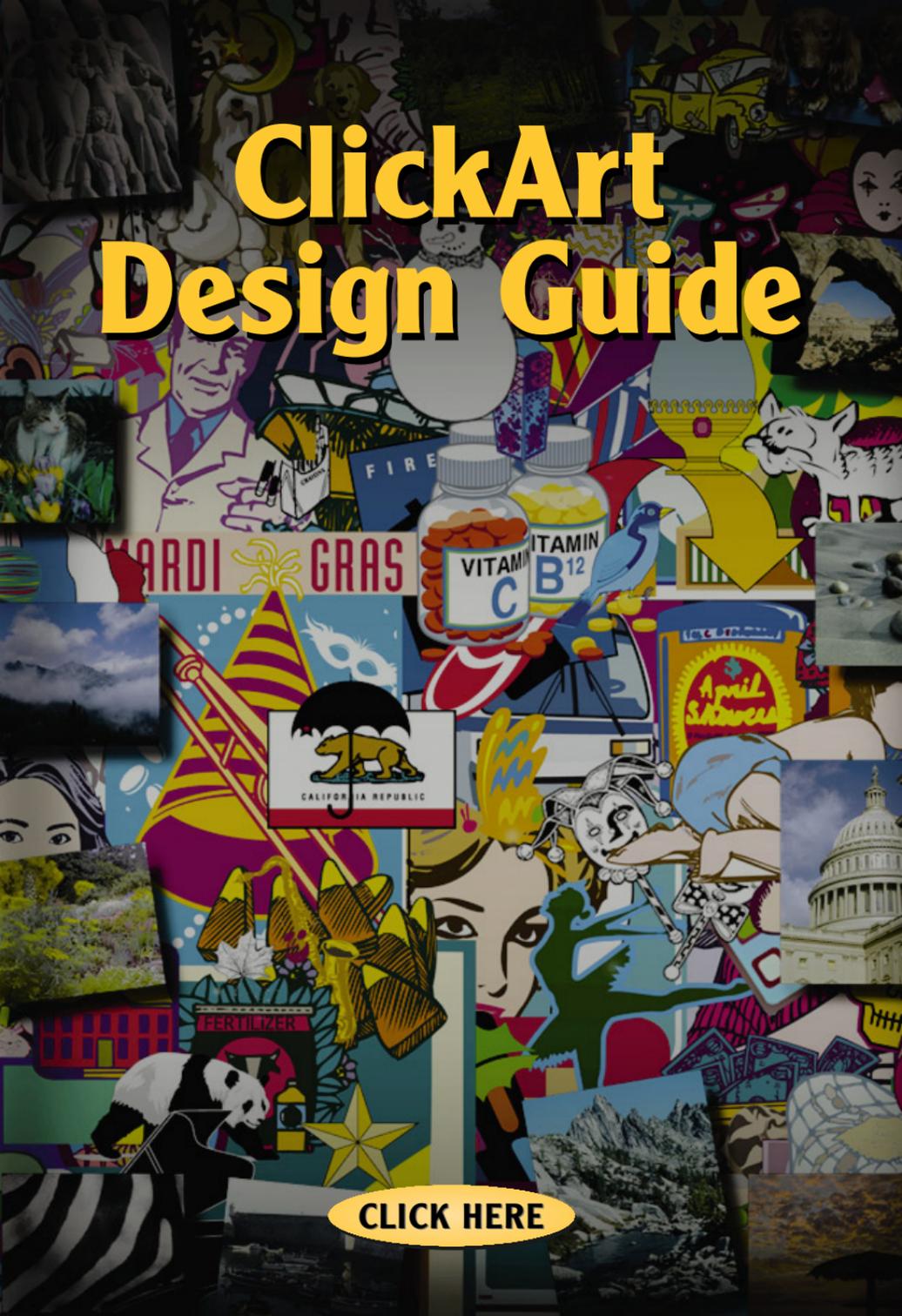


ClickArt Design Guide



[CLICK HERE](#)

Using the ClickArt Guide is easy!

Just click one of the 3 easy-to-use buttons!

1 To use the Table of Contents, click on the “Bookmarks” button in the above menu.



2 To go to the next page, click on the “Next” arrow.



3 To return to the page you last viewed, click on the “Go Back” arrow.



To learn more about the Acrobat™ Reader features, go to the Help menu and select Show Balloons (for a quick reference) or Reader Online Guide (for more detailed information).

A Word About Features

Different computer applications or programs have different “feature sets”, meaning that while one word processor may allow the rotation of graphics another might not. This has nothing to do with your ClickArt images, but rather the application or program you are using. The architects and designers of each software program decide what the functions of the program will be. The more you know about the functions and features of your particular software the more you will be able to enjoy using ClickArt.

There are virtually thousands of ways to make everything you produce on your computer more exciting, persuasive, visually appealing, or just plain fun with ClickArt. Experiment, play, stretch, rotate, skew, crop, recolor or use the image as is—you never know when you will hit on the perfect combination to make your message mighty!

To go back to the Main Menu now, click on the home icon.



Some Definitions

The following are general terms used in design. The terminology may vary from program to program.

Measurement Systems

- Bit** The smallest and most basic unit of digital information.
- Byte** A unit of digital information, equivalent to eight bits.
- Grid** The basic layout plan for a page or document.
- Pica** Printer's unit of measurement used in typesetting. One pica equals about 1/6 of an inch.
- Point** Unit of measurement used for designating type sizes. There are 12 points to a pica.

Color Systems

- Value** The lightness/darkness or shade of a color.
- Hue** The characteristic of a color that is distinguished by an already existing color such as red, yellow or blue, etc. The actual hue is created by a wavelength of light.
- CMYK** Cyan, Magenta, Yellow and Black (K is used instead of B, so that it does not get confused with Blue). The system of colors used in process-color offset printing.
- RGB** Stands for "Red, Green, Blue" the primary colors used by a computer monitor to create an entire spectrum of colors. Can also refer to a color system using additive colors red, green and blue.
- Spot Color** Also a matched color. A color from an existing color system (such as Pantone) used in addition to black. It is usually a special colored ink, not a combination of process color (CMYK) inks.
- Grayscale** Range of black to white including all increments in between.

Computer Functions

- Cut** The cut command removes all selected items from the active window.
-

Copy	The copy command copies all selected items to the clipboard for temporary storage, until something new is copied to replace it.
Paste	The paste command retrieves items that are stored in the clipboard and places them in the active window.
Crop	To alter an image by cutting off a portion to change its overall effect.
Rotate	To rotate selected items around a specific point to change its placement.
Scale	To enlarge or reduce selected items proportionally or non-proportionally.
Shear	To put a slant on selected items.
Stroke	To give a selected item a certain line weight.
Fill	To fill a selected item with a given color or pattern.

Type & Typesetting

Font	A collection of characters in a certain type style.
Serif	A serif font uses little extra lines hanging off the edges of each letter.
Sans Serif	A sans serif font does not have the extra lines; “sans” means without.
Tracking	The overall spacing between words within a paragraph.
Leading	Refers to the overall line spacing within a paragraph.
Kerning	The process of removing or adding small units of space between characters in order to create visually-consistent letterspacing. Refer to “Special Characters” section for examples.
Alignment	Refers to the way the lines in a paragraph are set up. Refer to “Special Characters” section for examples.

Special Characters

Some characters, such as the em dash, en dash, and quotations are not accessible to you through the keyboard layout that you can see. In other words, you may not always know which key combinations you need to press in order to get the specific character you are looking for. On the Macintosh, if you look under the Apple menu you should find an item called Key Caps, which is a simulation of your keyboard. If you press the option key you will see a new set of characters on the simulated keyboard. If you press option and shift, again you will see an entirely different set of characters. In Windows, you should be able to access special characters through the number codes given below. Another way to access these special characters under Windows is to look for the “character map” in the Accessories program group.

You may want to look at the documentation provided with your particular application for a complete list of special characters available. Another option is to just sit down and experiment, as not all of the characters will be the same in every font. However, here are some of the most commonly used characters and how to access them:

	Mac	Windows
‘ Opening single quote	option]	alt 0 145
’ Closing single quote, apostrophe	option shift]	alt 0 146
“ Opening double quote	option [alt 0 147
” Closing double quote	option shift [alt 0 148
– En dash	option -	alt 0 150
— Em dash	option shift -	alt 0151
... Ellipsis	option ;	alt 0 133
• Bullet	option 8	alt 0 149
® Registration mark	option R	alt 0 174
© Copyright	option G	alt 0 169
™ Trademark	option 2	alt 0 153
° Degree symbol	option shift 8	alt 0 176

ever, you may find that it is the only appropriate option, so use it sparingly.

Widows & Orphans

When a paragraph ends and there are less than seven characters left on the last line, that line is called a widow.

Here is an example of a widow, but don't repeat it in your documents if you can help it.

When the last line of a paragraph won't fit at the bottom of a column, and has to go to the top of the next column or page, it is called an orphan.

Here is an example of an orphan. Assume that this is an entire paragraph.

This line is an orphan.

Neither of these situations is acceptable, so avoid them at all costs. You can readjust the paragraph in other ways if you find this happening.

Hanging punctuation

In a paragraph, hang punctuation off the end of the paragraph, just to keep the visual alignment correct.

“In this example, there is no hanging punctuation. However, look at the example below.”

“This is an example of hanging punctuation. Notice the more appealing visual alignment.”

Alignment

Here are some different examples of paragraph alignment. Please refer to “Some Definitions” for more information.

flush left

Look at all the different ways a paragraph can line up.

flush right

Look at all the different ways a paragraph can line up.

centered

Look at all the different ways a paragraph can line up.

justified

Look at all the different ways a paragraph can line up.

Fonts

Do not combine two different serif fonts on a page. This can be too confusing to your reader, and there are plenty of other ways to emphasize or indicate ideas that should be grouped together. Try using an italic or bold version from the same font family. This is also true of sans serif fonts. Below are example of the Clearface font in many styles. Mixing fonts from the same family can be more effective than using several fonts.

Clearface Regular

Clearface Regular Italic

Clearface Bold

Clearface Bold Italic

Clearface Heavy

Clearface Heavy Italic

Clearface Black

Clearface Bold Italic

Underlining

Avoid underlining to emphasize a word or phrase. Bold or italicized type looks more professional.

See how cheesy this looks?

See how bold type can be a great alternative?

Italics can help to emphasize words in a different way.

Kerning

Spacing between letters is more noticeable in headlines since headlines use larger fonts. See Some Definitions for more information on kerning.

Before	After	
I E	IE	Verticals next to each other need the most amount of space.
O N	ON	A vertical next to a curve needs less space.
D O	DO	A curve next to a curve needs very little space.
T C	TC	A curve can overlap into the white space under or above the bar or stem of a character.
A W	AW	The closest kerning needed when both letters have a great deal of white space around them.

Quotation Marks

Use real quotation marks, not the kind a typewriter uses. It will make your documents look more professional. Please refer to the “Special Characters” section for more information.

“Hello” vs. "Hello"

See the difference?

Different Ways to Use an Image

One ClickArt image can be used in dozens, even hundreds, of different ways! Depending on the software application you use your ClickArt with, you can rotate, scale, crop, change the color, or duplicate the image. The following are just a few ways to get the most from your images.



You can try placing text inside an image. In the logos above, the leaf image was enlarged and used as a background. The soccer ball image and text of the team name were placed on top.



Another variation of the Maple Leaf Soccer logo. Notice the same images are used, but to a much different effect.

In this example, the leaf was enlarged. The outline has been eliminated and grey shading replaced the color (or fill). The image was then placed behind the text to create a subtle reminder of autumn.

Autumn is Here

Autumn is a sign of cooler weather to come, but with it brings a wonderful show from mother nature. She uses all the warm colors from her palette to create beautiful shades of browns, purples, golds and yellows. Autumn is a sign of cooler weather to come, but with it brings a wonderful show from mother nature. She uses all the warm colors from her palette to create beautiful shades of browns, purples, golds and yellows. Autumn is a sign of cooler weather to come, but with it brings a wonderful show from mother nature. She uses all the warm colors from her palette to create beautiful shades of browns, purples, golds and yellows. Autumn is a sign of cooler weather to come, but with it brings a wonderful show from mother nature. She uses all the warm colors from her palette to create beautiful shades of browns, purples, golds and yellows.

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The sample on the left uses the text wrap or text runaround feature found in many word processing and desktop publishing programs.

The shadow in the sample on the right was created by copying the leaf and placing it behind the original, using an illustration application. The stroke was removed from the shadow image and grey shading was used as a fill. A square border with no fill or stroke was placed around the leaf and text wrap was applied.



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In this sample the same leaf image was repeated to create a simple, but very effective border. This calendar uses the same leaf, but it is in many different sizes. The image has also been rotated at different angles.

Autumn is Here

Here are some ideas that are sure to make a memorable Autumn season. Things from how to use all those leaves that fall and make a mess to creative ideas that the whole family will enjoy...

- ✿ Rake all the leaves into a pile and let the kids go nuts
- ✿ Rake all the leaves into a pile again
- ✿ Throw all your leaves into your neighbors' yard
- ✿ Blow all the leaves around with your expensive blower
- ✿ Bring all the leaves in the house and surprise mom
- ✿ Have a leaf fight
- ✿ Rake all the leaves into a pile again
- ✿ Wait for a wind to blow them all over the yard
- ✿ Replace little brother's pillow with leaves
- ✿ Stick some leaves in the heating vents

In the above example, the leaf image is reduced and repeated several times to create bullet points that follow the autumn theme.

Designing a Flyer

Many documents contain 3 elements—headline, graphic and text. First you need a clever headline that will grab attention and create curiosity.

For instance “Halloween Party”, is okay, but “A Creepy Crawly Gruesome Swinging Affair” will surely be more memorable. Now, pick an image that is compatible with your message. If it’s a light and fun message, use a humorous image! The image should enhance, not just take up space. Finally, create the copy or body of your document. Include essential information like location, contact person, phone numbers, etc., and proof-read it yourself several times, then give it to someone else to look at.

Boring! This one doesn't grab your attention or make you want to take a closer look to read what the flyer is about.



A Few Words About White Space

A common occurrence when designing is to stuff so much information onto a page that the reader’s eye tends to meander and not focus on

anything in particular. Here’s the professional’s secret—white space. Use it! It’s free, it works and your readers will appreciate it. White space adds impact. It’ll pull the reader’s attention to the most important piece of information to get the main message across, while looking classy and professional. It makes very long documents much easier and enjoyable to read.

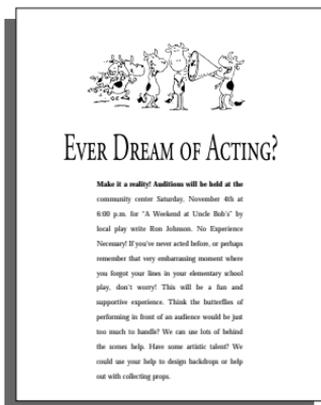
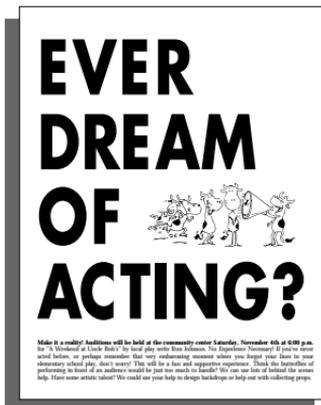
Pick an image that represents the message, and make the headline large and bold. The copy is smaller, more intriguing.



“Okay,” You Ask, “How Do I Use It?”

Take the most interesting element of your document, usually the headline or the graphic, and make that the main focal point. You can take the headline and enlarge and separate it from the copy. Put your copy in a block and make it smaller. Move the elements around the page to see where they fit the best. The object is to create white space that guides the reader’s eye to the most important piece of information. It will be easier for the reader to take interest in your document when it looks friendly to the eye.

Go Bold! Here the Headline (left aligned) is the main conveyer of the message. The image fits nicely between the text to add a touch of humor.



Try moving the elements of your flyer around. Increase or decrease the size of your image to see what looks most pleasing to the eye.

Newsletters & Flyers

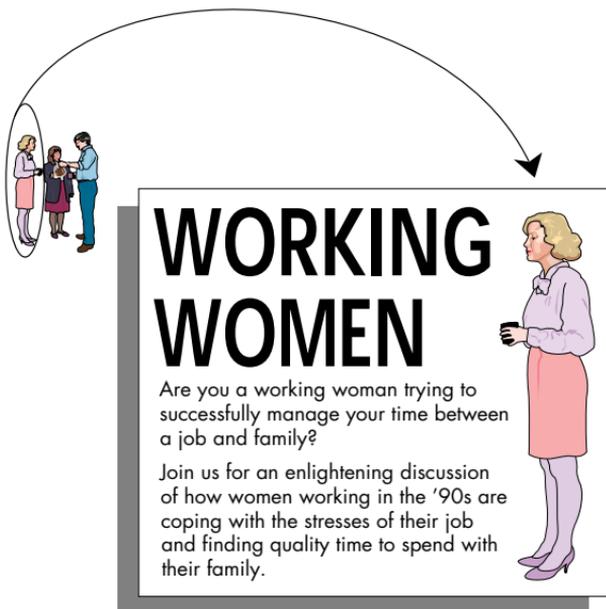
Here are some more examples of what you can do using ClickArt to create interesting flyers, newsletters and announcements. Be sure to choose an image that will compliment your message, and then go bold with it. Below, notice how the image of the volleyball player is not just stuck on the flyer—it becomes the flyer!



More Fun Ideas

There are many things you can do with your images besides putting them in a flyer or newsletter. You can put them in ads, recipe cards, labels for videos, disks or canning jars, your own greeting cards and name tags, just to name a few.

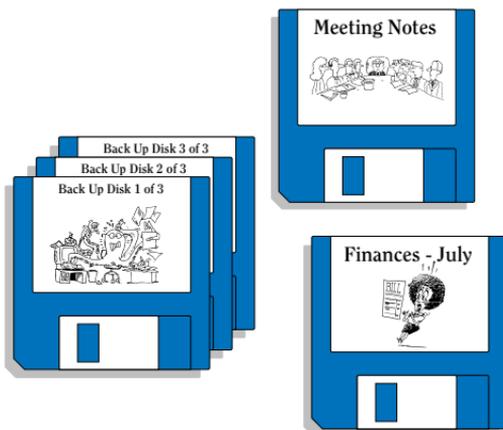
Once you have created your design you have several printing options. Use your printer or visit a local copy shop or typesetting service bureau for higher resolution or color output. You can even make 35mm slides for your next slide show! For the finishing touch—copy shops, stationery or office supply stores and specialty paper catalogs offer a wide variety of color or pre-printed papers, pre-folded brochures, stickers and labels, even pre-cut business cards. Check them out!



Look at parts of images in your ClickArt package. The woman on the left of the original image was selected, cut out and mirror imaged in a graphics program. She was then scaled larger and placed in this document.

Labels

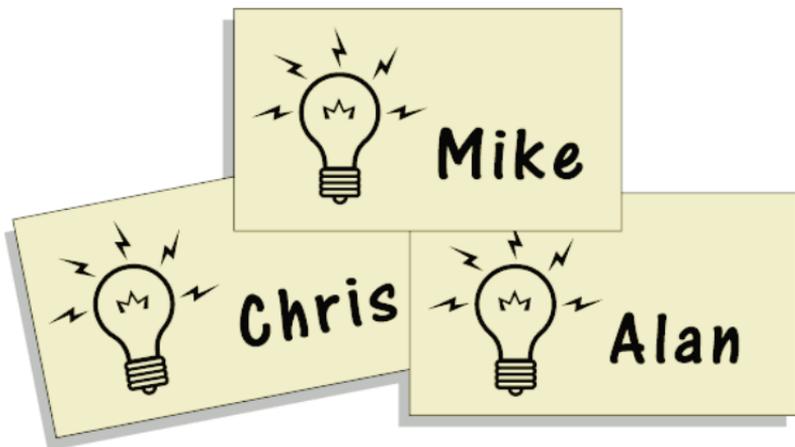
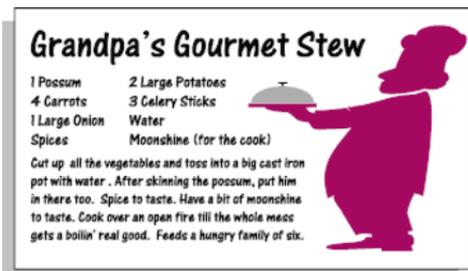
You can personalize your home canning with labels! The type was created in a graphics program by using a type on path command. The image was stretched to make it fit the label space better. A simple border was created in the graphics program to finish it off. You can then print your file out on laser label stock from a stationery store or take it to a copy shop.



If you have been using your computer for a while, you probably have noticed an accumulation of disks! If you make custom labels and add a graphic, it will be easier to locate and file your disks. You can then print your file out on laser label stock from a stationery store or take it to a copy shop.

Card Stock

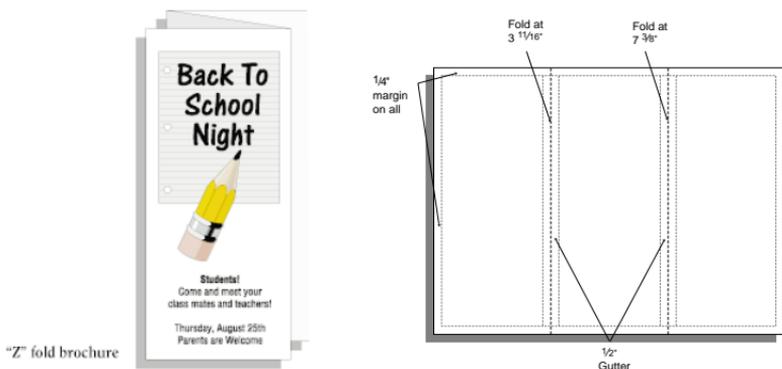
How about impressing your family and friends when they ask for the recipe of the fine meal you just cooked for them? Create a rectangle the size of an index card (3" x5"). You can fit 4 on a page in landscape mode (check your page setup). Print your file out onto card stock. If you are using a Laser printer, remember to open the back of the printer so the page comes out flat. Or you can take it to your local copy or print shop.



Name Tags! Either add a graphic, print out and hand write names, or place several on a page and type in the names. You can get name tag holders at most stationery stores, or just print out onto label stock.

Brochures

A 3-fold brochure can have copy on both sides, so if you have a lot of information, this is the way to go. Again the white space rule applies here. When the reader opens up the brochure, don't overwhelm them with solid, text-only columns.



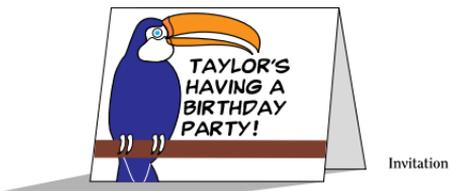
Use this as a guide to manually set up your document if you don't have a software application that will automatically do it for you. Your page layout should be set to landscape (wide) for setting up a brochure like the one above, or portrait (tall) to set up a brochure like the one below.



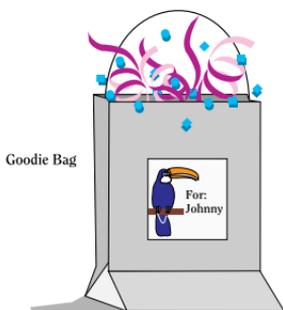
If you want to send out your brochure without an envelope (self mailer) fold it like a formal letter and on the back have your mailing information. Try using a sticker to seal your brochure instead of stapling it together. The post office will appreciate it, as it goes much easier through the post office machines.

Party Theme

Personalize a child's birthday party by making your own invitations, goodie bags, placemats, name tags and table setting cards. For the invitation and name card, print out on thick paper (remember to open the back door of the laser printer). For the goodie bag, print out on label stock and put on a paper bag.



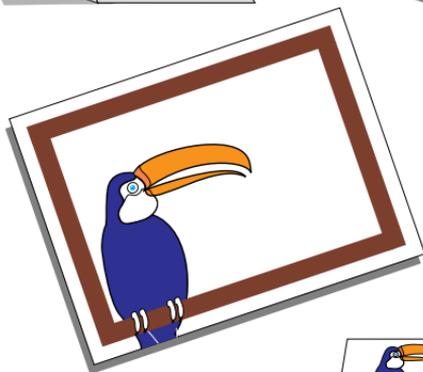
Invitation



Goodie Bag



Name tag necklace



Placemat



Table setting card

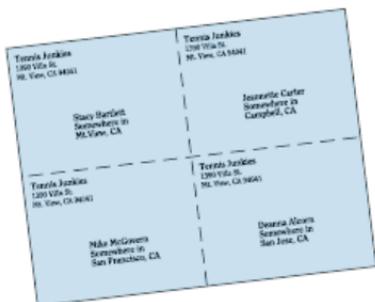
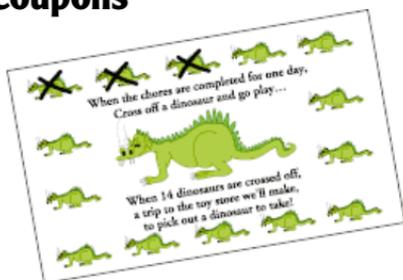
Binders and Report Covers



A stationery or office supply store will more than likely have “view” binders that you can slip a sheet of paper into the outside front to make a custom cover. Now you can create a professional looking proposal or customize a child’s school binder. Using a heavy paper stock will make it insert easier.

Let the kids get creative with ClickArt! Top off that report with a cool looking cover! Just 3 hole punch and tie a piece of string through each hole, or put into plastic report covers.

Post Cards and Coupons

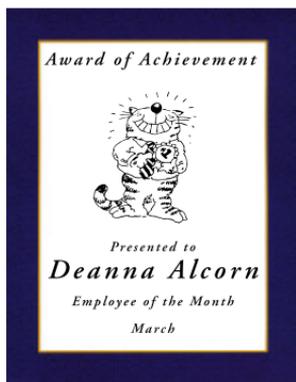


How about a little motivation to get the kids to complete their chores? Hang this baby up on the refrigerator and watch the trash bag fly out the door to the garbage can!

Postcards are super easy to do. Divide your page into four quadrants. In one of the quadrants place the image you want to use and type in information. Copy and paste into remaining quadrants. Do the same on the back with mailing information. Print out from your laser printer, or you can take to your local copy shop or printer.

Specialty Papers

Whether for home or office use, special paper can make letterhead, invitations and brochures look much more professional. They can also be great to use during the holidays to make your own personalized greeting cards, family letters, place settings or other fancy holiday items. Also, you may want to check into using recycled papers. Besides being environmentally friendly, they have a great rough looking texture. Specialty papers are available at copy shops, stationery stores, or specialty catalogs. With specialty papers and ClickArt there is no end to what you can do. Let your imagination run wild!



Selecting Type

Type plays an important role in creating a mood for your designs. One key point to consider is the look of the typeface. In the samples below you can see the dramatic difference in the style of the fonts. For the Italian restaurant we used an elegant script font, while in the children's party invitation we used a loose freehand font.

To create an interesting contrast in your design, try using fonts with different weights (bold verses light) and sizes. In the menu sample below the name of the restaurant appears large and bold while the body copy is smaller and lighter. Within the body copy the titles appear larger and bolder than the actual meal selections. This creates a visually interesting and easy-to-read piece.

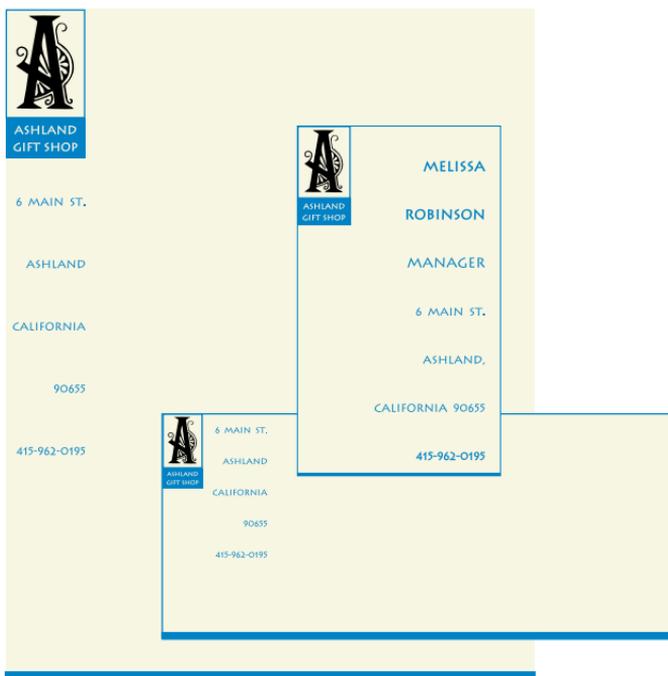
And with fonts always remember to use them sparingly! One or two fonts per piece, in varying weights, go a long way.



Creating Logos

To create a logo for your company or business you need to combine just the right fonts and imagery. Think about what type of message or image you want to convey. Colors, fonts, symbols, icons and paper style can all help you to create a look that is corporate, artistic, funny or serious. Before actually creating your design, try doing some sketches to get a better idea of what you want your logo to look like. When you get a good feel for your final idea, try finalizing it on the computer and applying it to letterhead, business cards and envelopes.

Also consider how much you want to spend. Colored inks, special papers and bleeds (where an image or graphic touches the edge of the page) can add significantly to the cost of printing your final design.



Special Effects

Most image editing software packages have special effects that you can apply to your graphics to give them a sophisticated touch. These special effects are usually referred to as filters. In the invitation below we used a pointellize filter to give the flowers a soft painterly style. For the architects business card we used a feature called embossing to give the image and title a dimensional quality.



Web Pages

Pages for the World Wide Web are the latest use for your fonts and graphics! Keeping it simple is the key to a successful web page. A good place to start is with your logo, prominently and consistently placed on each page. Because keeping your page simple makes it faster for people to bring it up on screen, you'll want to use large, solid blocks of color. In the example below, all the clickable buttons are indicated by red circles with text that explains where the link will lead you.



Consistency is important and your site should have a similar look from page to page. Develop your desired look, create a template and use it for all your web site pages.

