

ASSET TEMPLATE GUIDES

KEVIN MACK & TIM VONDERLOH

1. DEFINITION
2. PROBLEMS
3. INSPIRATION
4. PROCESS

OUTLINE

CRAFTING ASSETS FOR THE
DIGITAL LANDSCAPE INSPIRED
BY TRADITIONAL PRINT.

ASSET TEMPLATE **GUIDE**

4 PROBLEMS

1

REFLOW OF CONTENT IN A RESPONSIVE ENVIRONMENT

2

CREATIVE FREEDOM WHEN DESIGNING FOR RESPONSIVE

3

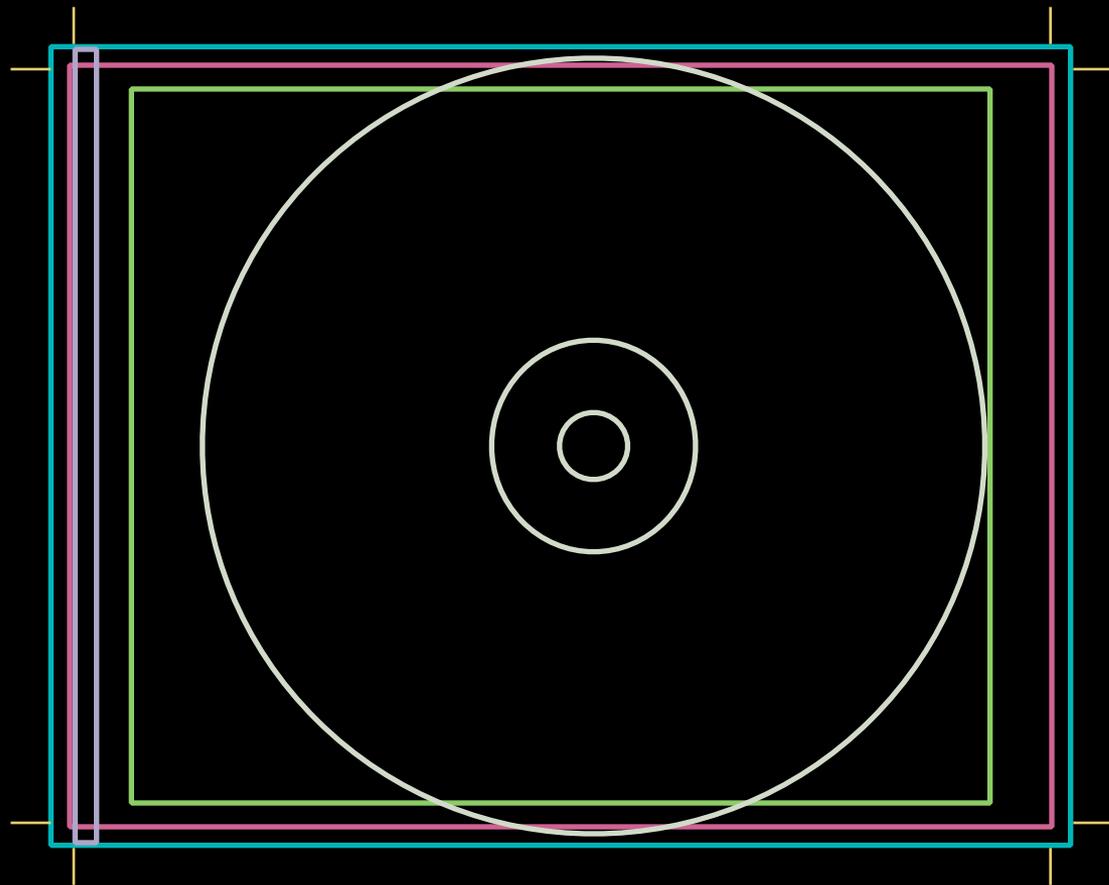
COMMUNICATION BETWEEN DEVELOPER AND DESIGNER

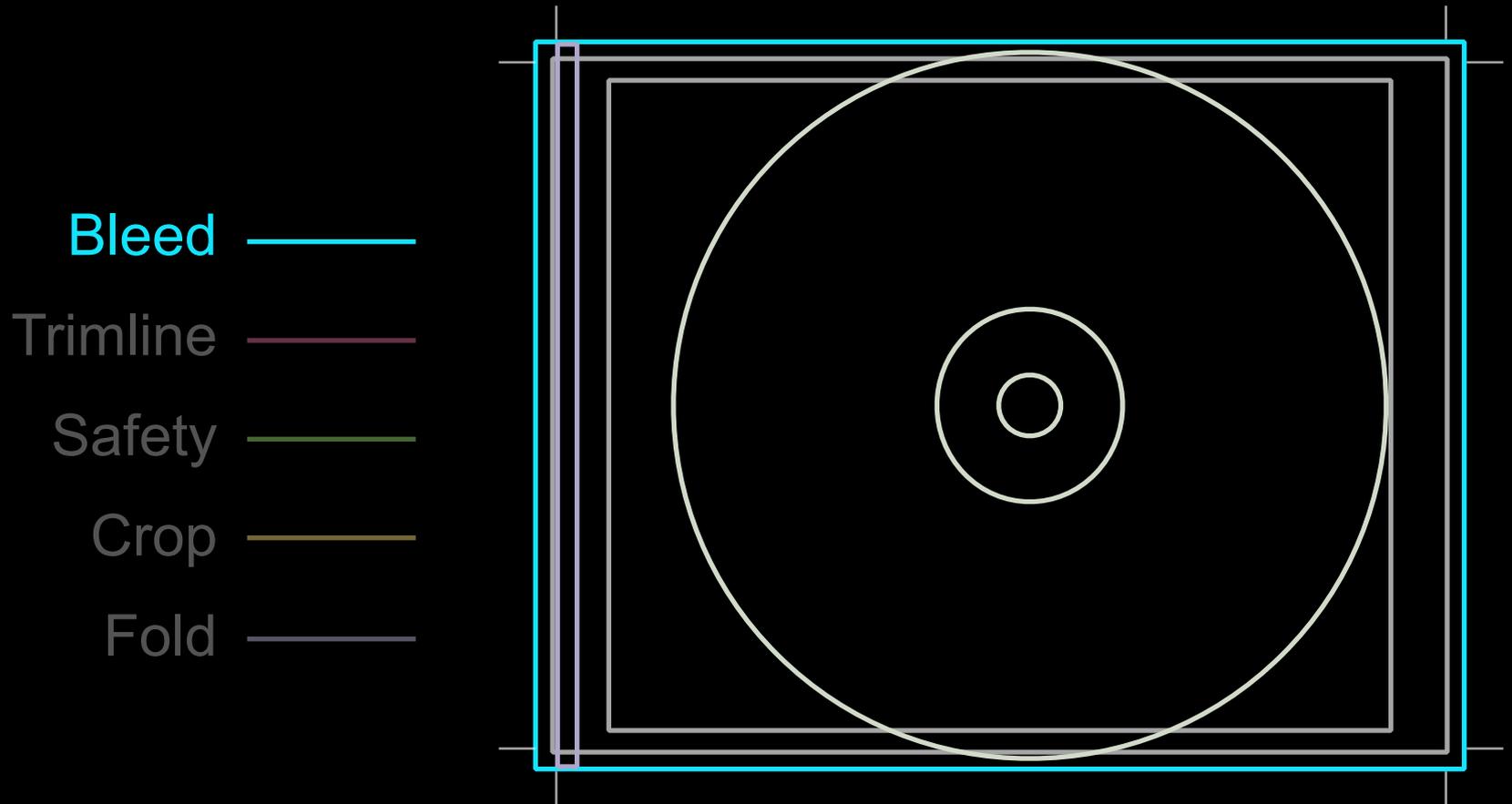
4

SITE UPDATES AND DESIGN TEAM HAND-OFFS

INSPIRED BY **PRINT DESIGN**

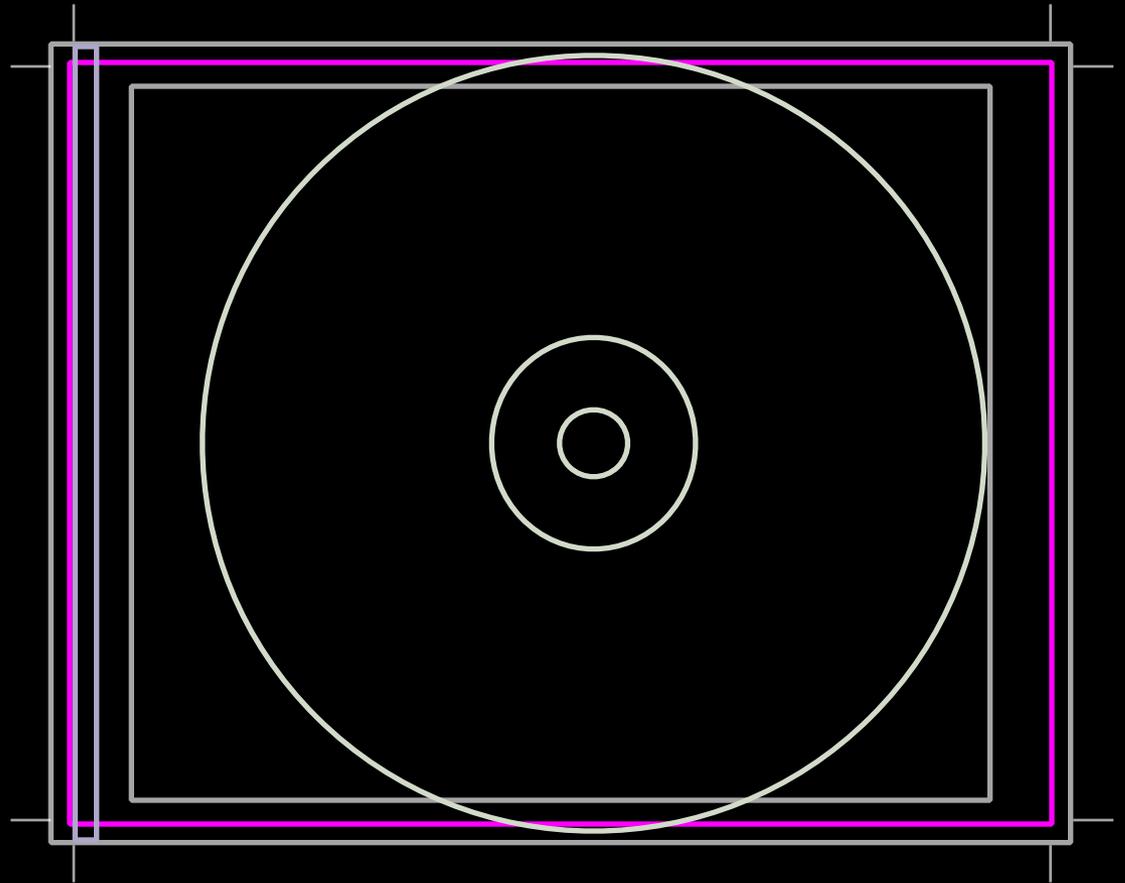
- Bleed
- Trimline
- Safety
- Crop
- Fold



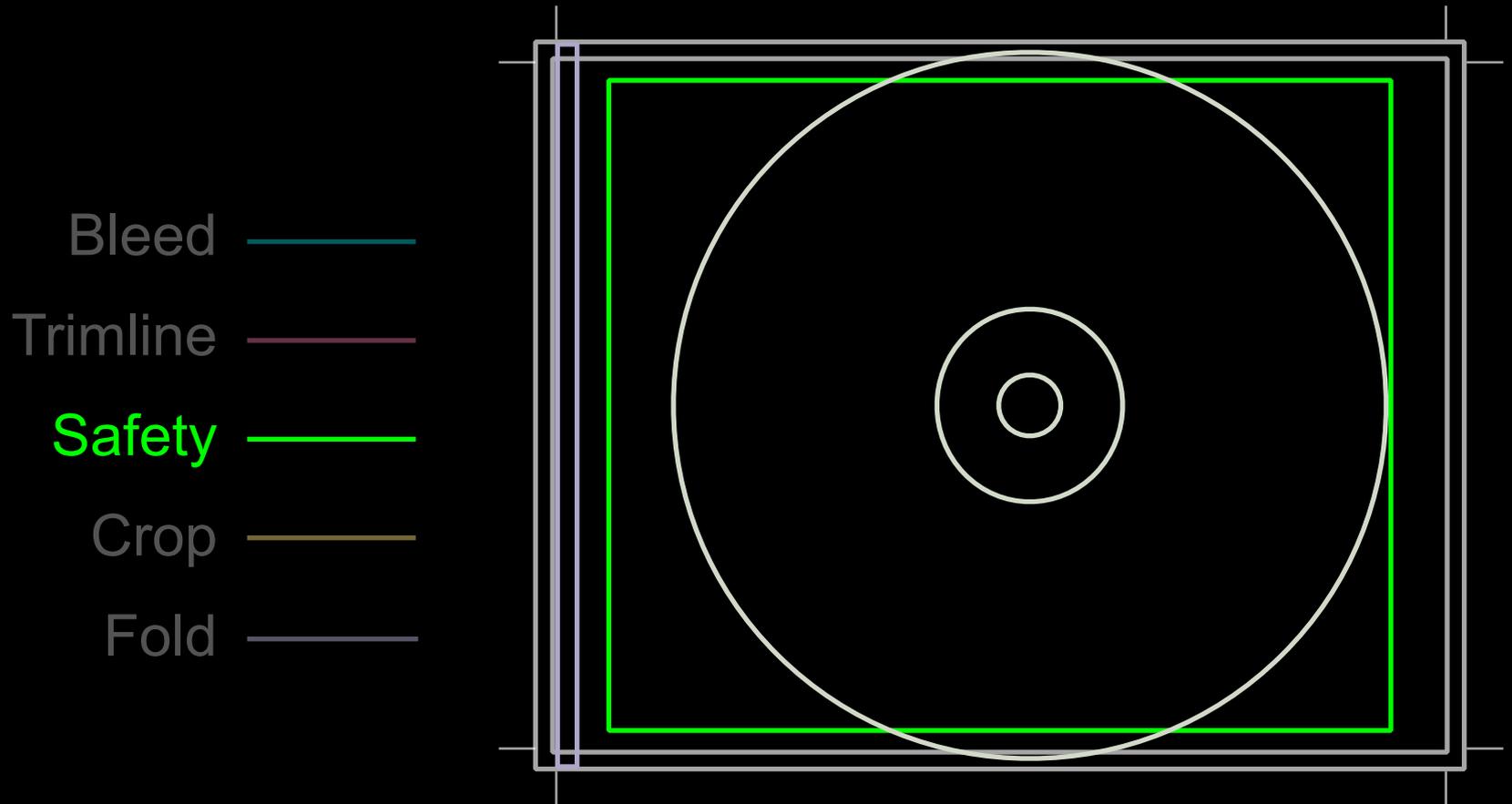


**PRINTING THAT GOES BEYOND
THE EDGE OF A SHEET BEFORE TRIMMING**

- Bleed —
- Trimline** —
- Safety —
- Crop —
- Fold —

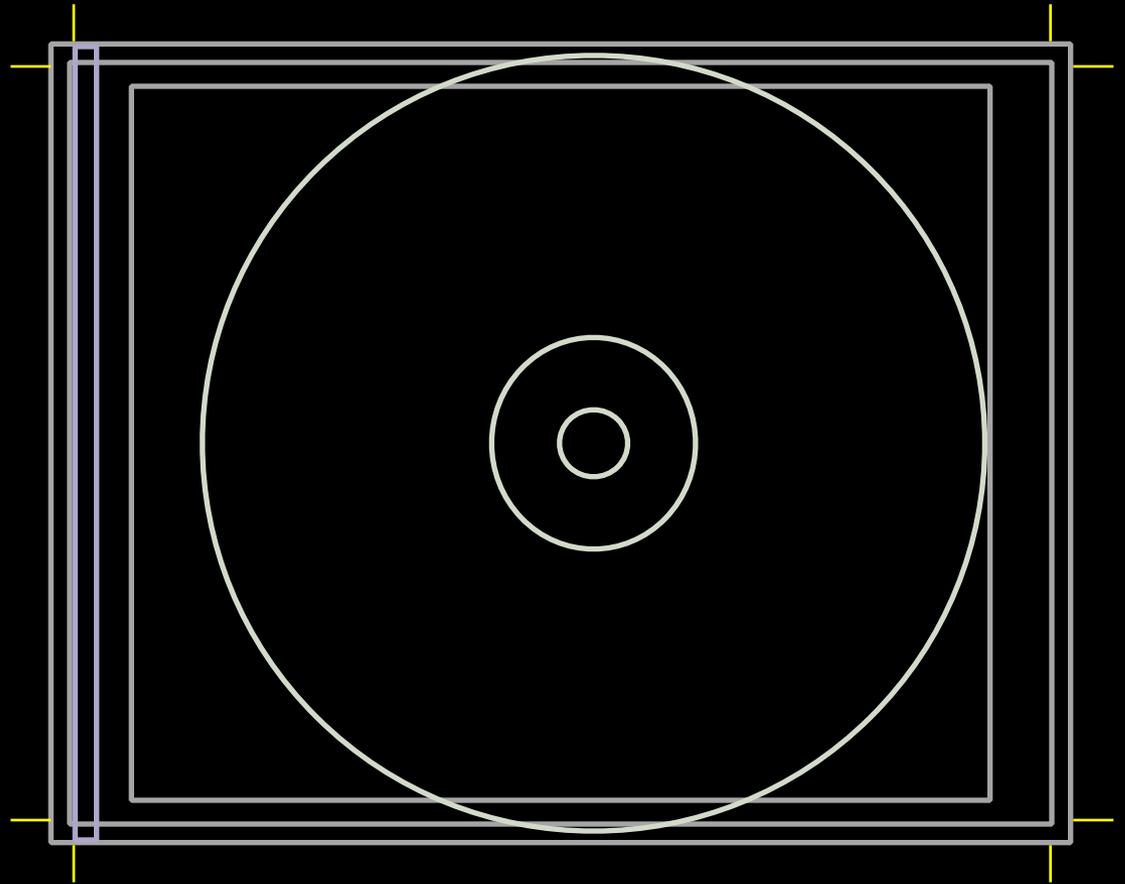


DEFINED OUTER EDGE OF SHEET LAYOUT



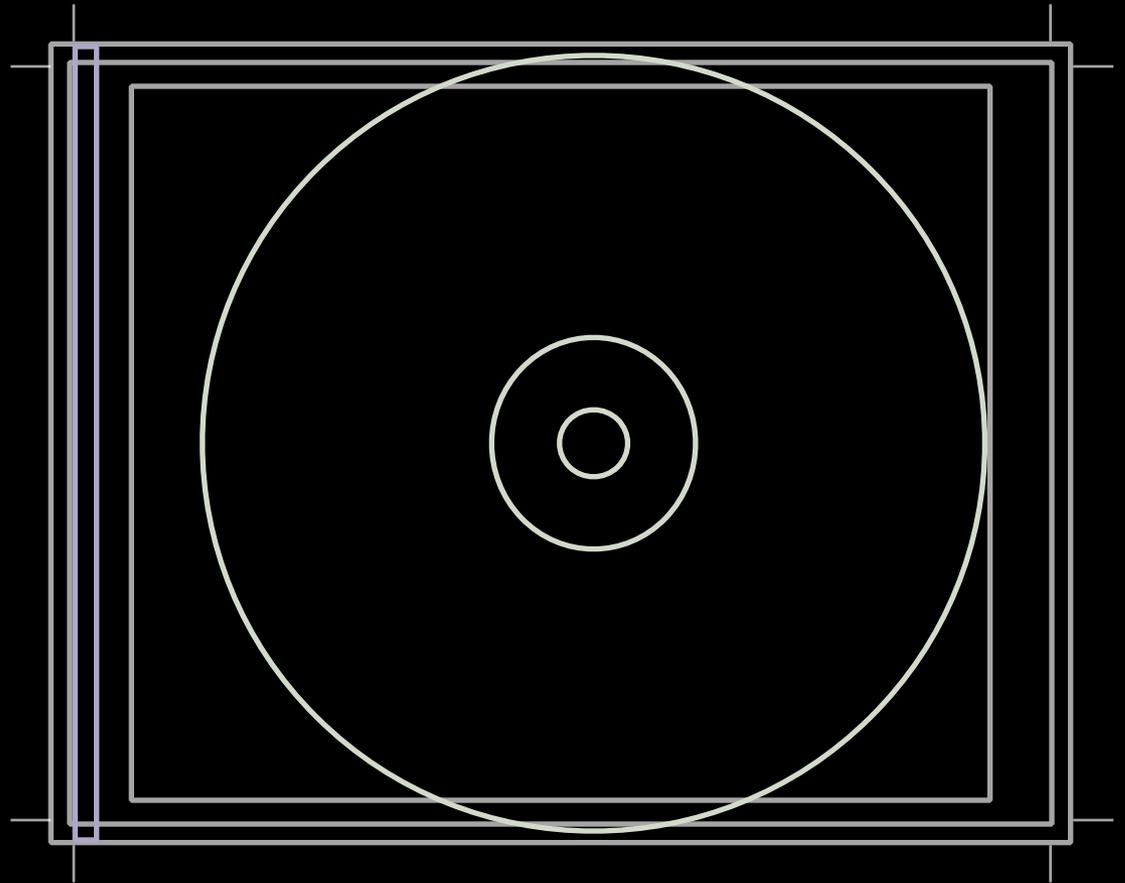
**AREA OF NECESSARY CONTENT
TO ENSURE IT WILL NOT BE TRIMMED OR CROPPED**

- Bleed ———
- Trimline ———
- Safety ———
- Crop** ———
- Fold ———



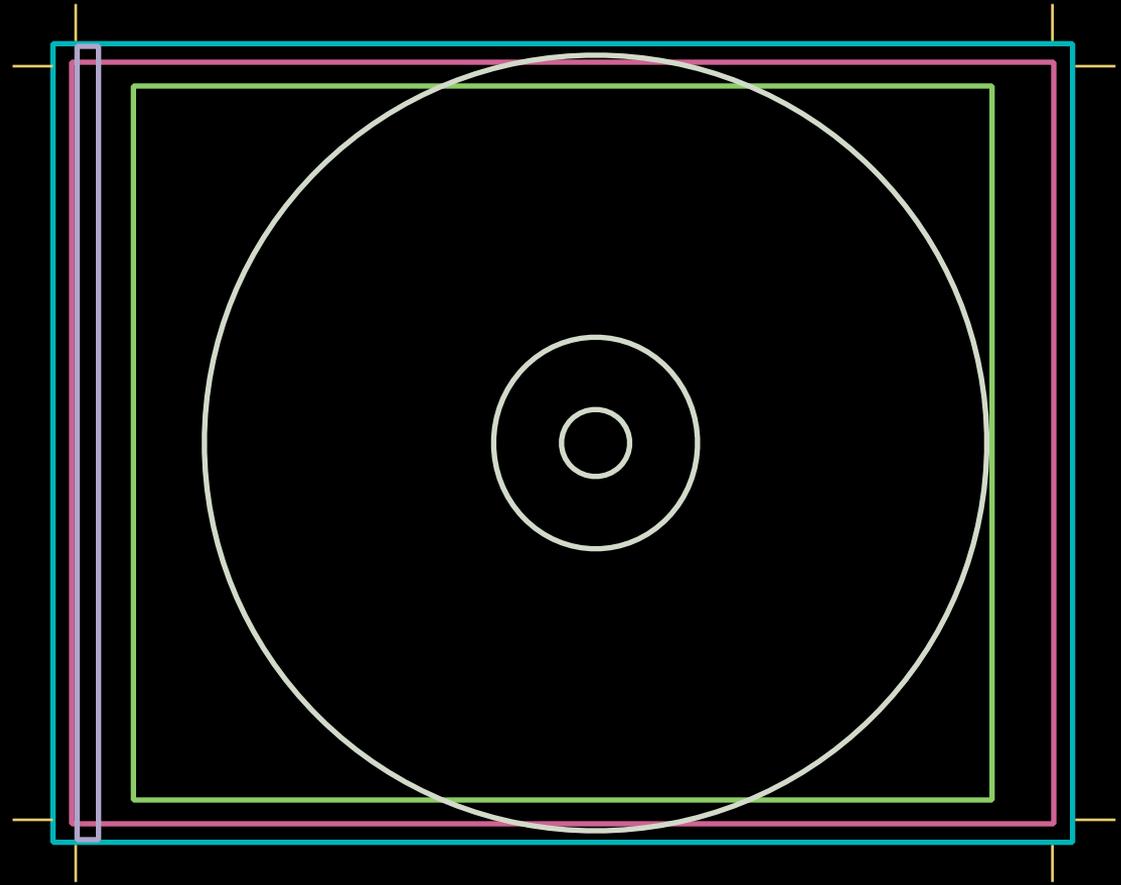
ACTUAL AREA SHEET IS CUT

- Bleed ———
- Trimline ———
- Safety ———
- Crop ———
- Fold ———

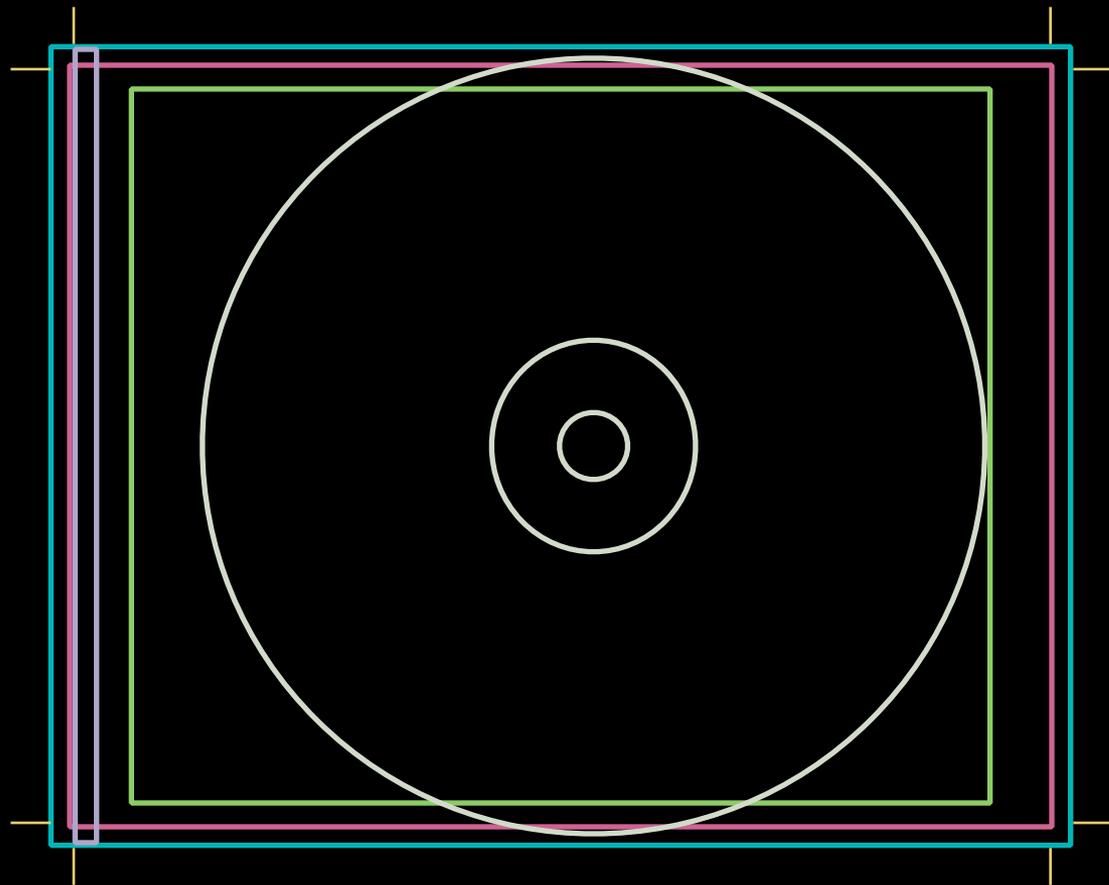


**INDICATION OF WHERE PACKAGE ASSEMBLY OCCURS
(WHERE ITS FOLDED)**

- Bleed
- Trimline
- Safety
- Crop
- Fold



- Bleed
- Trimline
- Safety
- Crop
- Fold



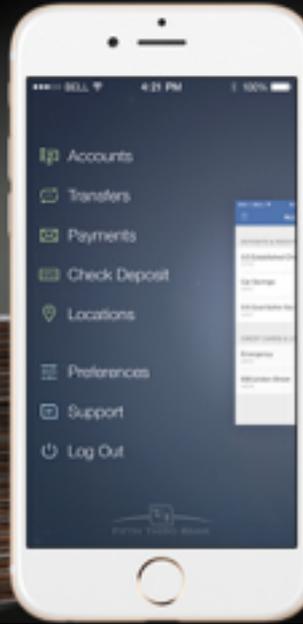
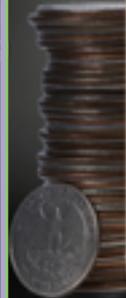


OUR WORK

Made with care by people who care.



Quick snack about redesigning
and developing a native banking
solution for brand.



Bleed



Trimline



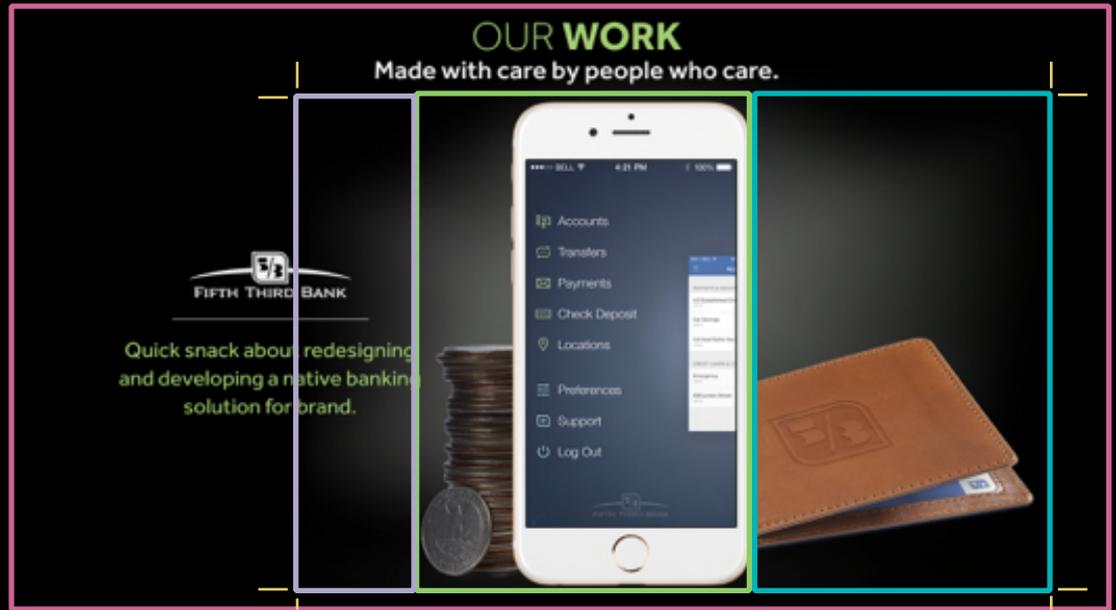
Safety



Crop



Fold



Bleed



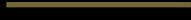
Trimline



Safety



Crop



Fold

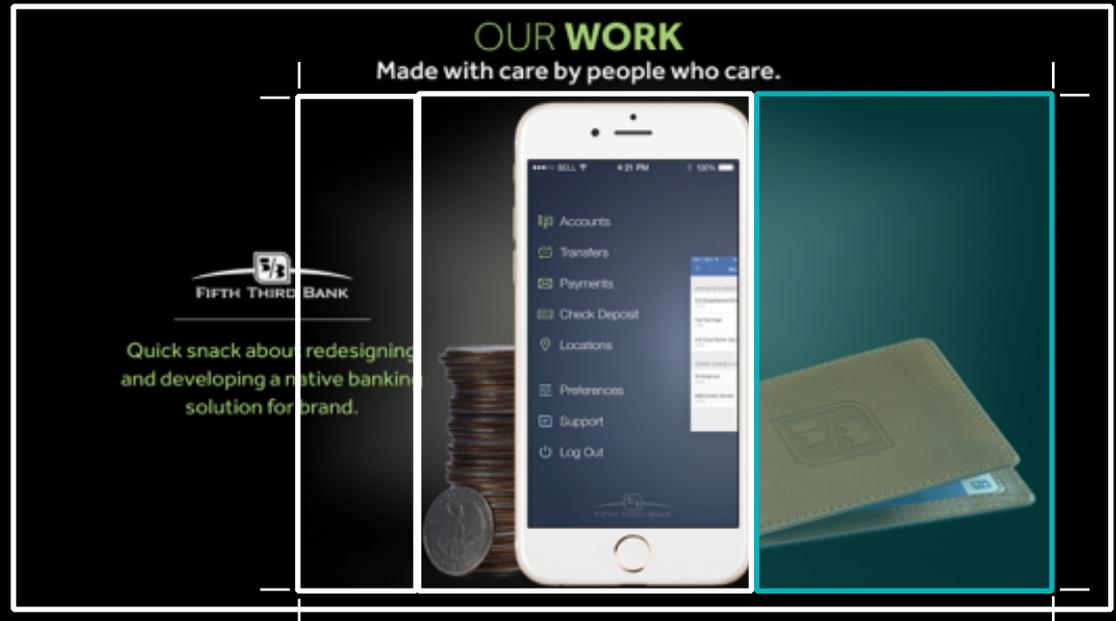
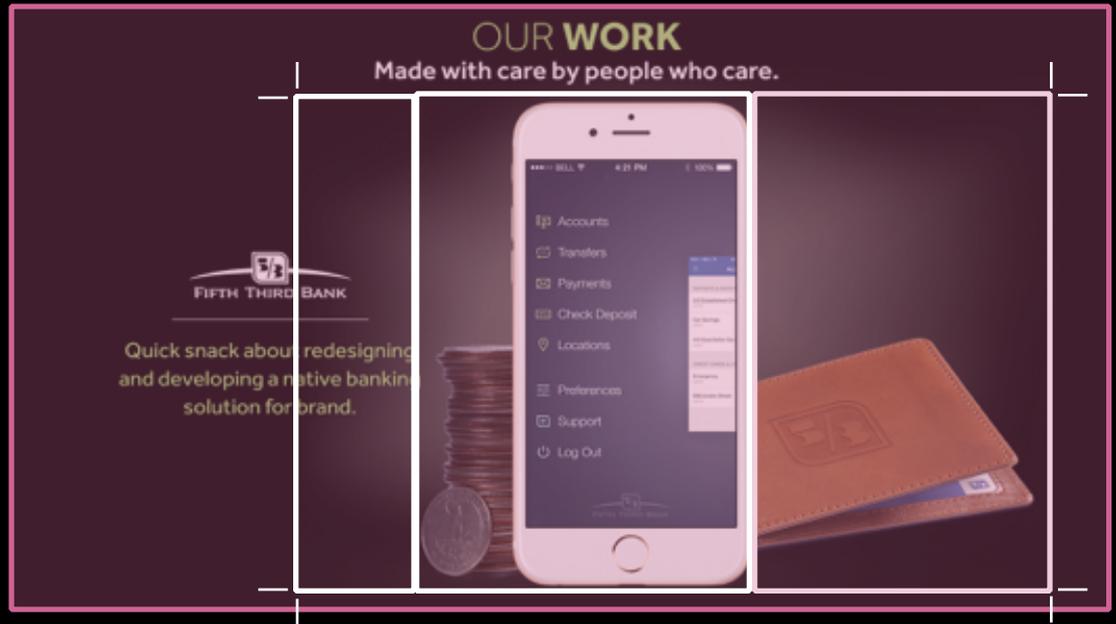


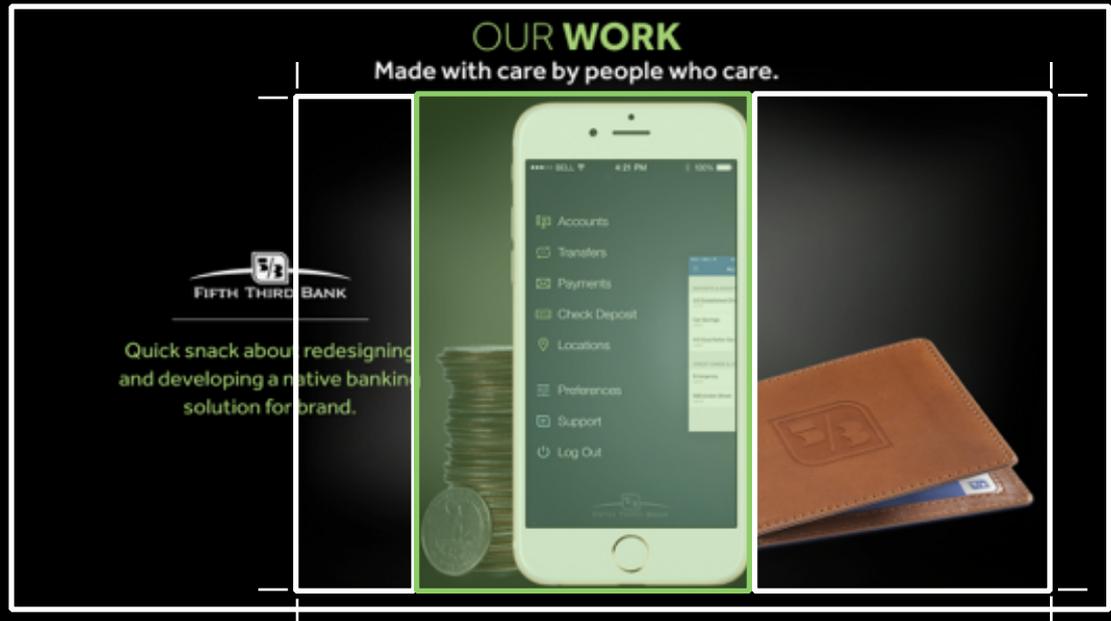
IMAGE AREA THAT EXTENDS OUTSIDE BROWSER WINDOW (AT SOME VIEWPORT SIZES)

- Bleed
- Trimline
- Safety
- Crop
- Fold



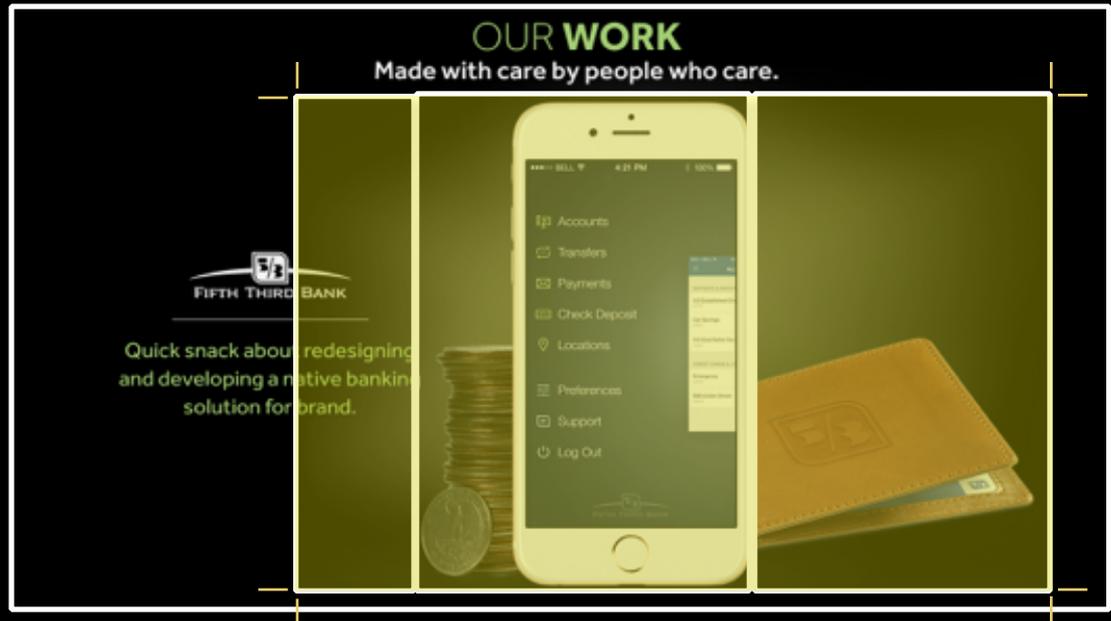
VIEWABLE AREA WITHIN THE BROWSER (VIEWPORT)

- Bleed —
- Trimline —
- Safety** —
- Crop —
- Fold —



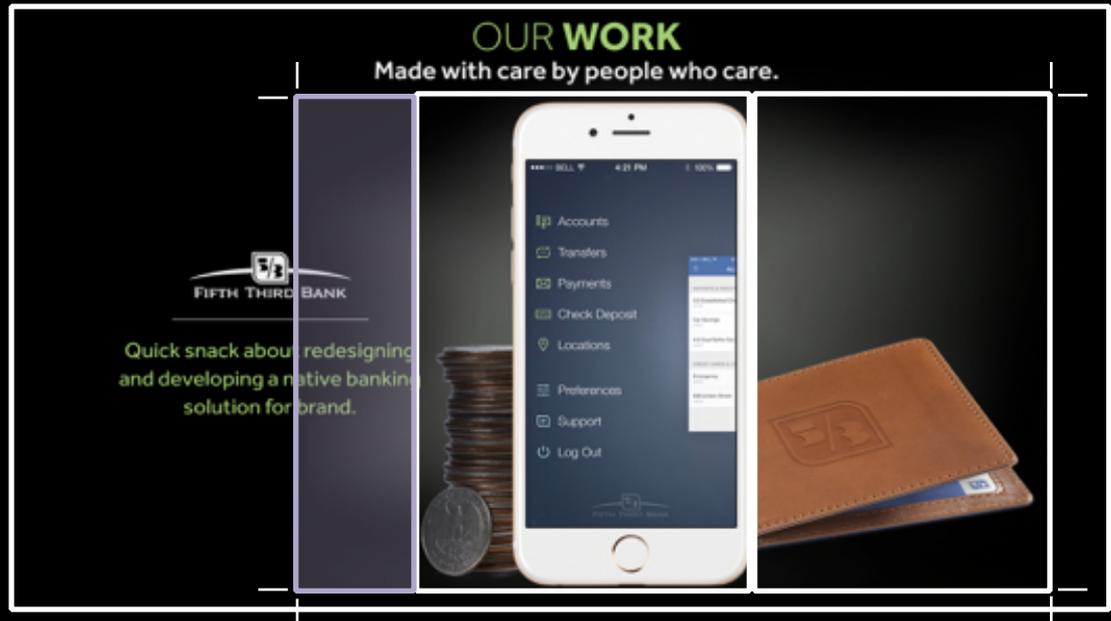
**AREA OF THE IMAGE THAT IS VISIBLE
AT ALL RESOLUTIONS**

- Bleed —
- Trimline —
- Safety —
- Crop** —
- Fold —



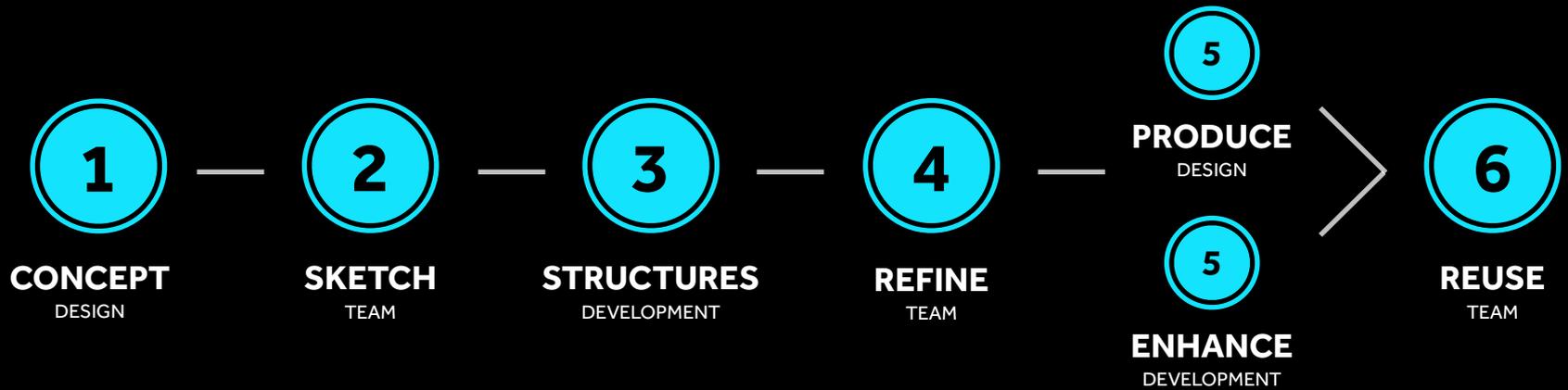
ACTUAL DIMENSIONS OF THE IMAGE

- Bleed
- Trimline
- Safety
- Crop
- Fold

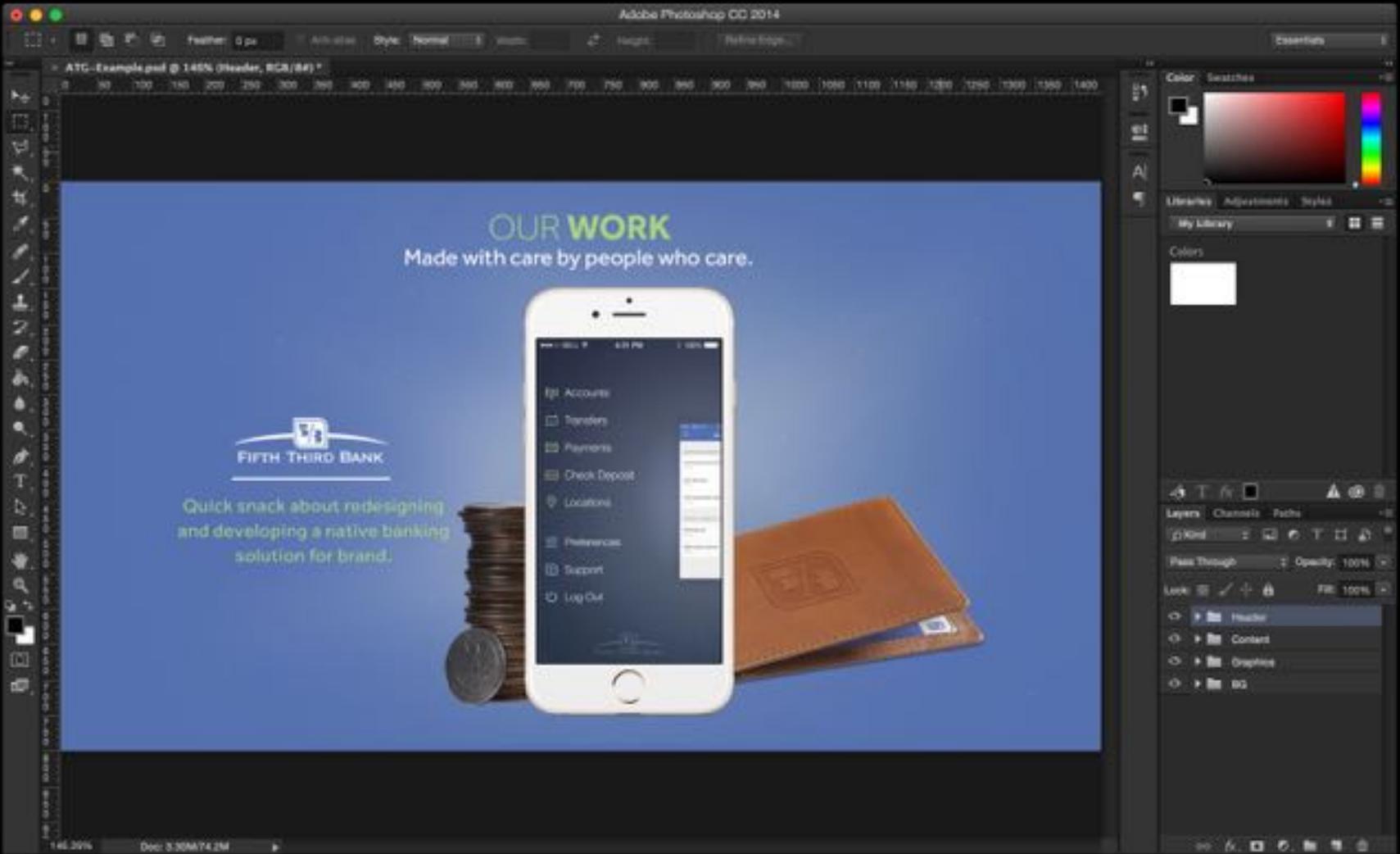
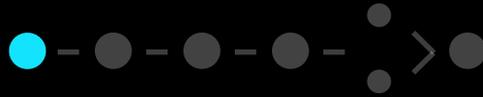


AREA OF IMAGE WHERE TEXT MAY BE LAYERED
(AT SOME RESOLUTIONS)

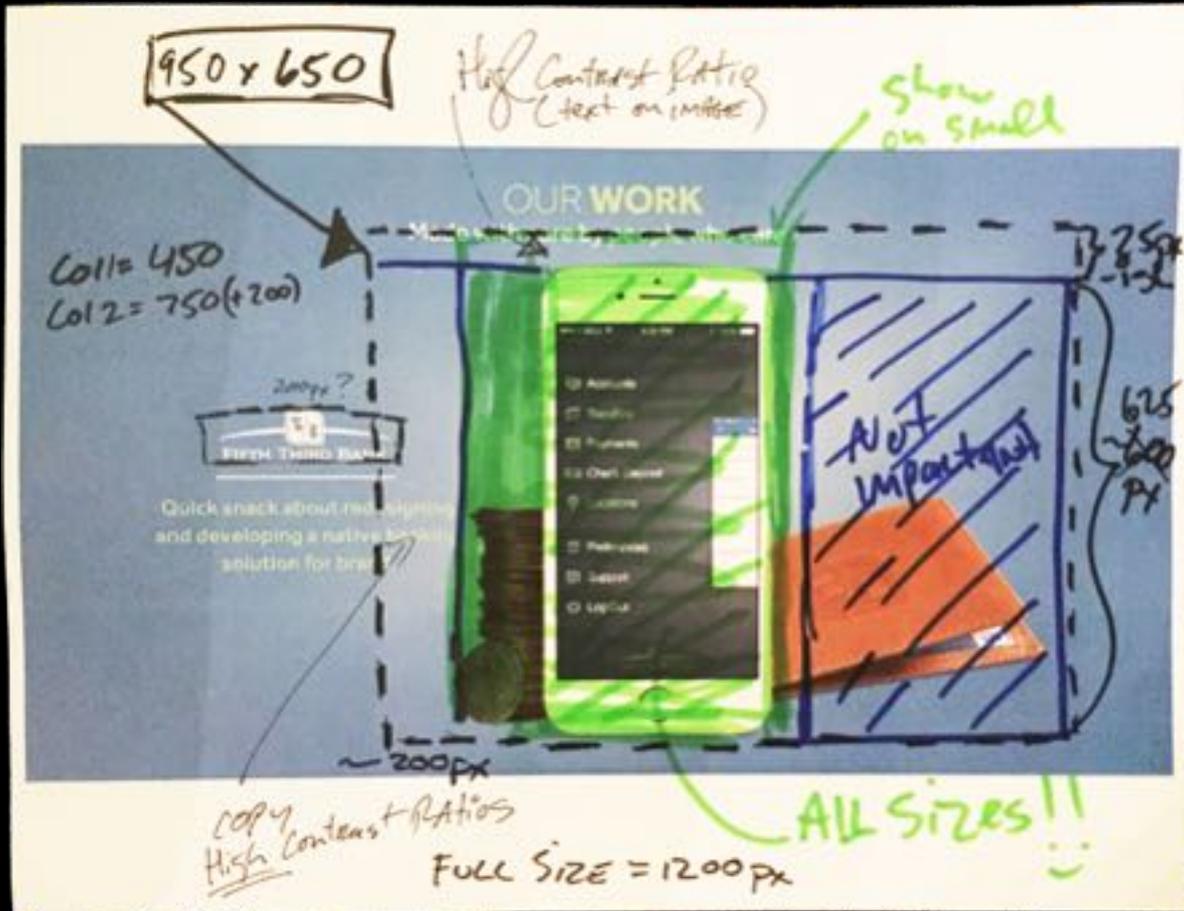
THE PROCESS



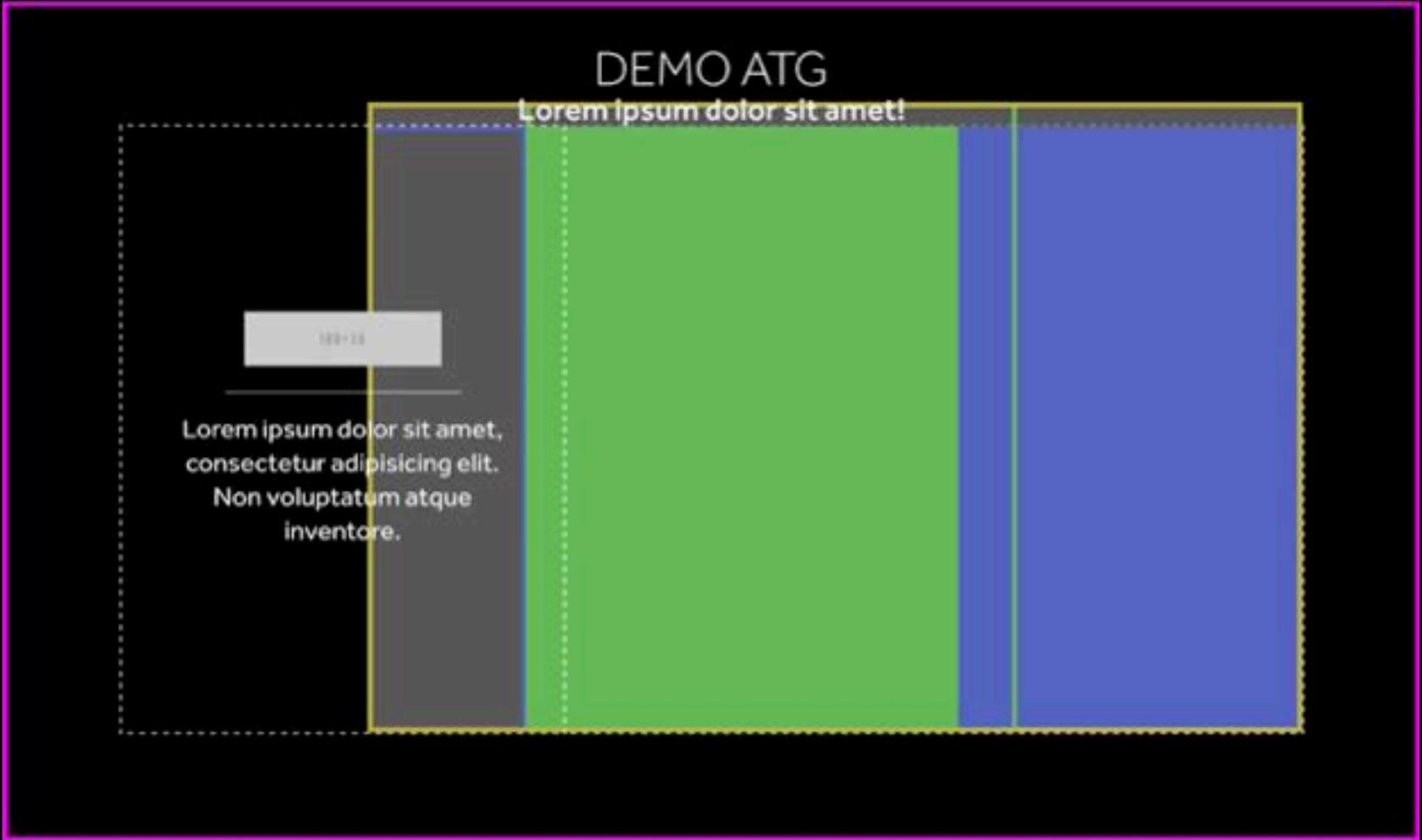
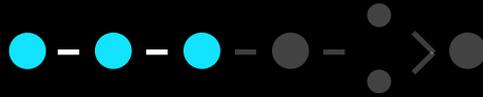
THE PROCESS



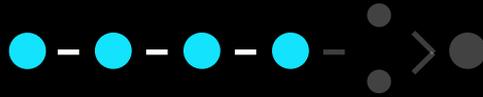
DESIGN CONCEPT



THE SKETCH



DEVELOPMENT STRUCTURES



OUR WORK

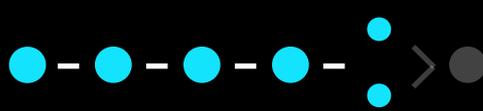
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Quick snack about redesigning and developing a native banking solution for brand.



TEAM REFINE



OUR WORK

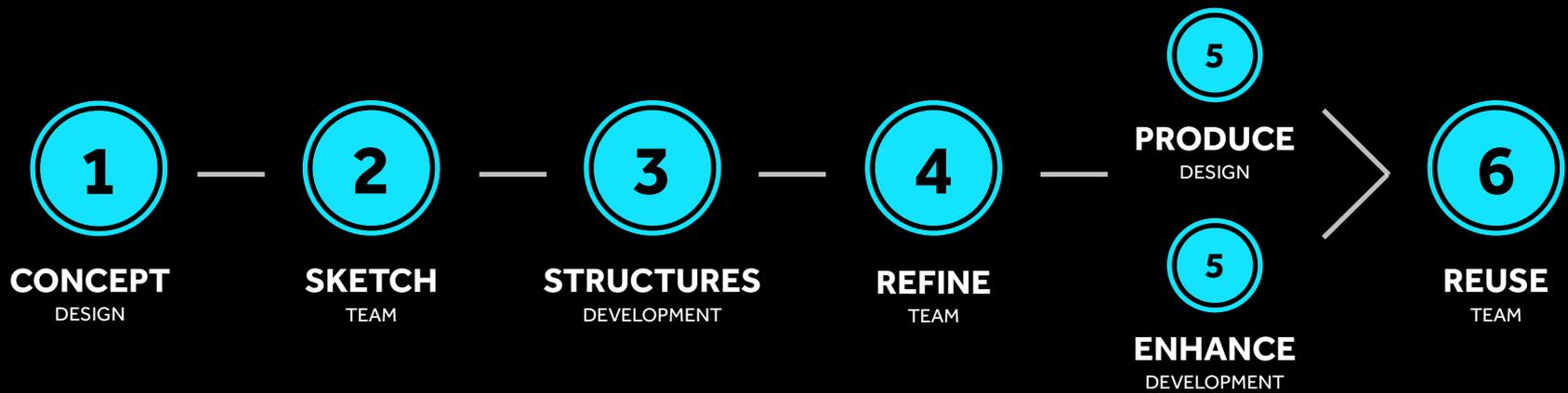
Made with care by people who care.



Quick snack about redesigning
and developing a native banking
solution for brand.



DESIGN PRODUCE DEV ENHANCE



DESIGN & DEV REUSE

LET EXPERTS LEAD THEIR CRAFT
& COLLABORATE AS A TEAM.

THE PROCESS

<http://atg.nicetransition.com>

CODEPEN **LINK**



QUESTIONS

THANK YOU

~ KEVIN MACK & TIM VONDERLOH ~