



# PRECISION PERFECT...

INTEGRATED MARKETING SOLUTIONS

February 2013  
Vol. 1, Issue 2



## Strategy

## BREAD CRUMBS OF DISCOVERY

### New Approach to Marketing - Discovery Learning

Using illustrations to support written content is nothing new (the practice has been around for hundreds of years), but the capabilities to design in such great detail and dimension is unlike anything imagined before. Illustrations and graphics have truly become "bread crumbs" for discovery learning—improving customer interaction when learning key points or complex ideas. The choices and types of illustration/ graphics are staggering, with every type having strengths and weaknesses in a given context or application.

The newest possibilities in images available to businesses range from simple to complex, and some—like 3-D, video, and interactive graphics—can be used on electronic pads to create an interactive product experience. Traditional graphics—like drawings, line art, and maps—have also advanced in their level of sophistication and can communicate content with stunning detail.

One of the most beautiful and effective methods of illustration for business is "photorealism." Photorealism is a vector graphic that takes the attributes of a photo and combines it with the flexibility and imagination of a vector image.

Photorealism is commonly used in the automobile industry, medical industry, and manufacturing sectors where products need that photographic quality and product detail to communicate information a photo alone cannot portray.

Some categories of photorealistic illustrations include the Explosion View, Cutaway View, Cross Section, and Phantom or Ghosted Illustration (see page 2). Each method has its own unique attribute to help add clarity to the written content.

In this issue of the Precision Perfect newsletter, we will explore these high-end graphics and how they can best benefit your business publication by enhancing brand or product line perception.



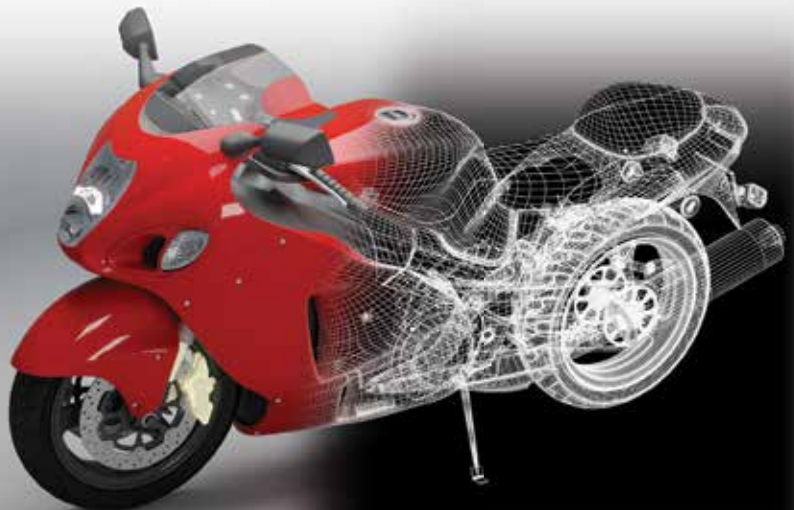
1930 Ford Model A Pickup  
Photorealistic - Staff Designer

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Official Printer of the  
Grand Junction Rockies



# Using Illustration to Tell a Story

## Types of Product Illustrations

Your choice of illustration method is determined most often by what is being explained or clarified in the content of the narrative and not solely on the image. Words can speak volumes about a product but the illustration method speaks to both product and benefit. Below are a few examples of illustration methods that can enhance your catalog or publication.

### Explosion View

An "Explosion View" diagram is an illustration that shows how things are put together. These illustrations are most generally used in manufacturing and service related businesses. Their primary function is to illustrate a process, explain a product benefit, or provide instruction for product assembly.



*Explosion View*

*Cutaway View*



### Cutaway View

The "Cutaway View" illustration gives us a view of the inner workings of a device or living creature. Often used for scientific instruction and insight, a cutaway illustration helps put things in perspective.



*3-D Cross Section*

### Cross Section View

The "Cross Section View" diagram slices an object in half to reveal inner components and structure. This allows the viewer access to hidden information relating to placement and composition.

### Phantom View

"Phantom" or "Ghosted" views create an illustration that makes the outer skin transparent, but leaves the inner workings opaque. Both inner and outer parts can then be viewed in their undisturbed spatial relationship.



*Phantom Cutaway*

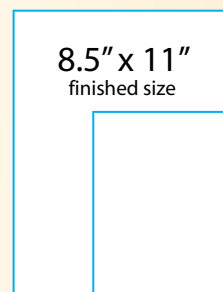
Some art provided by depositphotos.com

# A FEW GUIDELINES TO MAKING



## Creativity

For any customer, learning about products and service is a discovery process. This process can be enjoyable for many customers, when you do your best to make the process visually interesting and supportive of the written content. Reward your customers with stimulating visual content to make a great lasting impression.



## Standard Catalog

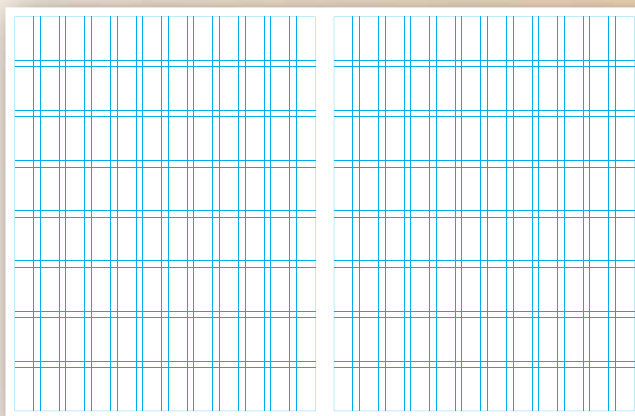
## GUIDELINES TO FOLLOW

- Appeal to the lifestyle of your audience
- Make your product the centerpiece
- Use great product photos
- Don't use re-purposed web images
- Use directional icons on the outside edge of page
- Use every opportunity to "cross sell"
- Use consistent type faces
- Be consistent with branding style
- Give products good spacing

Inside Spread

## Start with a Foundation of Visual Interest

The 12-column grid used for magazine design is one of the most remarkable grids for creative layout. This 12-column grid was designed by Willy Fleckhaus for Twen Magazine in the 1960s. This somewhat unorthodox grid allows for an almost limitless number of options when creating column width and pictorial cropping. The secret to success when using this grid is in the creative vision of the designer.



*The Grid • A modular system for the design and production of newspapers, magazines, and books. — by Allen Hurlburt*

# ING A GOOD CATALOG

Create a catalog that answers specific questions the customer will ask during product evaluation



**Z-Wings**  
Gecko Tread has been our standard outsole for many moons. This Vibram® sole grips until the cows come home in any condition, wet or dry.

**Outbacks**  
New this year is the trail strider's Outbacks, with Vibram® Diamond Clutch outsole and a stiff upper that supports as well as protects even with rugged use.

**C-Munks**  
This is a great shoe for kickin' around camp or goin' fishing. Light-weight yet durable, this shoe provides a ton of support when walking the trail.

**Packers**  
A backpacker's dream, this boot provides revolutionary performance and an extraordinary Vibram® sole on those demanding outings to the back country.

**14ers**  
Walking into the unknown and need a great all-around performer? With a solid arch and upper foot comfort, the 14er is your design for the unpredictable.

**Spiders**  
The top-of-the-line footwear for the hardest adventure seeker looking to attack any challenge. The Spider will get you there and back no matter how vertical you go.

**Gearing up for a Great Adventure**

Sizes: Women's Narrow 5-11  
Women's Medium 5-10  
Men's Medium 7-14  
Men's Wide 7-12

**See Sizing Chart page 15**



Wear resistant eyelets with heavy-duty, space-age titanium rivets



New Gecko Grip Outsole for greater traction on wet and dry surfaces

**Trekking Sports Unlimited**

**Hiking & Trekking Gear**



The most secure boots on the planet; comfortable for people who can't tolerate heavy footwear. Ideal for conditions that demand an extra measure of arch stability during trail running, approach hiking, canyoneering and bouldering.



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**1.800.123.4321**  
**Online:**  
[www.cmunks.com](http://www.cmunks.com)

Precision Printing In-house Training Documents

## Photography Tips

### Taking Good Product Shots

- **Good Digital Camera**  
Enough megapixels to create a full page print (8mp/3504 x 2336 to 12mp/4288 x 2848).
- **Use plenty of light**
- **Use a tripod**
- **Use a remote shutter release**
- **Use a digital equivalent to 100ASA** for the sharpest images
- **Use an 80mm lens** for natural perspective
- **Use F16 or higher** to get the entire product into focus.
- **Use Photoshop** to mask or clip out background.
- **Convert photos** to 300ppi, CMYK and TIF format.



Outer Cover

## "Slim Jim" Catalog

6" x 10.5"  
finished size

12" x 10.5"  
inside spread

## 2013 Model A Parts Catalog



**Refurbished  
Parts  
And  
Accessories**

**Gearbox Mechanics**

**6"**  
Economical Option

# CUSTOMER SHOWCASE

Pepper Custom Baits  
Weapons for Aquatic Warfare

## An alLUREing Design

This month we are spotlighting a manufacturer's product catalog—a 16-page catalog created by Precision Printing for Pepper Custom Baits.

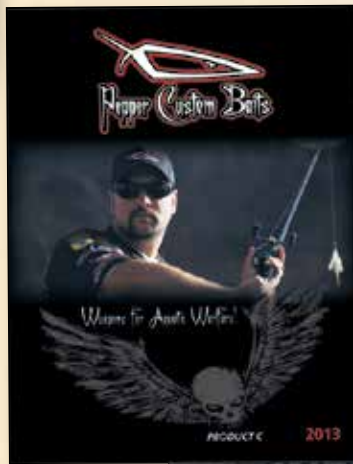


### Production

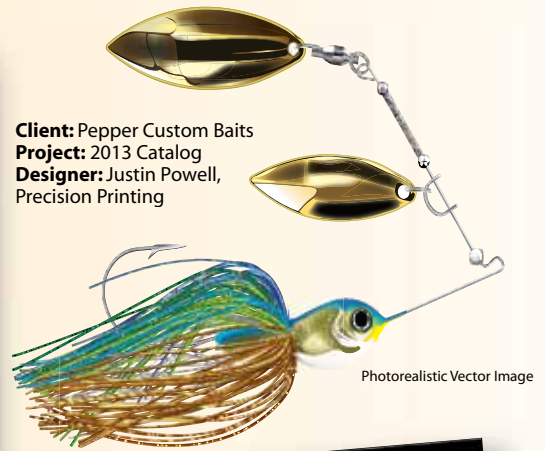
Pepper Custom Baits is a lure and spinnerbait manufacturer located in Grand Junction, CO.

The catalog is used to market their complete line of custom baits, with each lure displayed in full color on a black background to enhance the details and workmanship of each lure.

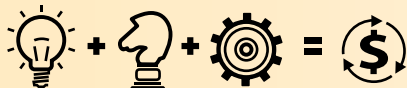
Pepper Custom Baits intends to "lure in big fish" with their marketing efforts and product catalog (sorry for the irrepressible groaner).



**Client:** Pepper Custom Baits  
**Project:** 2013 Catalog  
**Designer:** Justin Powell,  
Precision Printing



Photorealistic Vector Image



Creativity + Strategy + Production = Sustainability



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