FINAO'S GUIDE TO STYLE

or, everything I ever wanted to know about creating Finao products but was afraid to ask...

HOW TO DESIGN A FULL WRAP COVER OR PANEL

example a

example b

DESIGNING A FULL WRAP COVER

The main thing to keep in mind while working with full wrap templates is that less is more. The same as working with page designs, your wrap design needs to be flexible and be able to shift slightly during the mounting process. The guides on the template are just that, guides. Canvas material (in particular) can stretch during mounting so the guides can, by no means, be exact determinations of actual folds. Very tight compositions and elements that require very exact positioning are nearly impossible to achieve with the canvas cover.

As with any other template we offer, you must fill the entire thing with your image while avoiding any image or element ending on the fold lines. There is one exception to this rule that I can think of that I will demonstrate in a moment.

Let's start you off with an example of what we would consider a good full wrap design (example a). Notice that the entire template is filled past the fold lines. There are no elements ending on a guide line and the design is simple and very flexible.

We also recommend using just one image that is able to wrap around the entire album as an alternative to this example. It draws your eye around the album with one big seamless image.

MISTAKE NUMBER ONE

Example B is a common mistake that can be avoided. This would have been a good design if only the image was extended to the edges of the template. If this canvas were to be printed you would end up seeing those white areas on the cover of your album. Leaving any area plain after the fold lines runs the risk of that area showing after mounting.
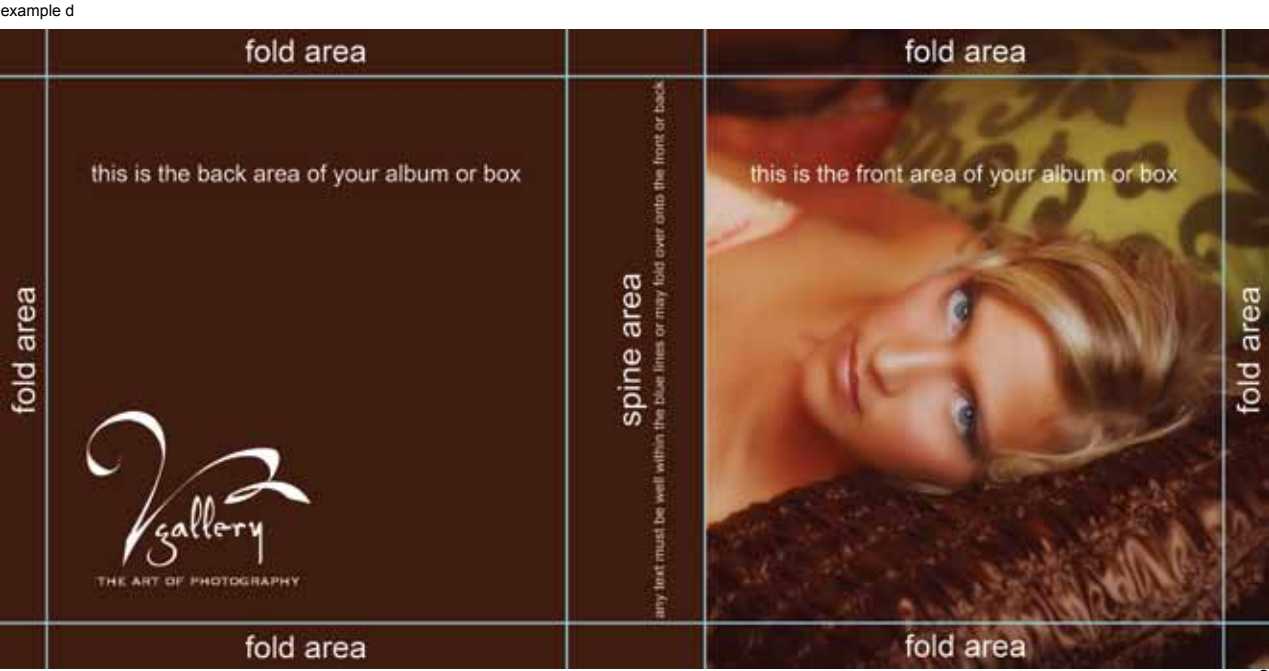
MISTAKE NUMBER TWO

Example C is another common mistake we see in canvas covers, Image Preview boxes and Image Portfolio boxes, ending the cover image exactly on those fold lines and merely extending the background color to the edge of the canvas.

When this cover is printed you will end up seeing that background color on the front when the canvas is mounted. This cover is salvageable, however, by simply doing one thing, and here is the exception to our "never end anything on the guide lines" rule.

Now, take a look at example D. Did you notice what changed? The cover image now bleeds to the edge on all three sides and only one part of the image rests along that spine line. This type of cover is do-able since there is only that spine line that needs to be lined up during mounting. You may still get some shift but this is a much more reliable design than the previous one.
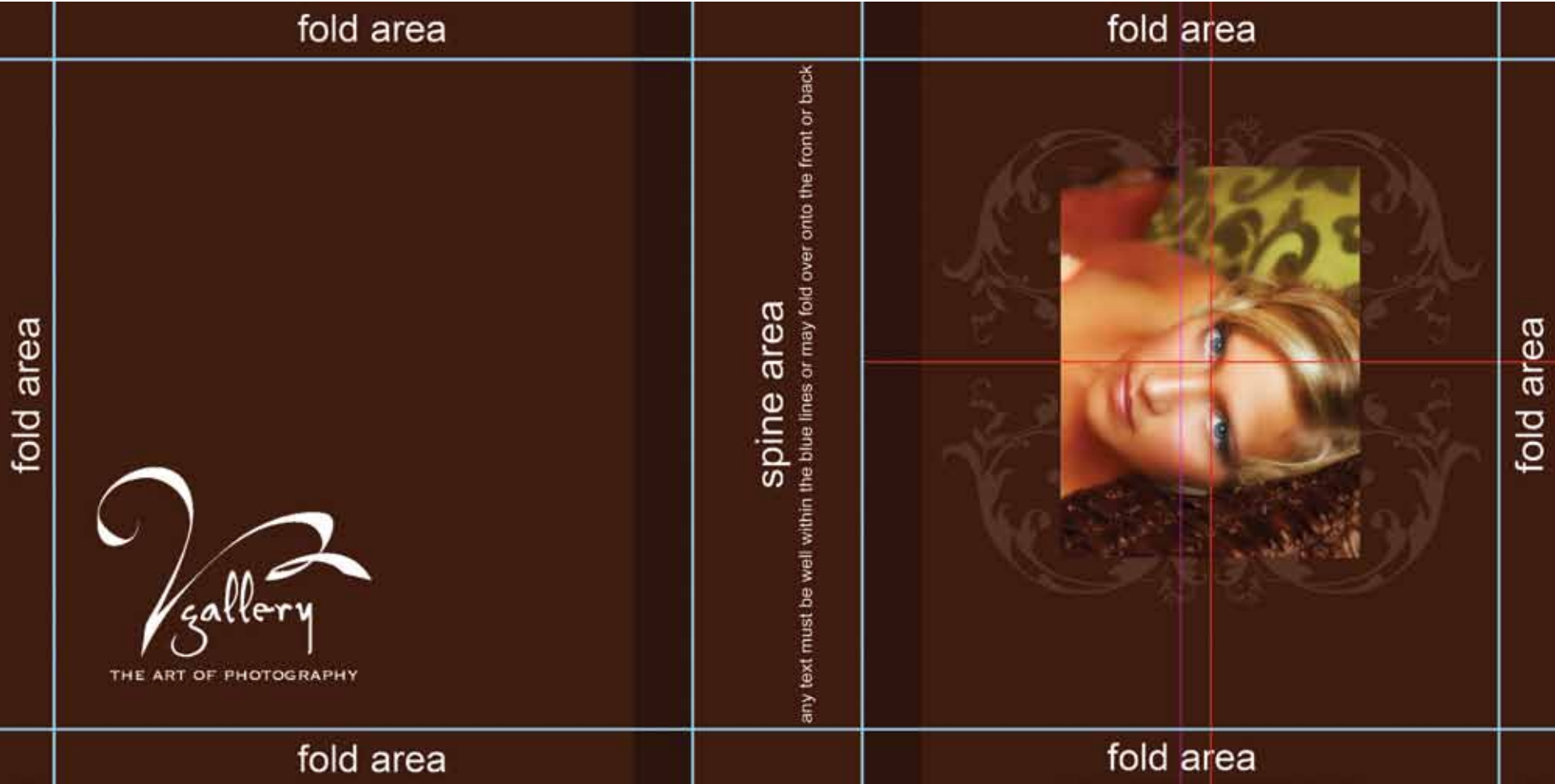

example c

example d

example e

example f

VISUAL CENTER VS. ACTUAL CENTER

Another common problem we see on full wrap covers is when people try to use a square or other element centered on their cover design. We DO NOT encourage this type of design since, once again, there needs to be exact positioning and that sort of positioning is near impossible to achieve with full wrap covers. We will show you why, even if we don't recommend it, because it's still important to keep visual center in mind when dealing with the fronts and backs of your covers.

This sort of cover is similar to working with a first or last page in page designs. To make it work you need to be aware of your visual center vs. your actual center when working with either the front or back areas of the cover template.

Example e. is depicting the actual center based on the cover template. It looks good on-screen, however, once it is printed it will still end up looking off center because our eye will naturally omit the area that falls on the spine crease that happens automatically along the left edge of the album. Take a look at any album, notice that dip and crease where the book opens and closes, that is the area I am referring to.

On the front and back of the album you will have approximately one inch where you will get your spine crease. The end of this crease is pretty much the start of your *visual* center. Take a look at example f. The pink line shows our original actual center and the red lines show our new visual center. There is quite a difference in placement when you bring that additional spine allowance (shaded area) into the designing.

For this reason, we encourage people not to design covers with squares and objects that need exact placement in the center of the cover. It is still important to point out the differences in actual vs. visual center so that any names or

dates that you choose to use to personalize your cover, do not fall into the spine crease area as well.

Visual centering is not an issue if you are working with Image Preview Boxes or Image Portfolio boxes because there is no spine crease to worry about.

PANELS

These are very similar to designing our ICE, Armour and Erotika covers. There is simply *more* trim area involved. Panels need extra material for wrapping around the edges of the cover. A small portion will still be visible all around and slightly underneath the inside cover.

With panels it is imperative that your template be completely filled to the edges, flexible to allow for the folding & trimming and have absolutely no important information past the guidelines.

Take a look at the example to your right. Notice that the image fills the entire template and important detail is well away from the guidelines. This is what you are shooting for.

After everything is mounted and in place, you would end up with a canvas panel looking like the one on the far right.

area that could be folded around and used inside cover

area that could be covered by the spine material

area that could be folded around and used inside cover

area that could be folded around and used inside cover

EXCELLENT! An example of what you want to shoot for.

THE FINAL PANEL

With the ideal mounting, you would get this example.

area that could be folded around and used inside cover

area that could be covered by the spine material

area that could be folded around and used inside cover

area that could be folded around and used inside cover

UM...OK, I GUESS! An example of a filled template but poor image choice.

THE FINAL PANEL

With the ideal mounting, you would get this example.

Filling the template is not the only thing to keep in mind. Selecting the proper image is just as important.

In this example, the template is clearly filled but look what happens to the final image. It loses something. The sign is completely cut out and so are the woman's quirky boots. It makes an OK panel but definitely not a favorite.

NOTE: At this point you may have noticed the term *ideal mounting*. What does this mean? It simply means this is the best case scenario.

The truth is, a small amount of shift will happen with every panel cover. This is because we hand mount each and every cover. This is also why we ask that every cover design have flexibility. The better you are as a designer in creating flexible designs, the better your covers will turn out.

STRETCHING

When did this become a good idea? I bet you guys thought you were being clever. I bet you thought we wouldn't notice. Not sure what I'm talking about, let's take a look.

Here is our image. We love it! The client loves it! It HAS to be on the cover. Ok, you put it into the template (image 1) and...ut oh, it doesn't fit.

(expletives ensue)

"I can fix this!", you think. I will <insert choice of transform action here>. YES! I have filled the template (image 2). Add to order and SUBMIT!
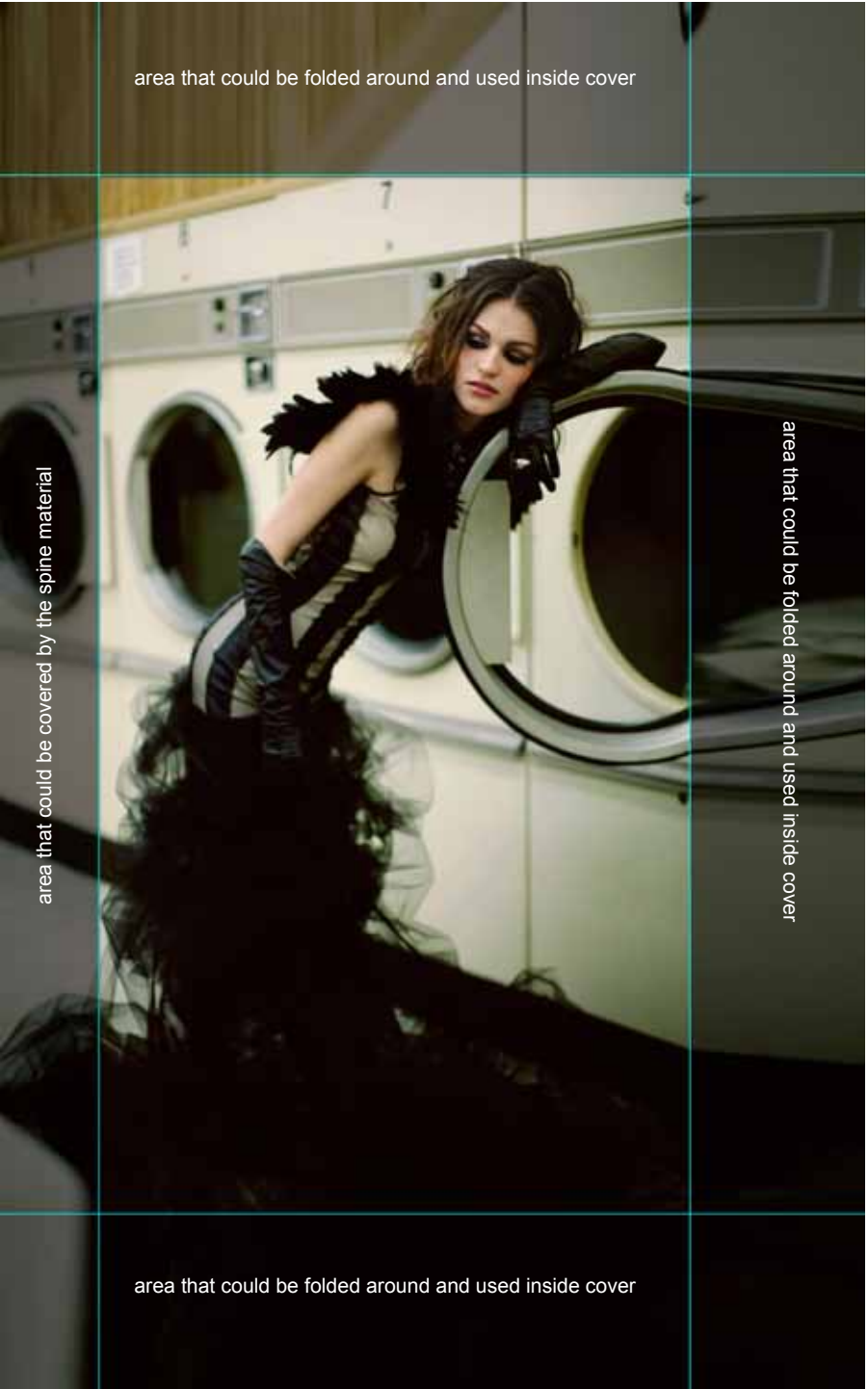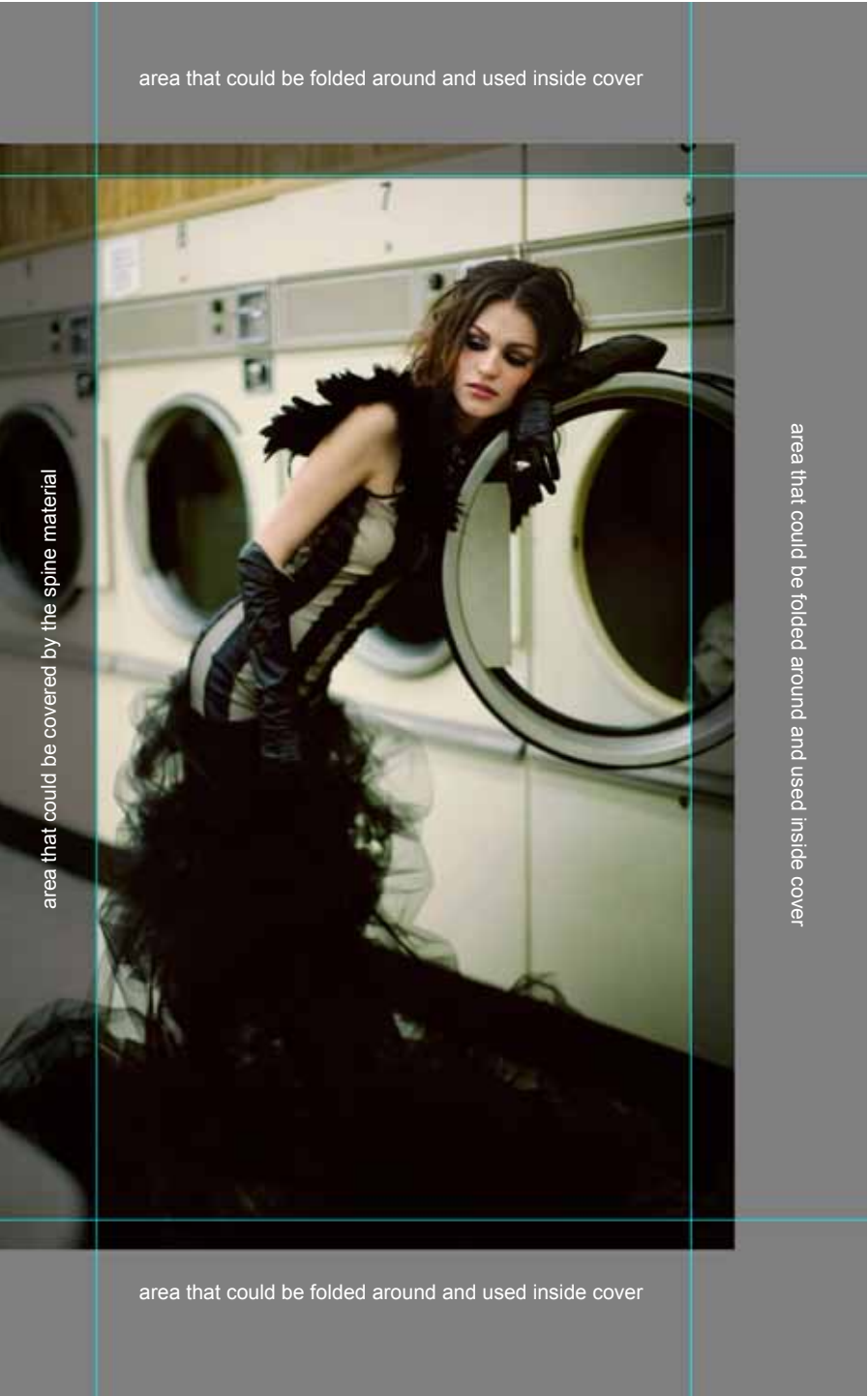
I AM DONE!

...or are you?

Wut?

Take a look at how that final panel turned out (image 3). Do you see the problem? It's subtle and happens a lot when people try to use this technique. Look closer at that right hand side (also the very top). Now, do you see it?

DOH!

Yup, that stretched part is showing, isn't it? It can happen (whispers...*hand mounted*). I'm not going to lie, sometimes that stretching works. Sometimes it doesn't. Just know, you are taking that risk every time you use this technique to fill your template.

You have been warned!

area that could be folded around and used inside cover

area that could be covered by the spine material

area that could be folded around and used inside cover

area that could be folded around and used inside cover

area that could be folded around and used inside cover

area that could be covered by the spine material

area that could be folded around and used inside cover

area that could be folded around and used inside cover

THE FINAL PANEL

After mounting, can you spot the problem?