



limited budget

Building Great Designs on a Limited Budget

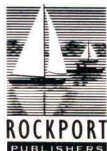




limited budget

Building Great Designs
on a Limited Budget

Lesa Sawahata



Rockport Publishers, Inc.
Gloucester, Massachusetts

Copyright ©1998 by Rockport Publishers, Inc.

All rights reserved. No part of this book may be reproduced in any form without written permission of the copyright owners. All images in this book have been reproduced with the knowledge and prior consent of the artists concerned and no responsibility is accepted by producer, publisher, or printer for any infringement of copyright or otherwise, arising from the contents of this publication. Every effort has been made to ensure that credits accurately comply with information supplied.

First published in the United States of America by:

Rockport Publishers, Inc.

33 Commercial Street

Gloucester, Massachusetts 01930-5089

Telephone: (978) 282-9590

Facsimile: (978) 283-2742

Distributed to the book trade and art trade in the United States by:

North Light Books, an imprint of

F & W Publications

1507 Dana Avenue

Cincinnati, Ohio 45207

Telephone: (800) 289-0963

Other Distribution by:

Rockport Publishers, Inc.

Gloucester, Massachusetts 01930-5089

ISBN 1-56496-515-5

10 9 8 7 6 5 4 3 2 1

Designer: Monty Lewis

Printed in Hong Kong.

limited
budget

Copyright ©1998 by Rockport Publishers, Inc.

All rights reserved. No part of this book may be reproduced in any form without written permission of the copyright owners. All images in this book have been reproduced with the knowledge and prior consent of the artists concerned and no responsibility is accepted by producer, publisher, or printer for any infringement of copyright or otherwise, arising from the contents of this publication. Every effort has been made to ensure that credits accurately comply with information supplied.

First published in the United States of America by:

Rockport Publishers, Inc.

33 Commercial Street

Gloucester, Massachusetts 01930-5089

Telephone: (978) 282-9590

Facsimile: (978) 283-2742

Distributed to the book trade and art trade in the United States by:

North Light Books, an imprint of

F & W Publications

1507 Dana Avenue

Cincinnati, Ohio 45207

Telephone: (800) 289-0963

Other Distribution by:

Rockport Publishers, Inc.

Gloucester, Massachusetts 01930-5089

ISBN 1-56496-515-5

10 9 8 7 6 5 4 3 2 1

Designer: Monty Lewis

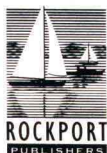
Printed in Hong Kong.



limited budget

Building Great Designs
on a Limited Budget

Lesa Sawahata



Rockport Publishers, Inc.
Gloucester, Massachusetts

limited budget

It's an old but true cliché that necessity is the mother of invention. A corollary might be that a low budget is the parent of innovative design for, as reflected in these pages, it seems that great design is not only accomplished despite budgetary restraints, but because of them. Fortunately for graphic designers, it is often their most creative clients who have small budgets and will leap for intrepid, innovative, and inexpensive design.

The most popular means for avoiding the high-priced invitation, annual report, promotional piece, and identity packet? Restricting the use of color. Simple, two-color print jobs, especially with standardized PMS colors, keep printing costs down. Even more amazing are one-color jobs: not just black-and-white, (though black-and-white designs can be lovely), but a single color of ink printed on different-colored papers chosen for letterhead, envelopes, and business cards, for example, can create impact without expense.

Technology has gone far in enabling designers to create compelling work on a budget. In the past decade, sophisticated and easy-to-use software has brought the creation, manipulation, and production of type and images into the hands of small design firms. Color copiers and laser printers allow for small runs of vibrant color pieces, while copyright-free photography and clip art available on disk offer endless possibilities for customizing content.

Along with this tsunami of technology has come an equally strong emphasis on design by hand. When a minor amount of product is needed, (wedding invitations for example) hand-assembly (including cutting, trimming, folding, stamping, cutting, binding, and silk-screening) can bring inordinate charm to a piece.

FINE CONTEMPORARY CLOTHING
10 MILLION DOLLAR LINCOLN AVENUE SAN JOSE, CA 95128 408 294 1822
AT THE FAIRMONT 173 SOUTH MARKET STREET SAN JOSE, CA 95131 408 294 1822

winter

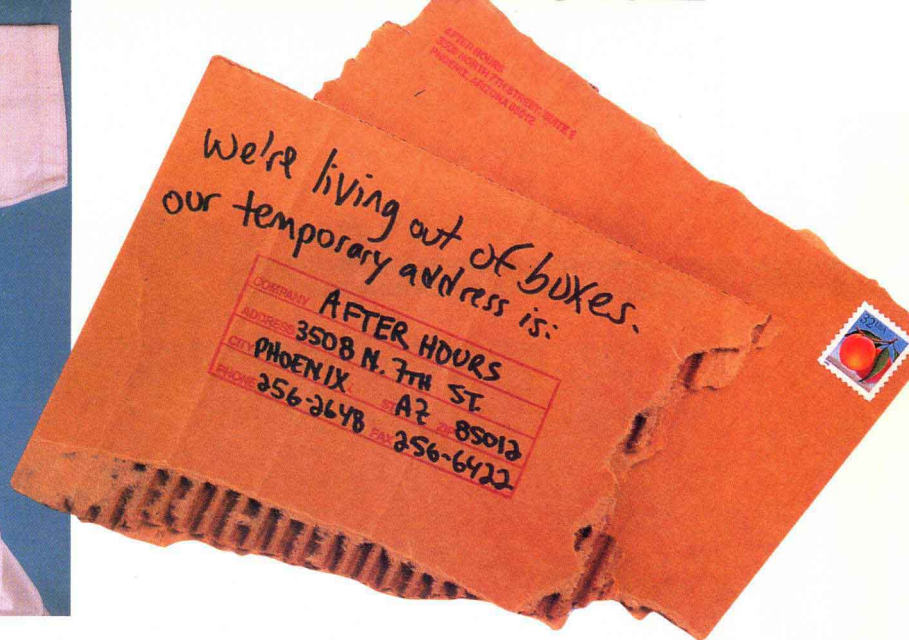
to Here...
Copy Up To It

Let your spirit soar at the
Holiday Sale! Find wearable
treasures for special friends, or
yourself. All at an amazing
price.

awaken
Senses

create
Dreams





And let us not forget two excellent cost-cutting methods: begging and scavenging. If a designer has a relationship with a printer or paper manufacturer, often enough a surplus of unused stock, a new and untried paper style, or sheer generosity, will provide the client with paper at almost no cost. And of course, minimizing the number of processes used in printing (sticking to very simple folding, die cutting, etc.) will reduce the amount spent.

This volume is filled with innovative, cost-cutting concepts that show terrific design can be the result of a small budget and big ideas.



To create his own letterhead, the designer manipulated images using Adobe Photoshop, Painter, and Adobe Illustrator. The bold, vintage-urban look was achieved by printing in two colors on toned recycled stock.

Larry Burke-Weiner Design letterhead/business card



Design by Larry Burke-Weiner Design
All Design: Larry Burke-Weiner

Metal Studio, Inc. labels



Design by Metal Studio, Inc.
 Art Director: Peat Jariya
 Designers: Peat Jariya, Scott Head

This design firm needed a low-cost, versatile means to label its digital design disks. By using Adobe Illustrator and PageMaker, printing in two colors, and making the labels interchangeable between lines, they met their goals.



All Design: Tim Noonan

Choosing various colors of stock for letterhead, business cards, and envelopes, and printing the whimsical illustrations and type in one PMS color kept costs low on this charming identity packet.

Graif Design self-promotion piece



Design by Graif Design
All Design: Matt Graif

In discovering these cans—which he subsequently had printed and embossed—this designer found the perfect venue for presenting his new spring line. The result was maximum impact for a mere five dollars a piece.



Design by Able Design, Inc.
 Art Directors: Stuart Harvey Lee, Martha Davis
 Designer: Martin Perrin

Getting more for the money meant this design firm printed their letterhead four-up to get color on both sides. This simple, strong design was created in-house, which proved to be the economical approach.

This evocative piece was created by scanning spot illustrations into a computer, then manipulating with Macromedia FreeHand. Scrap paper was donated by the printer to help cut the budget.

Mental Health Association of South-Central Kansas direct-mail piece



Design by Love Packaging Group
All Design: Tracy Holdeman, Brian Miller

The designer used a Power Macintosh to transform antique botanical illustrations into letterhead for a pair of landscape architects. The Classic Crest paper maximizes the design, printed in one color plus black.

John Howard/Benjamin Roden-Lupton letterhead/business card





Wendy Thomas letterhead

Design by Elena Design
Art Director/Designer: Elena Baca
Illustrator: Phototone Alphabets

To cut costs for this writer's letterhead, the designer used existing art from a disk and two-color, no-bleed printing. French Speckletone paper adds interest and disguises any small flaws in the printing.



This job was a very short run—only a couple of hundred posters were needed. The designer used clip art and his own illustrations, then experimented with a color photocopier, to come up with these potent posters (which cost about sixty cents each).

