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FREE EBOOK

DESIGN AND DTP

CorelDRAW Projects

Visiting cards, logos, letterheads, posters and banners, step by step

INSIDE THIS BOOK

- The CorelDRAW workspace and page setup
- Shapes, nodes and the Shape tool
- Fills and outlines
- Text and fonts
- Aligning, combining and PowerClip
- ...and 6 more chapters, practice questions and a glossary

Beginner

CorelDRAW and DTP students and small print-shop staff

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CorelDRAW Projects

Learn the CorelDRAW tools you will use every day, then put them to work in five real projects: a visiting card, a logo, a letterhead, a poster and a flex banner. You will learn to set up the page, add bleed, convert text to curves and send a clean PDF to the printer.

WHO IT IS FOR	CorelDRAW and DTP students and small print-shop staff
LEVEL	Beginner
SUBJECT AREA	Design and DTP
WHAT IS INSIDE	11 chapters, practice questions with answers, and a glossary

HOW TO USE IT

Read one chapter at a time and try the examples as you go: on a computer, at your workbench or in your notebook. The boxes give tips, safety points and short activities. When you finish, test yourself with the practice questions and check your answers at the end. Words you may not know are explained in the glossary.



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The CorelDRAW workspace and page setup

CorelDRAW is a **vector** drawing program. A vector drawing is made of lines and curves that the computer stores as maths. You can make a vector logo as small as a stamp or as big as a shop board, and it stays sharp. A photo is different. A photo is a **bitmap**: a grid of tiny coloured squares called **pixels**. Enlarge a bitmap too much and the squares show, so the picture looks blurred.

That is why print shops use CorelDRAW for cards, logos and banners.

The parts of the screen

These are the main parts; names vary a little between versions.

Part	Where it is	What it does
Menu bar	Very top	Every command, grouped as File, Edit, View and so on
Standard toolbar	Below the menu bar	New, Open, Save, Import, Export, zoom level
Property bar	Below the toolbar	Settings for the selected tool or object
Toolbox	Left edge	Pick, Shape, Rectangle, Ellipse, Text and other tools
Page	Centre	The area that prints; anything outside it does not
Colour palette	Right edge	Colour swatches for fills and outlines
Dockers	Right side	Panels such as Properties, Objects, Align and Distribute
Status bar	Bottom	What is selected, with its fill and outline

A **docker** is a panel that stays open at the side of the screen while you work. You open dockers from the Window menu.

REMEMBER

The property bar changes with whatever you select: size and corners for a rectangle, font and size for text. When you cannot find a setting, look there first.

Starting a new document

1. Choose **File > New** (or press **Ctrl+N**) and type a name.
2. Set the **colour mode**: **CMYK** for anything printed, **RGB** for anything seen only on a screen.
3. Choose the units (millimetres or inches) and type the width and height.
4. Set the resolution to 300 for print work, then click **OK**.

To change the page later, click an empty part of the screen with the **Pick tool** so nothing is selected. The property bar now shows the page size, orientation (upright or sideways) and units.

Rulers and guidelines

Rulers run along the top and left of the window; turn them on from the View menu if they are hidden. Press on a ruler and drag onto the page to make a **guideline**, a thin line that helps you place things. Guidelines never print, and objects snap neatly to them.

Saving your work

Save as a **.cdr** file and press **Ctrl+S** often, because power cuts happen. After a big change, use **File > Save As** with a new number, such as **joshi-card-v2.cdr**, so you can go back. If the printer has an older CorelDRAW, the Save As dialog lets you choose an older version format.

SAFETY

Sit with your back supported and the screen at eye level. Every twenty minutes or so, rest your eyes by looking at something far away.

Shapes, nodes and the Shape tool

Every design in this book is built from simple shapes.

The Pick tool

The **Pick tool** is the arrow at the top of the toolbox.

- Click an object to select it. Eight small squares called **handles** appear around it.
- Drag a corner handle to resize and keep the proportions. Drag a middle handle to stretch in one direction.
- Click the selected object again. The handles become curved arrows for rotating and slanting.
- Hold **Shift** and click to add objects to the selection. Press **Esc** to select nothing.

Drawing basic shapes

Tool	Shortcut	Hold Ctrl to draw	Notes
Rectangle	F6	A perfect square	Rounded corners on the property bar
Ellipse	F7	A perfect circle	Can also make pie and arc shapes
Polygon		An even polygon	Set the number of sides on the property bar
Star		An even star	Set points and sharpness on the property bar

Holding **Shift** while you drag draws a shape from its centre. For an exact size, type the width and height on the property bar. The small lock button beside them keeps the proportions.

Nodes and the Shape tool

A shape's outline is made of **nodes** joined by **segments**. A node is a point where the line can bend or turn. A segment is the piece of line between two nodes. The **Shape tool (F10)** moves nodes and bends segments.

A rectangle is a special object. Drag its corner with the Shape tool and you get rounded corners, not a new shape. To edit it freely, select it and press **Ctrl+Q** to **convert it to curves**. Now it is a plain shape with four nodes.

Node type	What it looks like	Use it for
Cusp	A sharp corner	Points, like the tip of a leaf
Smooth	A gentle bend	Flowing curves
Symmetrical	A smooth bend with equal handles	Even, balanced curves

With the Shape tool, double-click a segment to add a node, or click a node and press **Delete** to remove it. To bend a straight segment, select it, click **Convert to Curve** on the property bar, then drag it.

EXAMPLE

Riya in Lucknow needs a shield for a sports badge. She draws a 40 mm square and presses **Ctrl+Q**. With the Shape tool she double-clicks the middle of the bottom edge to add a node and drags it 15 mm down to make a point. She converts the two lower segments to curves and bends each one slightly outward. The square is now a shield.

Copying and mirroring

Ctrl+D duplicates the selected object. The two **mirror** buttons on the property bar flip it left to right or top to bottom. Duplicating and mirroring half a shape gives a perfectly balanced design.

DID YOU KNOW

CorelDRAW's curves are called Bézier curves, after Pierre Bézier, a French engineer who used them to design car bodies.

TRY THIS

Draw a five-pointed star and convert it to curves. With the Shape tool, turn every straight segment into a curve and drag the middle of each one outward. The points become round petals, like a flower.

Fills and outlines

Every closed shape has two colour settings. The **fill** is the colour inside. The **outline** is the line around the edge.

Using the colour palette

- **Left-click** a swatch to fill the selected object.
- **Right-click** a swatch to colour its outline.
- The swatch with a cross removes colour: left-click for no fill, right-click for no outline.

The status bar shows the fill and outline of the selected object.

Choosing an exact colour

Real jobs need exact colour numbers, so the client's red is the same on every job. Double-click the fill box on the status bar, choose a **uniform** fill and type the **CMYK** values. CMYK stands for cyan (a blue-green), magenta (a pink-purple), yellow and black (written K). Printers mix these four inks to make every colour. Each value goes from 0 to 100.

Colour (example)	C	M	Y	K
Strong red	0	100	100	0
Leaf green	75	0	100	0
Deep blue	100	70	0	10
Black for text	0	0	0	100

These are starting points. Every printer and paper gives a slightly different result.

REMEMBER

Write each client's colour numbers in a notebook or a text file kept with the job. When they come back next year for a banner, you will match their colours exactly.

Fountain fills

A **fountain fill** is a smooth blend from one colour to another; other programs call it a gradient. Pick the **Interactive Fill tool**, choose a fountain fill on the property bar and drag across the object. A soft blend behind a heading looks good. Six bright colours in one blend usually look messy.

Outlines

Choose an outline width on the property bar, or press **F12** for the **Outline Pen** settings: colour, width, dashed styles, corner shapes, and whether the outline grows and shrinks with the object. That last option matters for logos. If it is off, a logo shrunk to card size keeps a thick outline that clogs the shape.

Very thin lines may print faint or broken. Many printers suggest nothing thinner than about a quarter of a point; ask yours.

TIP

To copy colours from one object to another, drag the first onto the second with the **right** mouse button. When you let go, a menu lets you copy the fill, the outline or all properties.

EXAMPLE

Harpreet runs Hariyali Nursery in Ludhiana. Her colours are leaf green C75 M0 Y100 K0 and soil brown C30 M60 Y80 K30. You type these into every job for her, so her pamphlets and shop board always match.

CHAPTER 4

Text and fonts

A beautiful card with a wrong phone number is useless, so text deserves the most care.

Two kinds of text

Pick the **Text tool (F8)**.

- **Click** on the page and type to make **artistic text**. It suits headings, names and short lines.
- **Drag** a box first, then type, to make **paragraph text**. The words wrap inside the box. Use it for address blocks and poster details.

Font, size and spacing

Select the text and use the property bar to change the font, size, bold or italic, and alignment. Font sizes are measured in **points**; there are 72 points in one inch.

Select text with the **Shape tool** and two small arrows appear below it. Drag the one at the bottom right sideways to change the space between letters, and the one at the bottom left downward to change the space between lines. For exact numbers, open Text Properties from the Text menu.

TIP

Headings in capital letters often look better with a little extra letter spacing.
Paragraphs look best with normal spacing and a comfortable gap between lines.

Text along a path

To make text follow the round edge of a badge or stamp:

1. Draw a circle and type your text as artistic text.
2. Select the text and choose **Fit Text to Path** from the Text menu.
3. Click on the circle. The text bends around it.
4. Use the property bar to slide the text along the path or flip it to the other side.

Choosing fonts wisely

A **font** is a set of letters in one design. Some fonts have small strokes at the ends of letters, called **serifs**. Plain fonts without them are called **sans serif** ("sans" means "without"). Sans serif fonts stay clear at small sizes, so they suit visiting cards. Use two fonts at most in one design.

Fonts are software, and each has a **licence** that says how you may use it. Some are free for business work and some are not, so check before using one for a client. Google's free fonts use open licences that allow commercial use.

Hindi text

For Hindi, use a **Unicode** font. Unicode is the world standard that gives every letter of every script its own code, so text stays correct on any computer. Windows includes Unicode Hindi fonts such as Mangal and Nirmala UI. Older shops still use legacy fonts such as Kruti Dev, which type Hindi through the English keys. That text turns into nonsense on a computer without the font.

REMEMBER

After typing Hindi, zoom in and check every matra and joined letter. If a matra sits in the wrong place, try another Unicode font, check that your version supports Hindi properly, and proofread again.

TRY THIS

Draw a 40 mm circle. Fit "QUALITY CHECKED" to its top half and a city name to its bottom half, and put a star in the middle. You have made a rubber-stamp style design.

CHAPTER 5

Aligning, combining and PowerClip

A design looks neat when things line up and shapes join cleanly.

Align and Distribute

Open the **Align and Distribute** docker from the Object menu (the Arrange menu in older versions), or press **Ctrl+Shift+A**.

1. Hold **Shift** and click the objects you want to line up.
2. Click last the object the others should line up **with**.
3. Click an align button: left edges, centres, right edges, tops or bottoms.

The docker can also align to the page. A few single keys work without it: **L** (left), **R** (right), **T** (top), **B** (bottom), and **P**, which centres the selection on the page. You will use **P** every day.

Distribute spaces objects evenly. Select five icons in a row, distribute them, and the gaps become equal.

Groups and stacking order

Ctrl+G groups objects so they move together; **Ctrl+U** ungroups them. Objects sit in a stack. To bring one to the front, right-click and use the **Order** menu, or press **Shift+PgUp**. **Shift+PgDn** sends it to the back.

Weld, trim and intersect

Select two or more shapes and **shaping** buttons appear on the property bar.

Command	What it does	Example
Weld	Joins shapes into one outline	A rounded rectangle and a triangle become a speech bubble
Trim	Cuts away the part of one shape covered by another	A circle trimmed by a second circle becomes a crescent moon
Intersect	Makes a new shape from the overlapping part only	Two overlapping circles make a leaf

For trim, order matters. If you click the objects one at a time, the object you select **last** gets cut. The others act like a cookie cutter.

EXAMPLE

For an Eid greeting card, Salma draws a 30 mm gold circle, duplicates it, and moves the copy a little up and right. She selects the copy first and the original last, then clicks Trim and deletes the copy. A neat crescent moon is left.

Combine (Ctrl+L) is different from weld: it makes one object but keeps holes where shapes overlap, like a doughnut. **Break Apart** (Ctrl+K) separates them again.

PowerClip: a photo inside a shape

PowerClip places one object, usually a photo, inside another shape that acts as a frame. The parts outside the frame are hidden, not deleted.

1. Bring in a photo with **File > Import** (Ctrl+I) and click to place it.
2. Draw the frame, such as a circle.
3. Drag the photo onto the frame with the **right** mouse button, let go, and choose **PowerClip Inside**. The PowerClip command is also on the Object menu (under Effects in some older versions).
4. Use the small toolbar below the frame to move the photo inside it, or take it back out.

REMEMBER

The whole photo is still inside the frame, even the hidden part. A huge photo clipped into a tiny circle makes the file heavy, so resize very large photos first.

TRY THIS

Draw a rounded rectangle and a small triangle overlapping its bottom edge. Weld them, fill white with a dark outline, and type a short line inside. You have a speech bubble.

CHAPTER 6

Project 1: a visiting card

Neha Joshi runs Joshi Opticals in Nashik. She wants a two-sided visiting card: logo, name and title on the front; address, phone and email on the back.

Bleed and the safe area

Cards are printed many to a sheet, then cut. The blade can wander slightly, leaving a thin white line on some cards if the background stops exactly at the edge.

- **Bleed** is extra background running past the cutting line, usually about 3 mm on each side. It is cut off and thrown away.
- The **trim** line is where the card is cut.

- The **safe area** is a margin inside the trim, about 4 mm, where all text and logos must stay.

Measure	Size
Finished card (trim size)	88.9 x 50.8 mm (3.5 x 2 inches)
With 3 mm bleed on every side	94.9 x 56.8 mm
Safe area (4 mm inside trim)	80.9 x 42.8 mm

Three millimetres of bleed is common, but ask your printer.

Step by step

- 1. New document:** 88.9 x 50.8 mm, two pages, CMYK, resolution 300.
- 2. Bleed:** open the page settings (in many versions, double-click the shadow at the page edge, or use the Layout menu). Set bleed to 3 mm and tick the option to show it.
- 3. Safe area guide:** draw a rectangle 80.9 x 42.8 mm, press **P** to centre it, and give it no fill and a thin red outline. Delete it before export.
- 4. Background:** double-click the Rectangle tool to get a rectangle the exact size of the page. Make it 94.9 x 56.8 mm on the property bar, press **P**, and fill it. Right-click it and choose **Lock Object** so it cannot move by mistake.
- 5. Logo and text:** place the logo at the left of the safe area and the text beside it, using the sizes below.
- 6. Line up:** align the left edges of the text lines and distribute them evenly.
- 7. Back:** go to page 2 with the page tabs at the bottom, add the bleed background, then the address as paragraph text.

Element	Size	Style
Name	11 to 12 pt	Bold
Title (such as "Proprietor")	7.5 to 8 pt	Regular
Phone, email, address	7 to 7.5 pt	Regular

Text much smaller than 7 pt is hard for many people to read, especially older customers.

EXAMPLE

The front is deep blue with a thin gold strip along the bottom. The logo sits at the left, with "Neha Joshi" in bold white beside it and "Proprietor" in gold below. The back is white, with the shop name in blue above the address, phone and email.

Checking before printing

- Read every line aloud. Check phone numbers digit by digit against what the client wrote.
- Print the card at actual size on plain A4, cut it out and hold it. Can you read every word?

SAFETY

Cut test prints with scissors. If you use a craft knife, cut against a steel ruler on a cutting mat, away from your fingers. Younger students should use a craft knife only with an adult beside them.

CHAPTER 7

Project 2: a simple logo

Suresh Patil has started Ganga Organic Farms and sells vegetables to homes. A **logo** is the mark people remember a business by. A good one is simple, works in one colour, and stays clear both tiny and huge.

The brief

Before drawing, ask questions. The answers are the **brief**, the plan for the job.

- What is the business name, exactly as it should be written?
- What do you sell, and who buys it?
- What feeling should people get: fresh, trusted, modern, traditional?
- Which colours do you like or dislike?
- Where will the logo appear: cards, a shop board, a van, a WhatsApp profile picture, a rubber stamp?

Suresh wants fresh and natural, in green, and it must work on his rubber stamp. Sketch five to ten rough ideas on paper first, then show him the best two.

Building the mark

1. Draw a 40 mm circle. Duplicate it and move the copy 20 mm right, so the circles overlap.
2. Select both and click **Intersect**. A pointed leaf appears. Delete the two circles.
3. Rotate the leaf 45 degrees by typing the angle on the property bar.
4. Duplicate it, click the horizontal mirror button, and move the copy so the leaves meet at the bottom like a sprout.
5. Draw a long, very thin ellipse along the middle of each leaf. Use it to **Trim** the leaf, then delete the ellipse. A fine vein is cut through the leaf.
6. Draw a short rectangle as a stem and **Weld** it to the leaves.

Adding the name and colour

Type "GANGA ORGANIC FARMS" in a strong sans serif font with a little letter spacing. Centre it under the mark with Align and Distribute. A small tagline, "Fresh from our fields", can sit beneath. Fill the leaves with a fresh green and the text with a darker green. Then make the other versions the logo will need.

Version	Use
Full colour	Cards, boards, pamphlets
One colour, black	Stamps, photocopies, newspaper ads
Reversed, white	Dark backgrounds or photos
Mark only	Profile pictures and small icons

DID YOU KNOW

A logo that depends on colour, shadows and fine detail usually fails when it is stamped, photocopied or printed very small.

The size test

Shrink a copy to 15 mm wide and print it. Can you still see two leaves? Then look at a big version for anything clumsy. Fix it now, not after the shop board is made.

REMEMBER

Never copy another company's logo or take one from a clip-art site; it can land your client in a legal dispute. Do not put the national flag or national emblem in a logo either. Indian law limits their use in business material.

Delivering the logo

Keep the editable `.cdr` file. Make a final copy with text converted to curves. Export a PDF for printers, and a PNG with a see-through background, in RGB, for screens.

TRY THIS

Design a logo for a tea stall called "Chai Point". Weld a rectangle and an ellipse into a cup, and add three wavy lines for steam.

CHAPTER 8

Project 3: an A4 letterhead

Arjun Mehta runs Mehta Travels in Udaipur. A **letterhead** is the printed top and bottom of a business's writing paper; the middle stays empty for the letter.

Planning the zones

Zone	Approximate height	What goes there
Header	30 to 40 mm at the top	Logo, business name, short tagline
Writing area	The large middle	Left empty for the typed letter
Footer	15 to 25 mm at the bottom	Address, phone, email, GSTIN if the business has one

A4 is 210 x 297 mm. Side margins of about 20 mm keep the printed parts in line with the letter text.

Two ways it will be printed

1. **By a press**, in bulk on good paper. You can use bleed, so a colour band can run off the edge.
2. **On the office's own printer**. Many office printers leave a blank strip of a few millimetres at each edge. For this version, keep everything at least 6 mm from the edges and use no bleed.

Ask Arjun which he needs; often it is both.

Step by step

1. New document, A4 portrait, CMYK, resolution 300, 3 mm bleed for the press version.
2. Drag guidelines for the side margins, the bottom of the header and the top of the footer.
3. Draw a 6 mm band of Arjun's main colour across the top, running into the bleed.
4. Place the logo at the left of the header, with "Mehta Travels" beside it in the same font as his card and the tagline smaller below.
5. In the footer, put the address, phone and email on one or two centred lines at 8 to 9 pt, under a thin dividing line.
6. For a **watermark**, a faint logo behind the letter, place a large copy in the centre at a very light tint such as 5 to 10 percent. Print a test with typed text over it. If reading gets harder, lighten it or remove it.

TIP

Letters are often folded in three for a long envelope. A4 is 297 mm tall, so the folds fall at 99 mm and 198 mm from the top. Some letterheads print a tiny fold mark in the left margin at those heights.

Using it in MS Word

Most offices type letters in MS Word. Export the header and footer as high-quality PNG images at 300 ppi. In Word, insert the header image in the page header and the footer image in the page footer, then save the file as a template. Every new letter now starts on the letterhead.

REMEMBER

A business's card, letterhead and envelope should look like one family, with the same logo, colours and fonts. This is called a **stationery set**.

CHAPTER 9

Project 4: a poster

A residents' group in Bhopal is holding a free health check-up camp on a Sunday morning at their community hall. They want an A3 poster for notice boards and shop windows.

Plan the message first

A poster is seen for a few seconds. It must answer: What is it? When and where? What should I do? Write the text first, in order of importance.

1. Headline: "FREE HEALTH CHECK-UP CAMP"
2. What is included: blood pressure, sugar test, eye check
3. Date, time and place
4. Contact: "To register, call 98XXX XXXXX"
5. Organiser's name and logo

This order is the **hierarchy**: the most important thing is biggest and boldest, the least important smallest.

Set up and build

1. New document, A3 portrait (297 x 420 mm), CMYK, resolution 300, 3 mm bleed.
2. Drag guidelines 15 mm in from each edge for the margin, and one down the centre for two columns.
3. Put the headline across the top in strong contrast, such as white on deep red.
4. Draw a large rounded rectangle in the middle and **PowerClip** a photo into it.
5. Below the photo, use two columns: services on the left; date, time and place on the right.

6. Put the contact line in a coloured band near the bottom, and the organiser small at the very bottom.

Element	Suggested size on A3
Headline	60 to 90 pt, bold
Services list	24 to 30 pt
Date, time, place	20 to 28 pt
Contact line	22 to 28 pt, bold
Organiser	12 to 16 pt

Photo resolution

A photo needs enough pixels for its printed size. For print, aim for about 300 pixels per inch (**ppi**) at the final size. Select a photo and the status bar shows its resolution.

EXAMPLE

The photo box is 200 mm wide: $200 \div 25.4$ is about 7.9 inches. At 300 ppi the photo should be about $7.9 \times 300 = 2,370$ pixels wide. A 1,200-pixel photo forwarded on WhatsApp would print at only about 150 ppi in that box and may look soft. Ask for the original photo.

Use only photos you have the right to use. If faces are clearly shown, the client should have those people's permission.

The distance test

Print the poster scaled to fit A4, stick it on a wall and step back three metres. If you cannot read the headline and the date, make them bigger and cut words.

TIP

Fewer words make a stronger poster. "Free check-up. Sunday 9 to 1. Community Hall." is read in a glance; a long paragraph is not read at all.

TRY THIS

Make a Hindi version of the poster, or one with Hindi and English together. Keep the same layout and colours so the two look like a pair.

CHAPTER 10

Project 5: a flex banner

Rakesh Bansal is opening a mobile phone shop in Ludhiana. He wants a horizontal flex banner, 10 feet wide and 4 feet tall, above the shop.

What flex is

Flex is a PVC plastic sheet printed on large inkjet machines. Banners hang from **eyelets**, metal rings punched along the edges, or are stretched on a frame. People read them from across the road or from a moving vehicle, so they must be bold and simple.

Choosing the document size

Method	Page size in CorelDRAW	What to tell the printer
Full size	120 x 48 inches	"Print at 100 percent"
One-tenth scale	12 x 4.8 inches	"Enlarge 10 times to 10 x 4 feet"

A smaller scale keeps the file light, but photos then need ten times more pixels per inch. Ask the printer which method they prefer.

Resolution for big prints

A banner is read from 5 or 10 metres, where the eye cannot see fine detail, so it does not need 300 ppi. Flex printers commonly work with images somewhere around 72 to 150 ppi at full size. Always ask yours.

EXAMPLE

At full size the banner is 120 inches wide. At 100 ppi, a photo across the whole width needs $120 \times 100 = 12,000$ pixels. At one-tenth scale the same photo is placed 12 inches wide, so it needs $12,000 \div 12 = 1,000$ ppi in the small file. The pixel count is the same either way.

Design steps

1. New document at the chosen size, CMYK.
2. Drag guidelines about 2 to 3 inches in from every edge (one-tenth of that at small scale). Keep all text inside, because the edges get eyelets, folds or a frame.
3. Make "GRAND OPENING" huge, with "Bansal Mobiles" almost as big.
4. Add three short words in a row, such as "Phones", "Accessories", "Repairs", each with a simple icon.
5. Put the phone number and address in a strip along the bottom, still large.
6. Use strong contrast, such as dark blue on yellow. Thin fonts and pale colours vanish from a distance.

One common sign-maker's rule of thumb is about 1 inch of letter height for every 10 feet of reading distance. Treat it as a rough guide.

Colour and cost

Design in CMYK. Large areas of deep colour can print darker than on screen, so ask the printer before using a big black background.

Flex is usually priced by the square foot. A 10 x 4 foot banner is 40 square feet. At an example rate of ! 15 per square foot, printing would cost $40 \times 15 = ! 600$. Real rates vary by city, material and quantity, so get a quote.

SAFETY

Banners are hung at a height. Leave ladders and fixing to trained adults; students should not climb to hang banners. Cutting flex with a sharp cutter also needs an adult.

REMEMBER

Convert all text to curves, and send the file in the format the printer asks for, often PDF, CDR or a high-quality image.

CHAPTER 11

Sending files to the printer

Most printing mistakes happen at this last step, so take it slowly.

Converting text to curves

The printer's computer may not have your fonts. It will then swap in another font, and your neat card can shift and break. To prevent this, **convert text to curves**: select the text and press **Ctrl+Q**. The letters become shapes that look the same on any computer, but they can no longer be edited as text.

1. Save your editable file, for example `joshi-card-editable.cdr`.
2. Use **Save As** to make a copy, such as `joshi-card-print.cdr`.
3. In the copy, select everything and press **Ctrl+Q**.
4. Check the Objects docker to make sure no text objects are left.

REMEMBER

Never convert your only copy. If the client finds a spelling mistake tomorrow, you need the editable file.

Exporting a print-ready PDF

A **PDF** keeps fonts, colours and layout fixed. It is the safest way to send work to a printer.

1. Delete guide shapes, such as the red safe-area box.
2. Use the PDF command on the File menu (many versions call it **Publish to PDF**).
3. Choose a print preset if offered, such as **PDF/X-1a**, a standard made for printing.
4. In the settings, check that colour is CMYK, fonts are embedded (included in the file) and bleed is included.

5. Add **crop marks**, thin lines outside the page that show where to cut, only if the printer asks.
6. Open the saved PDF and check it at 100 percent and zoomed in.

A clear name such as `JoshiOpticals_card_88.9x50.8mm_bleed3mm.pdf` tells the printer everything at a glance.

Common mistakes

Mistake	What happens	How to avoid it
Document in RGB	Colours print duller	Use CMYK for print
No bleed	White lines at cut edges	Extend backgrounds 3 mm past the trim
Text near the edge	Letters get cut off	Keep text in the safe area
Low-resolution photos	Blurred, blocky pictures	Check ppi at the final size
Fonts not converted	Printer's computer swaps the font	Convert to curves or embed fonts
Spelling or number errors	Hundreds of useless copies	Proofread aloud; get approval

TIP

Before printing starts, send the client the PDF and ask them to reply "approved" in writing, even on WhatsApp. Then their approval is on record.

DID YOU KNOW

Many printers run every file through checking software that flags RGB colours, missing fonts and low-resolution photos before printing.

CHECK YOURSELF

Practice questions

1. What is the difference between a vector drawing and a bitmap?

2. Where do you change the page size when nothing is selected?
3. What happens if you drag the corner of a rectangle with the Shape tool before converting it to curves?
4. What are nodes and segments?
5. How do you remove the outline of a shape using the colour palette?
6. Why should you write down a client's CMYK colour numbers?
7. What is the difference between artistic text and paragraph text?
8. Why do we use Unicode fonts for Hindi?
9. When you trim with objects selected one at a time, which object gets cut?
10. Name two shapes you can make with Weld, Trim or Intersect, and say which command makes each.
11. What does PowerClip do?
12. What are the trim size and the size with 3 mm bleed of a standard visiting card in millimetres?
13. What is the safe area, and why does it matter?
14. Give three questions you should ask a client before designing a logo.
15. Why should a letterhead for an office printer have no bleed?
16. A photo box on a poster is 150 mm wide. About how many pixels wide should the photo be for 300 ppi?
17. Why can a flex banner use a lower ppi than a visiting card?
18. A banner is 8 feet by 3 feet. At an example rate of ₹ 15 per square foot, what would printing cost?
19. Why should you convert text to curves only in a copy of your file?
20. What is a crop mark?

Answers

1. A vector is stored as maths and stays sharp at any size; a bitmap is a grid of pixels that blurs when enlarged too much.
2. On the property bar, after clicking an empty area with the Pick tool.
3. The corners become rounded. It cannot become a new shape until it is converted to curves.
4. Nodes are points where an outline can bend or turn; segments are the lines between them.
5. Select the shape and right-click the swatch with the cross.
6. So every job for that client, now and later, uses exactly the same colours.
7. Artistic text (click and type) suits headings and short lines; paragraph text (drag a box first) wraps inside its box.
8. Unicode gives every letter a standard code, so Hindi stays correct on any computer. Legacy font text turns into nonsense without the font.
9. The object you select last.
10. For example: a crescent moon with Trim, a leaf with Intersect, a speech bubble with Weld.
11. It places one object, usually a photo, inside another shape that acts as a frame, hiding the parts outside it.
12. Trim size 88.9 x 50.8 mm; with 3 mm bleed on every side, 94.9 x 56.8 mm.
13. A margin about 4 mm inside the trim for all text and logos, so nothing important is cut off.
14. Any three: the exact name, what they sell and to whom, the feeling wanted, colours liked or disliked, where the logo will be used.
15. Many office printers cannot print right to the paper's edge, so anything there would be lost.
16. $150 \div 25.4$ is about 5.9 inches, and 5.9×300 is about 1,770 pixels.
17. A banner is read from far away, where the eye cannot see fine detail; a card is held close.
18. $8 \times 3 = 24$ square feet, and $24 \times 15 = 360$.
19. Curves cannot be edited as text, so you need the editable original to fix mistakes later.
20. A thin line printed outside the page that shows where to cut.

Glossary

Bitmap

a picture made of a grid of tiny coloured squares called pixels, such as a photo.

Bleed

extra background that runs past the cutting line so no white edge shows after trimming.

CMYK

cyan, magenta, yellow and black, the four inks used in colour printing.

Crop marks

thin lines outside the page that show where the paper should be cut.

Eyelet

a metal ring punched into the edge of a banner so it can be tied up.

Flex

a PVC plastic sheet printed on large inkjet machines for banners and boards.

Fountain fill

a smooth blend from one colour to another, also called a gradient.

Guideline

a non-printing line used to place objects accurately.

Hierarchy

arranging information so the most important part is seen first.

Intersect

a command that makes a new shape from the overlapping part of two shapes.

Node

a point on a shape's outline where the line can bend or change direction.

PDF

a file format that keeps fonts, colours and layout fixed, used to send work to printers.

Point

a unit for font size; 72 points make one inch.

PowerClip

a CorelDRAW feature that places an object inside another shape used as a frame.

ppi

pixels per inch, a measure of how much detail a photo has at its printed size.

Safe area

the margin inside the trim line where important text and logos must stay.

Trim

to cut away part of one shape using another; also the line where printed work is cut.

Unicode

the world standard that gives every letter of every script its own code.

Vector

a drawing made of lines and curves stored as maths, which stays sharp at any size.

Weld

a command that joins overlapping shapes into one outline.



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