

LESSON 4

Paper & Envelopes

Sept. 11–13
/ Review September 18

Read

Paper Basics (handout)

Envelope Basics (handout)

The Graphic Design Reference + Specification Book 68–79

Terms + Practice: Paper Types

Paper is as important to a design project as are typography, imagery and color. Selecting an appropriate paper stock for a project has the potential to reinforce a visual communication through the sense of touch.

Describe each of the following paper types and include a sample of each in your book. For what kinds of projects would each be used?

Coated

Text

Cover

Writing

Terms: Paper

Paper grain

Basis weight

Formation

Opacity

Brightness

Terms: Envelopes

Pre-converted envelope

Converted envelope

Parts of an Envelope

Diagram and label the parts of an envelope