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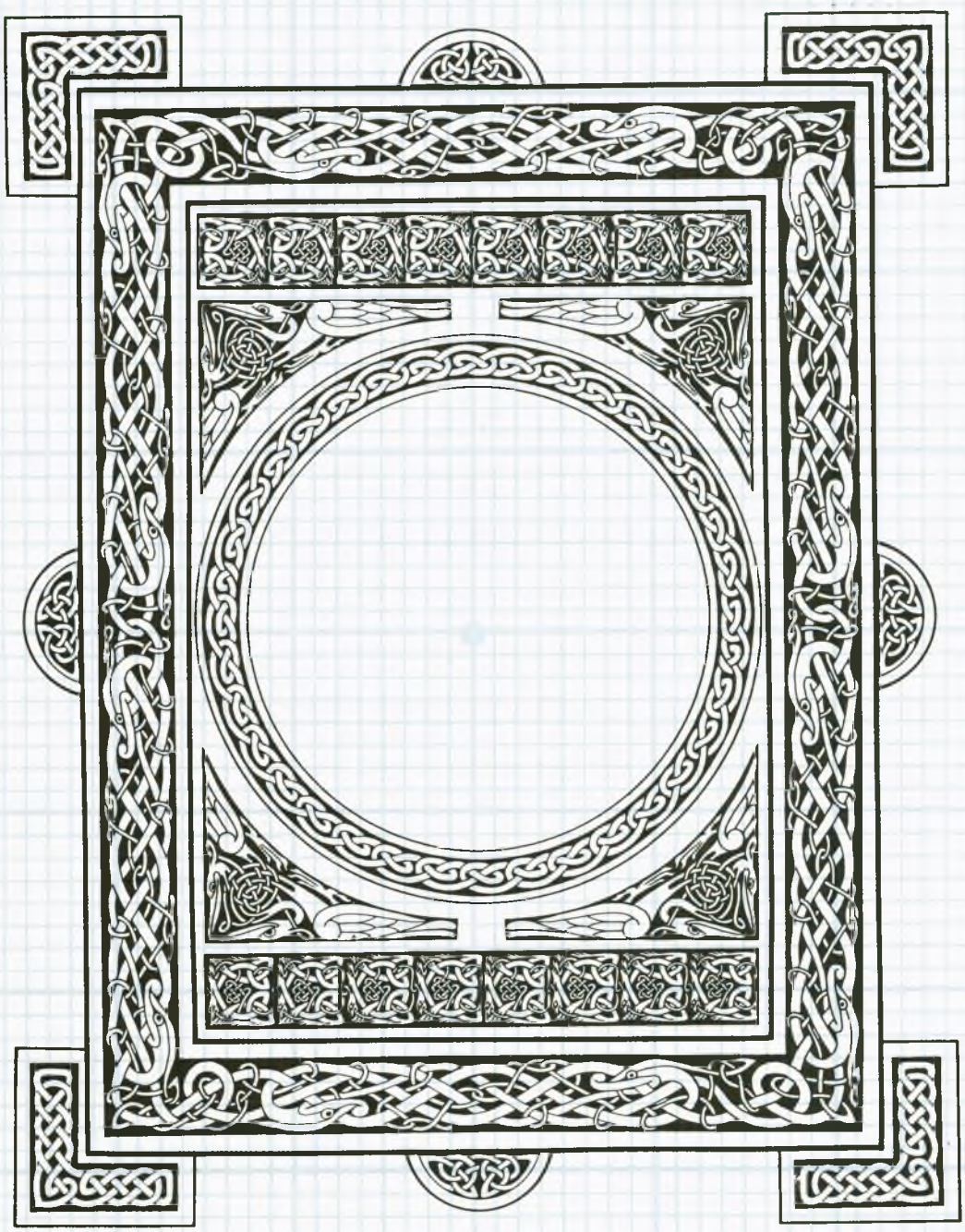

MALLORY PEARCE

READY·TO·USE

CELTIC BORDERS on Layout Grids

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MALLORY PEARCE

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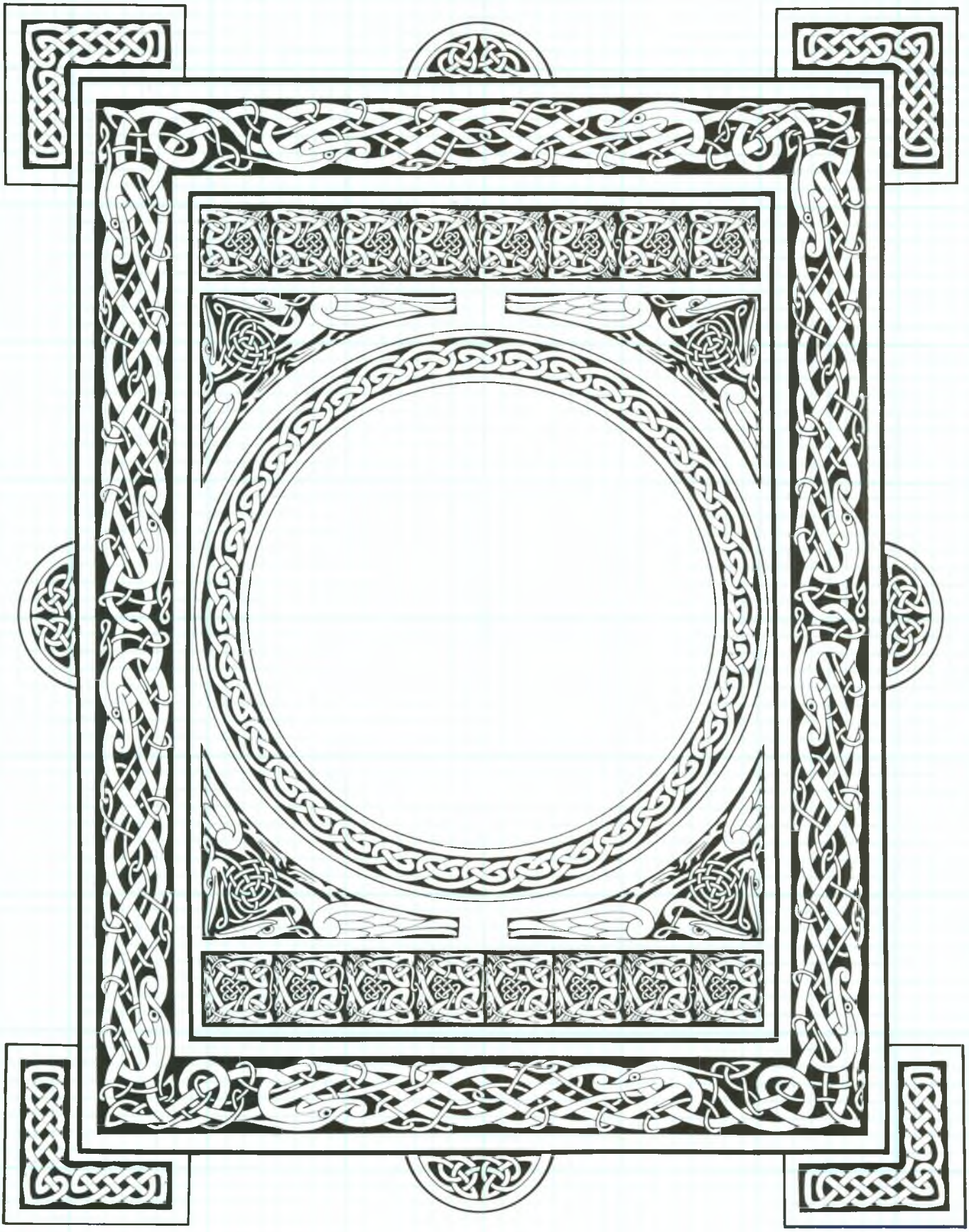
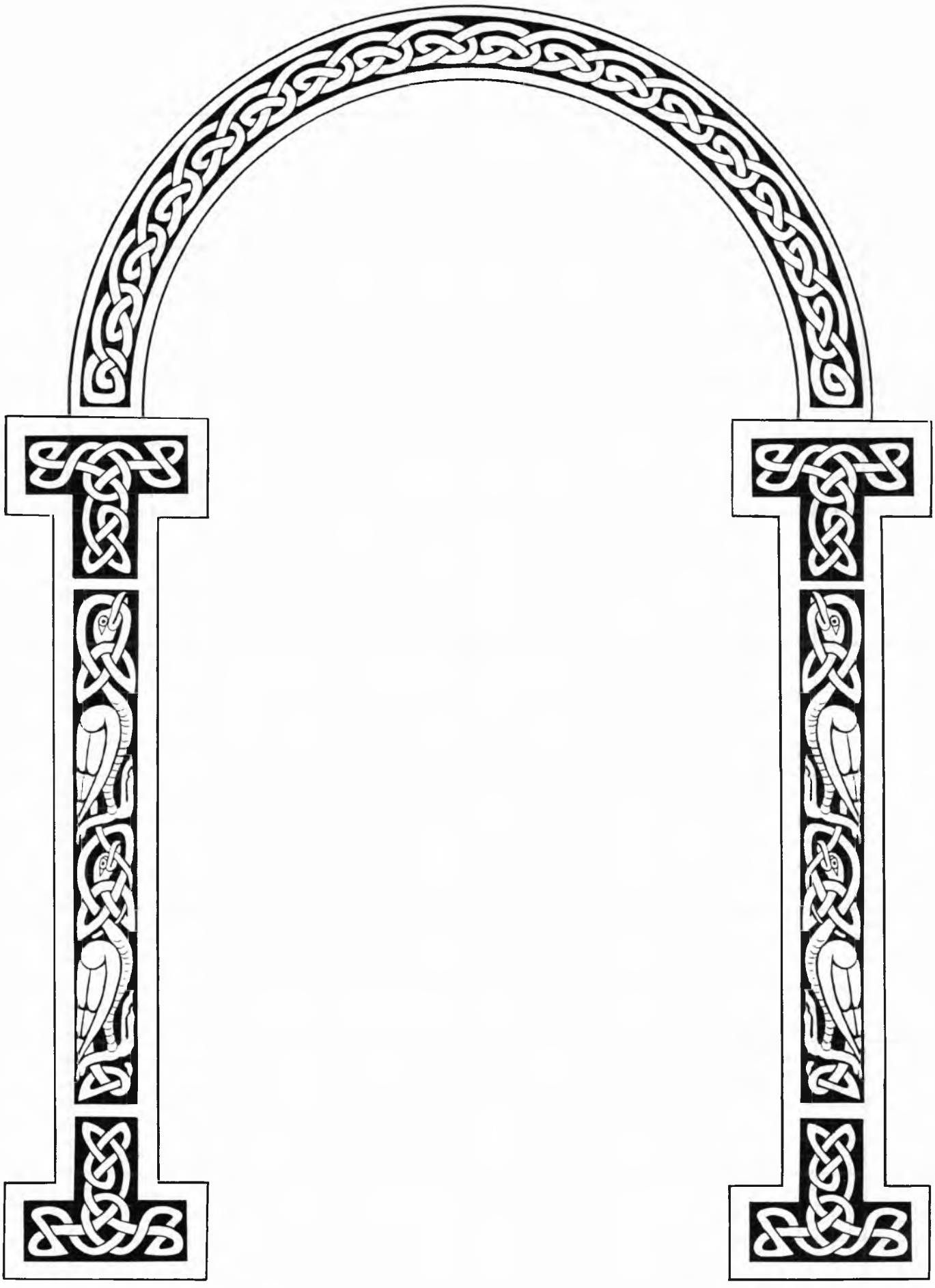
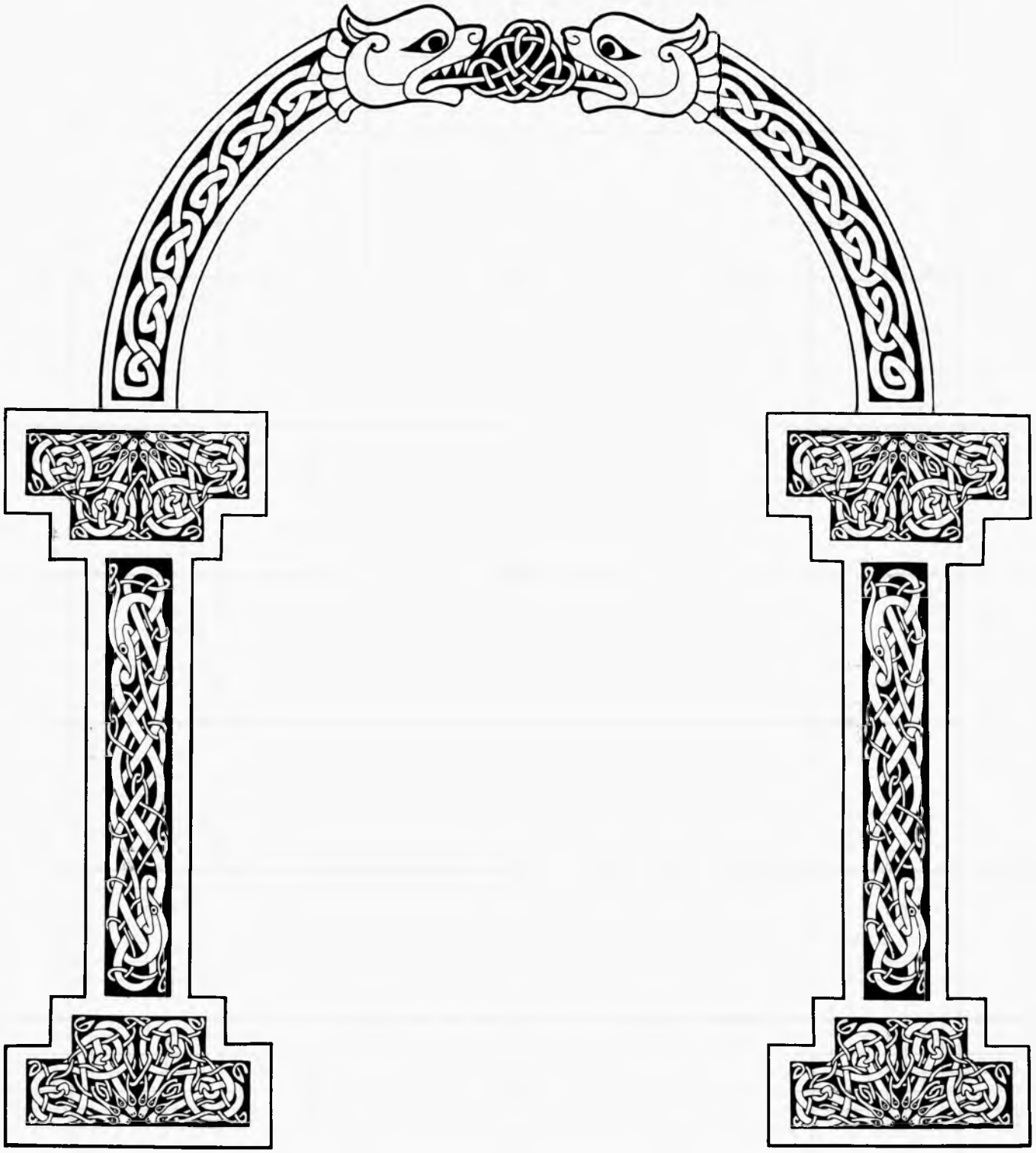
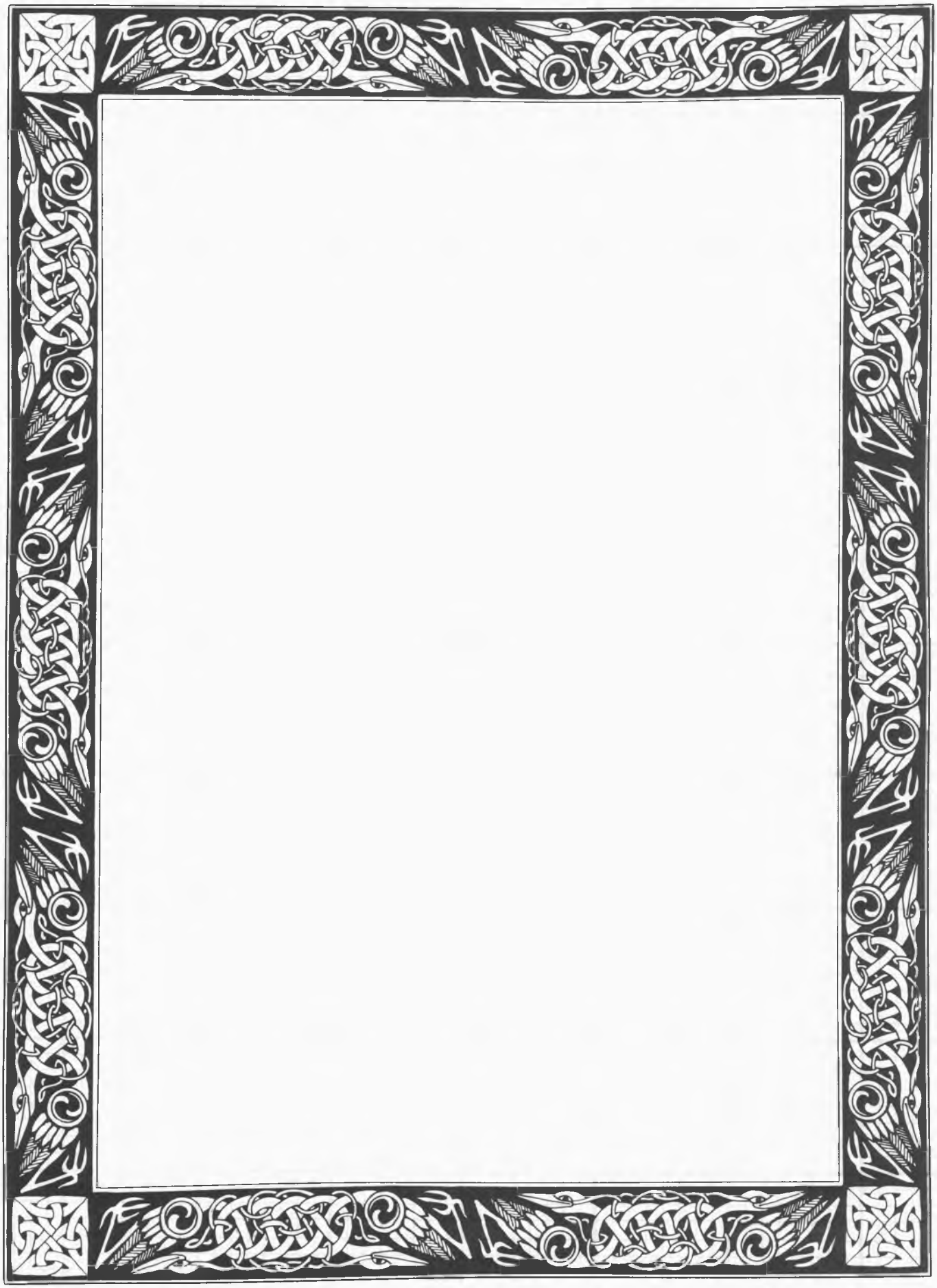
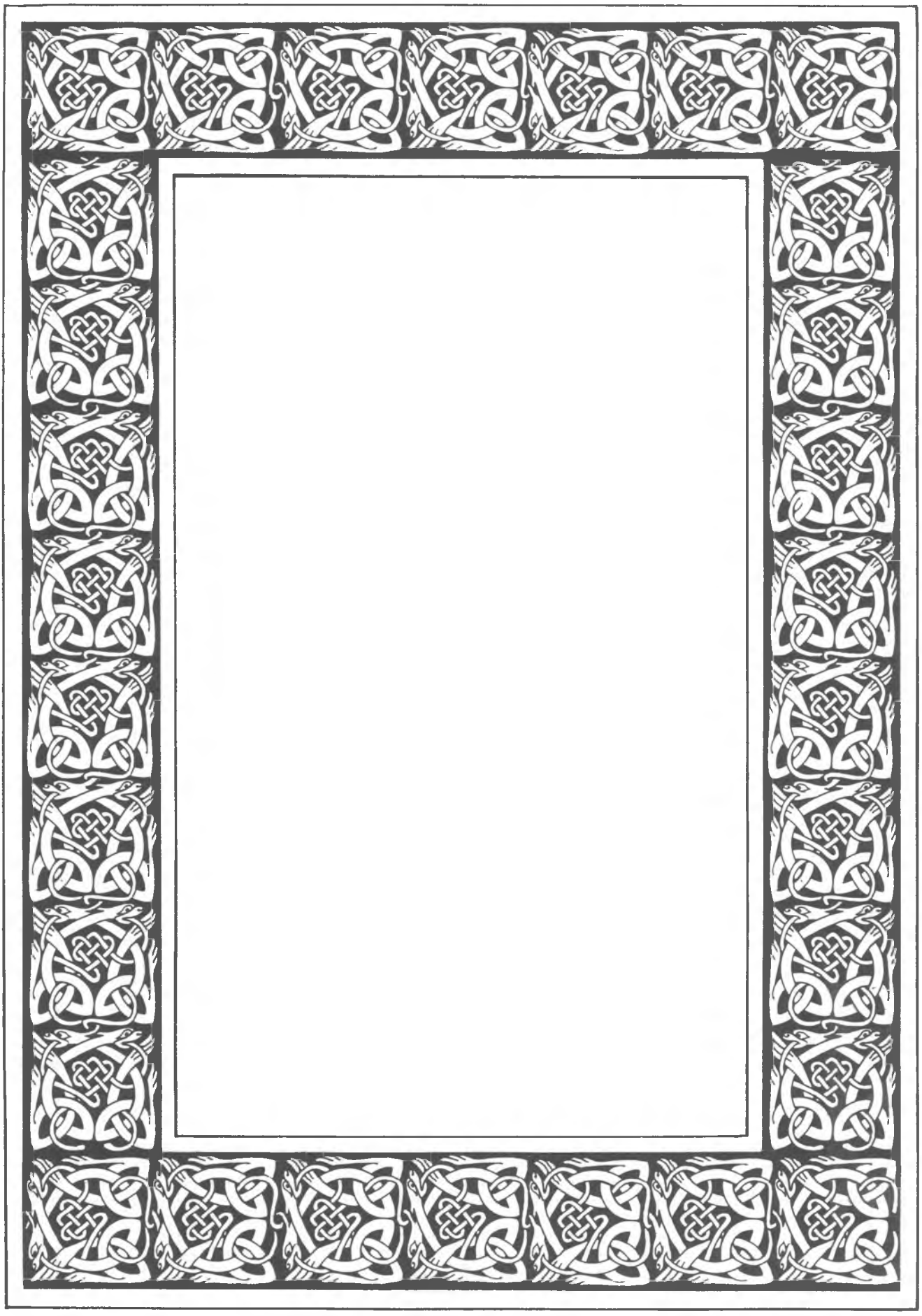
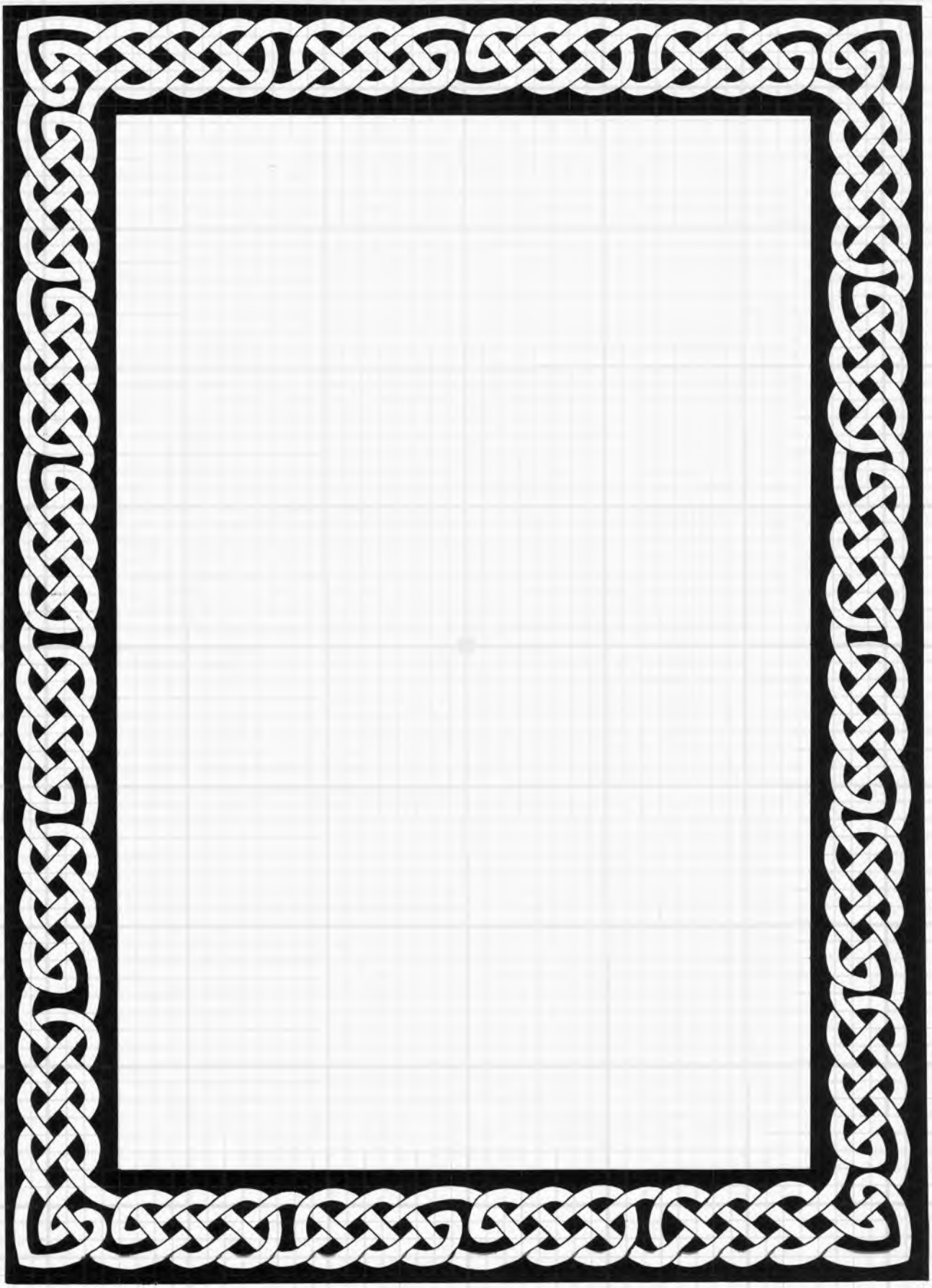


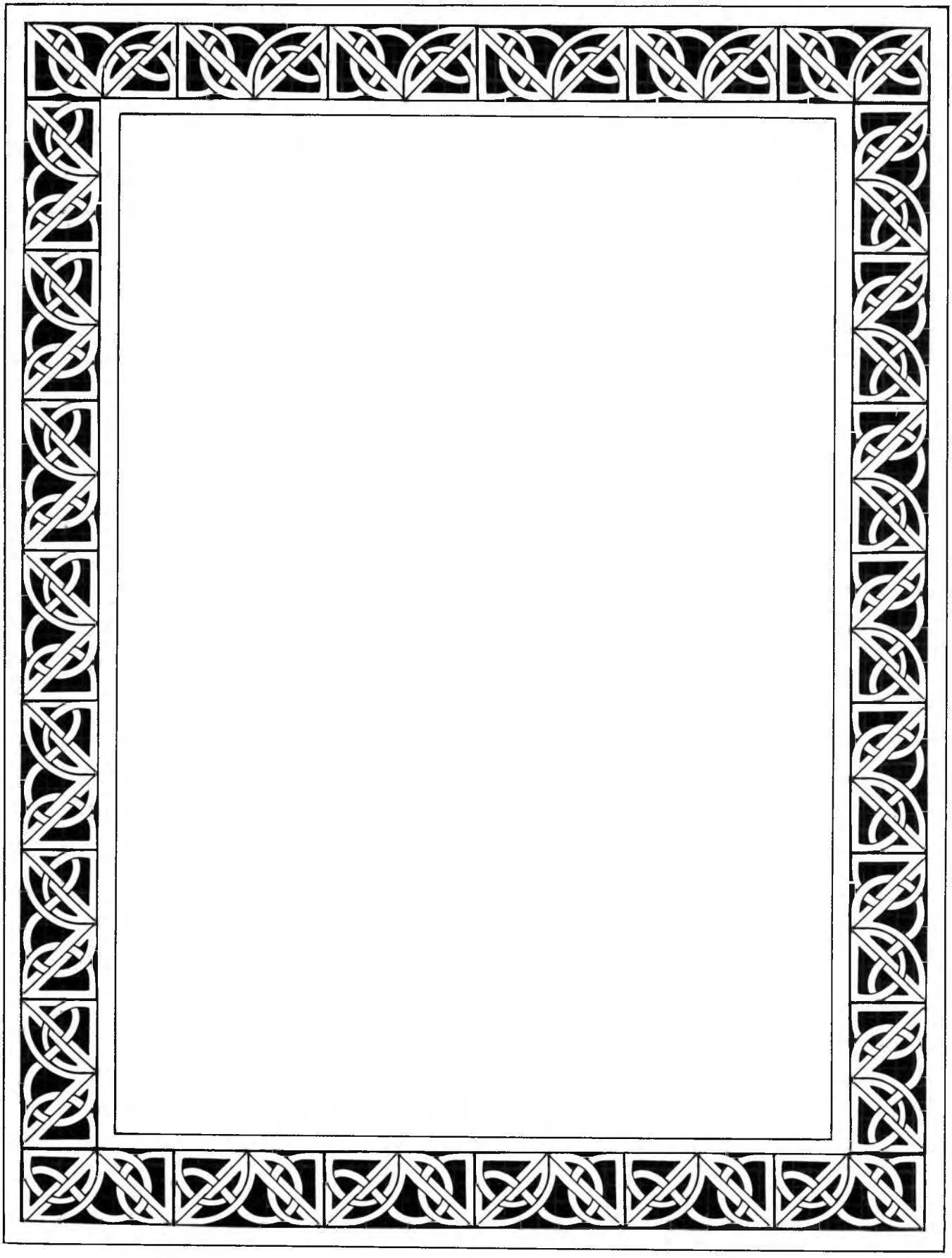


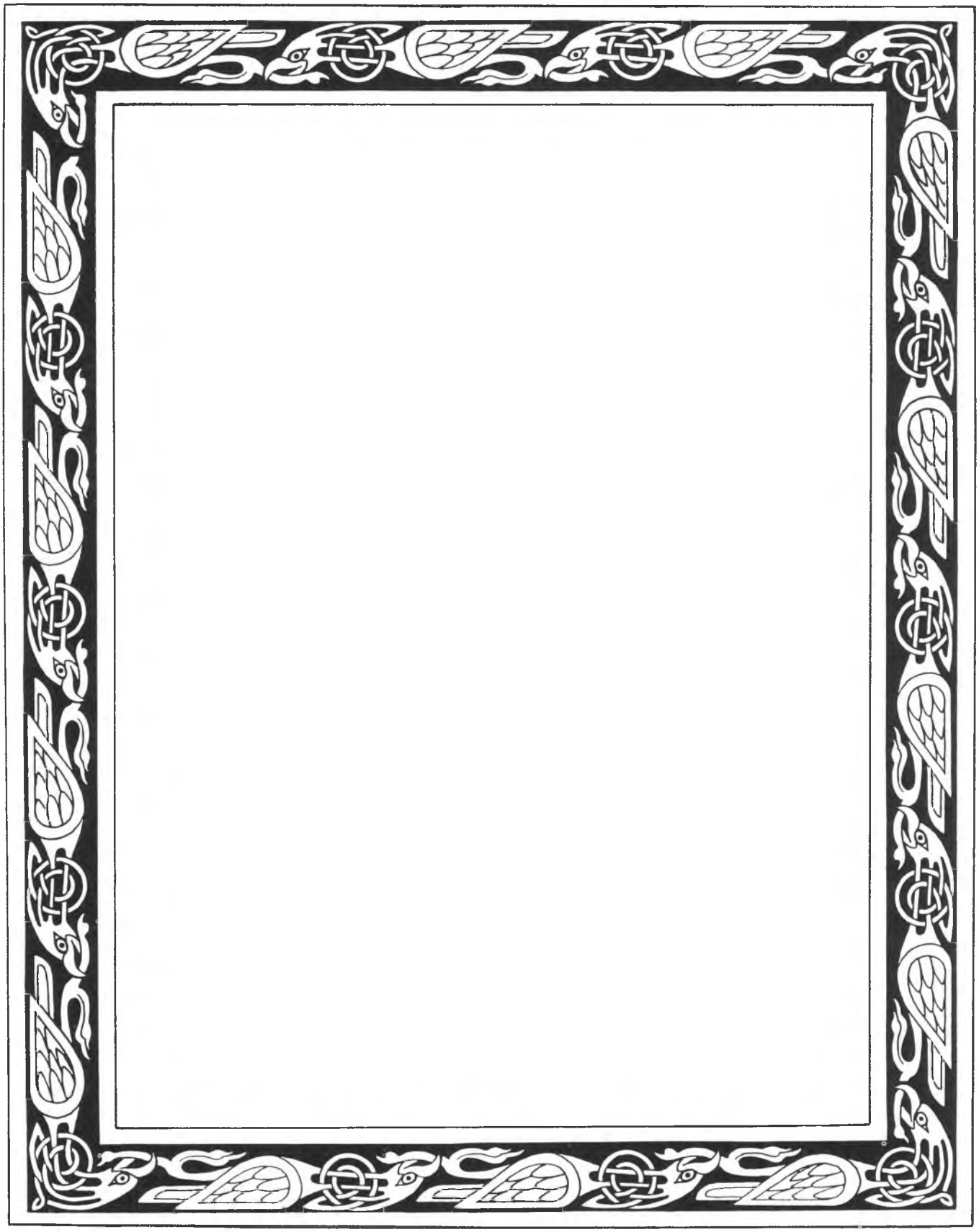


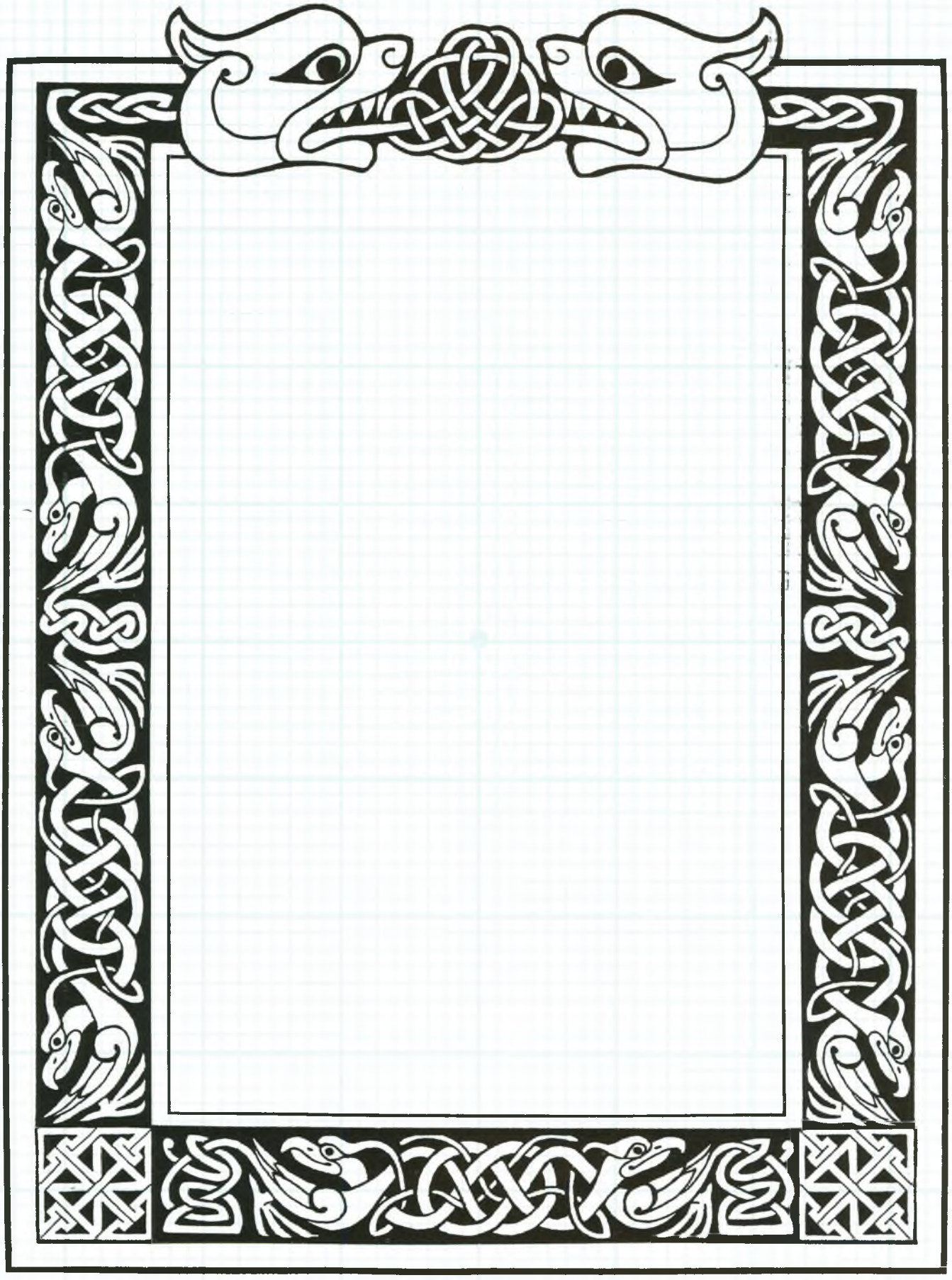


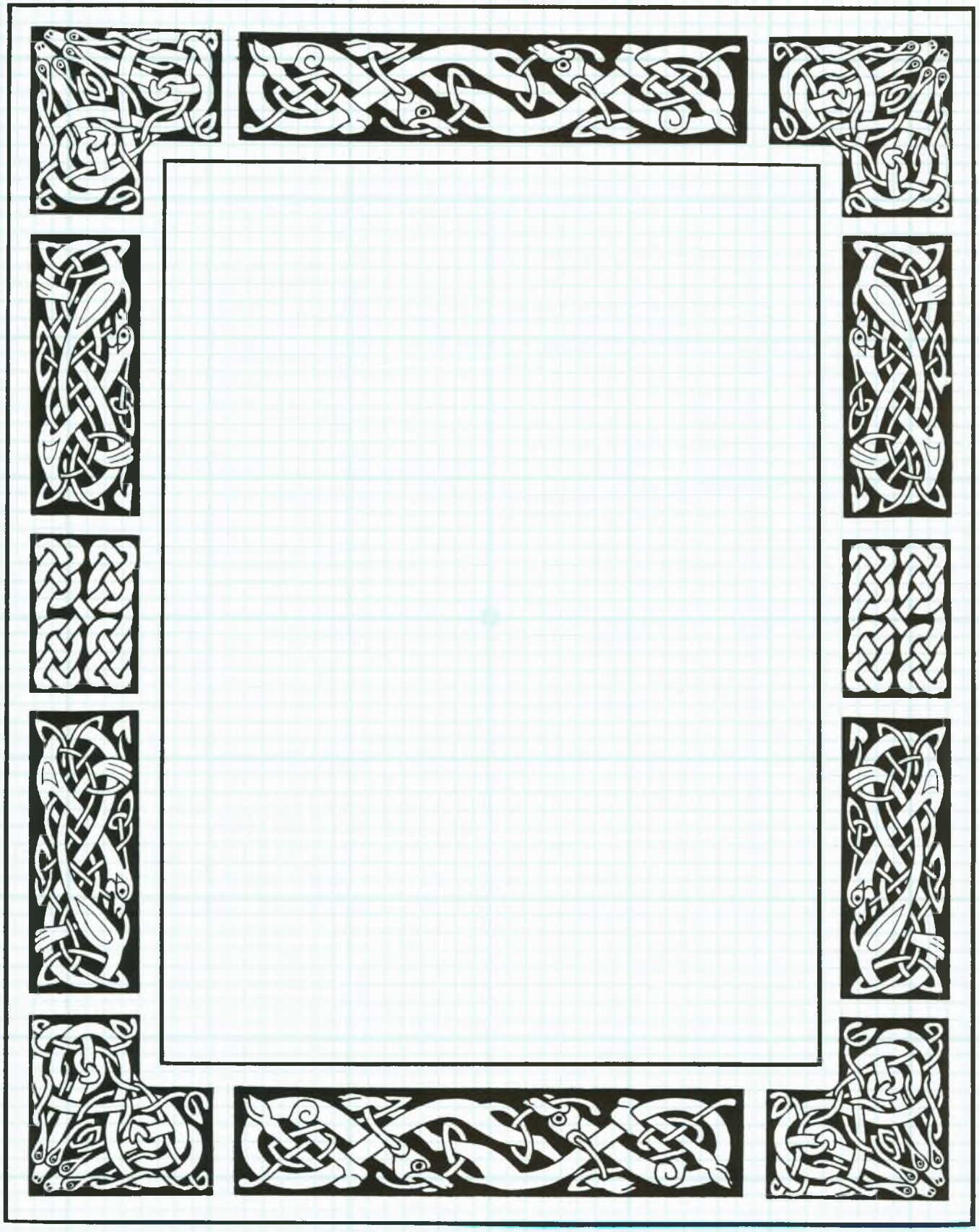


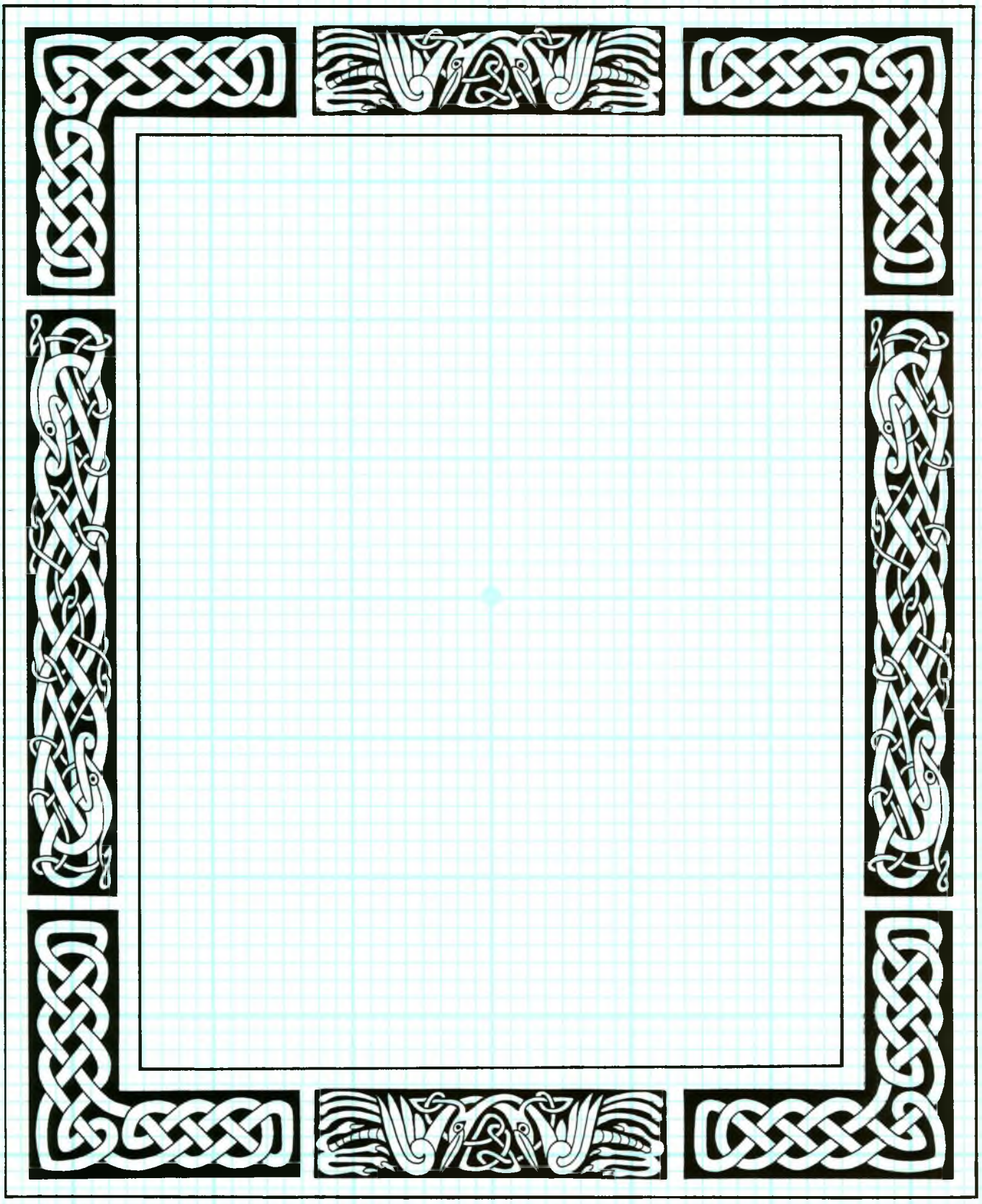


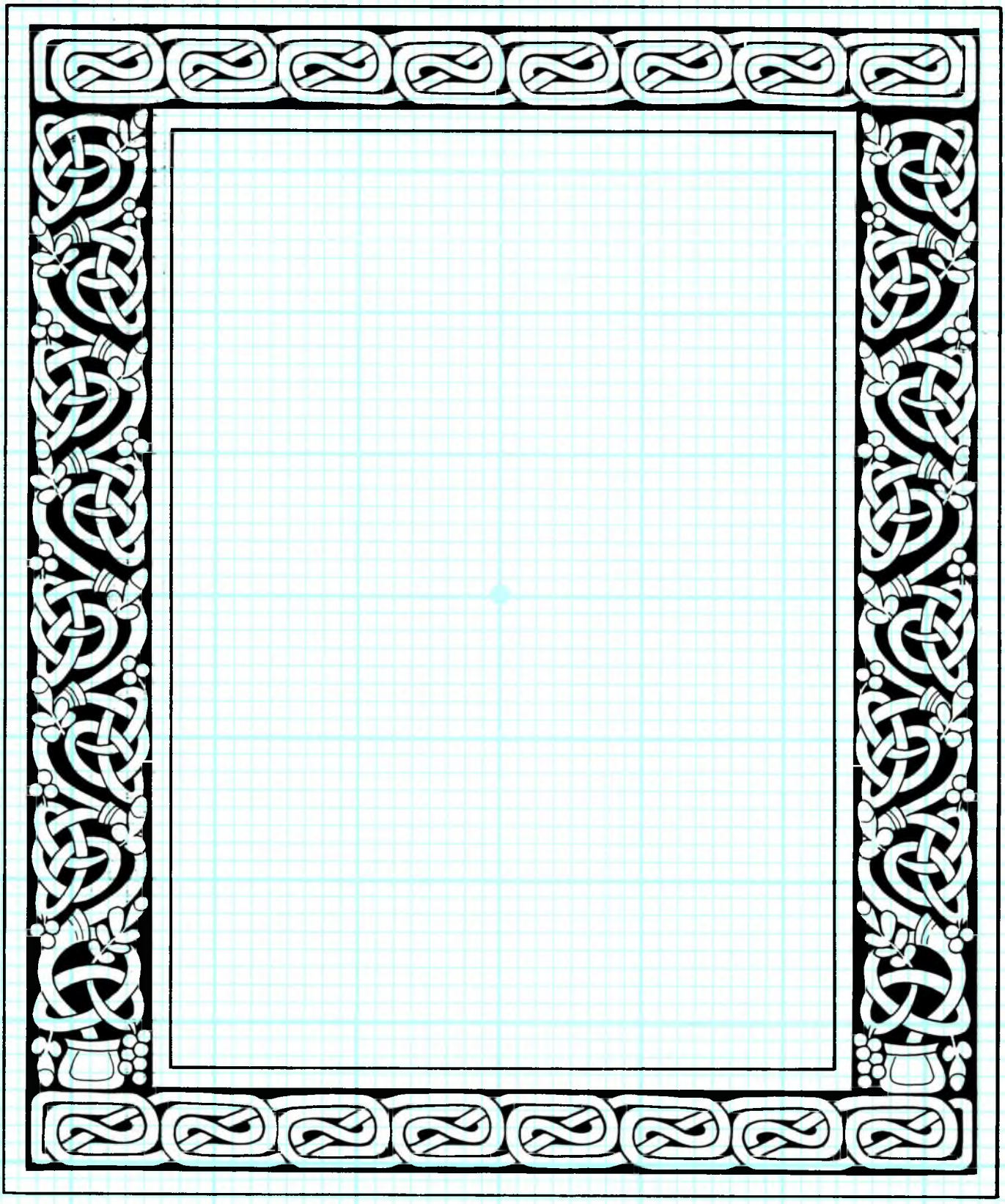


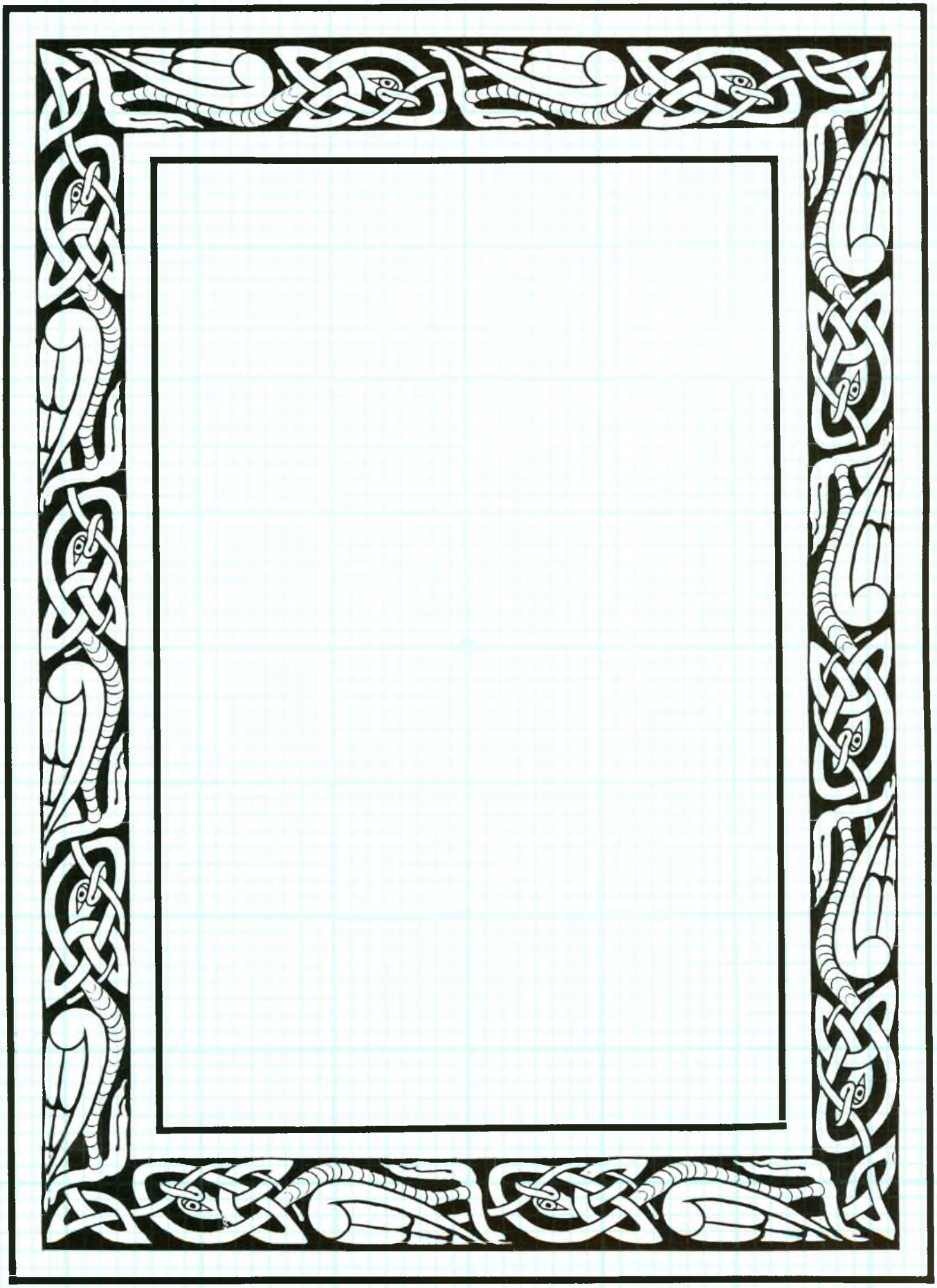


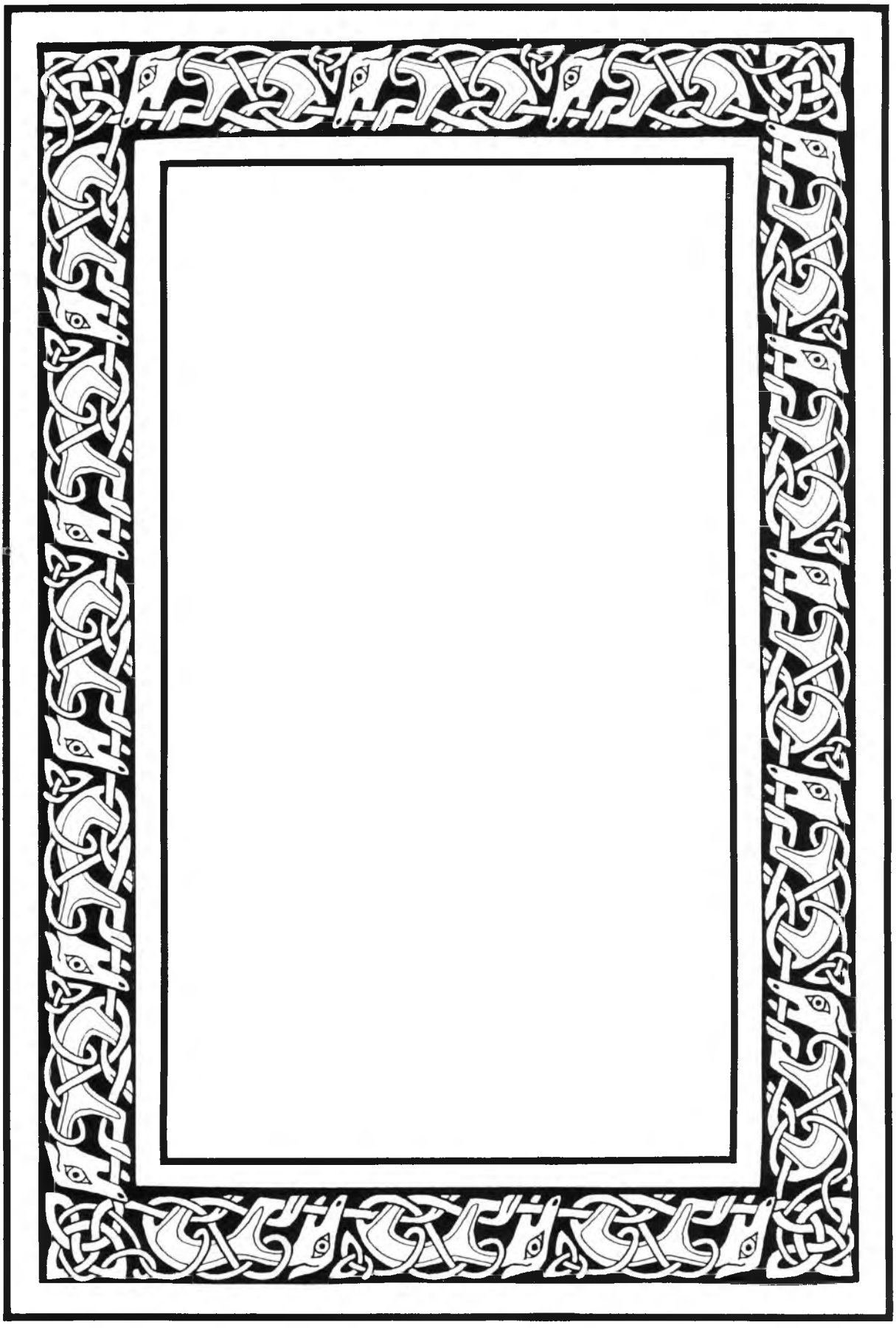


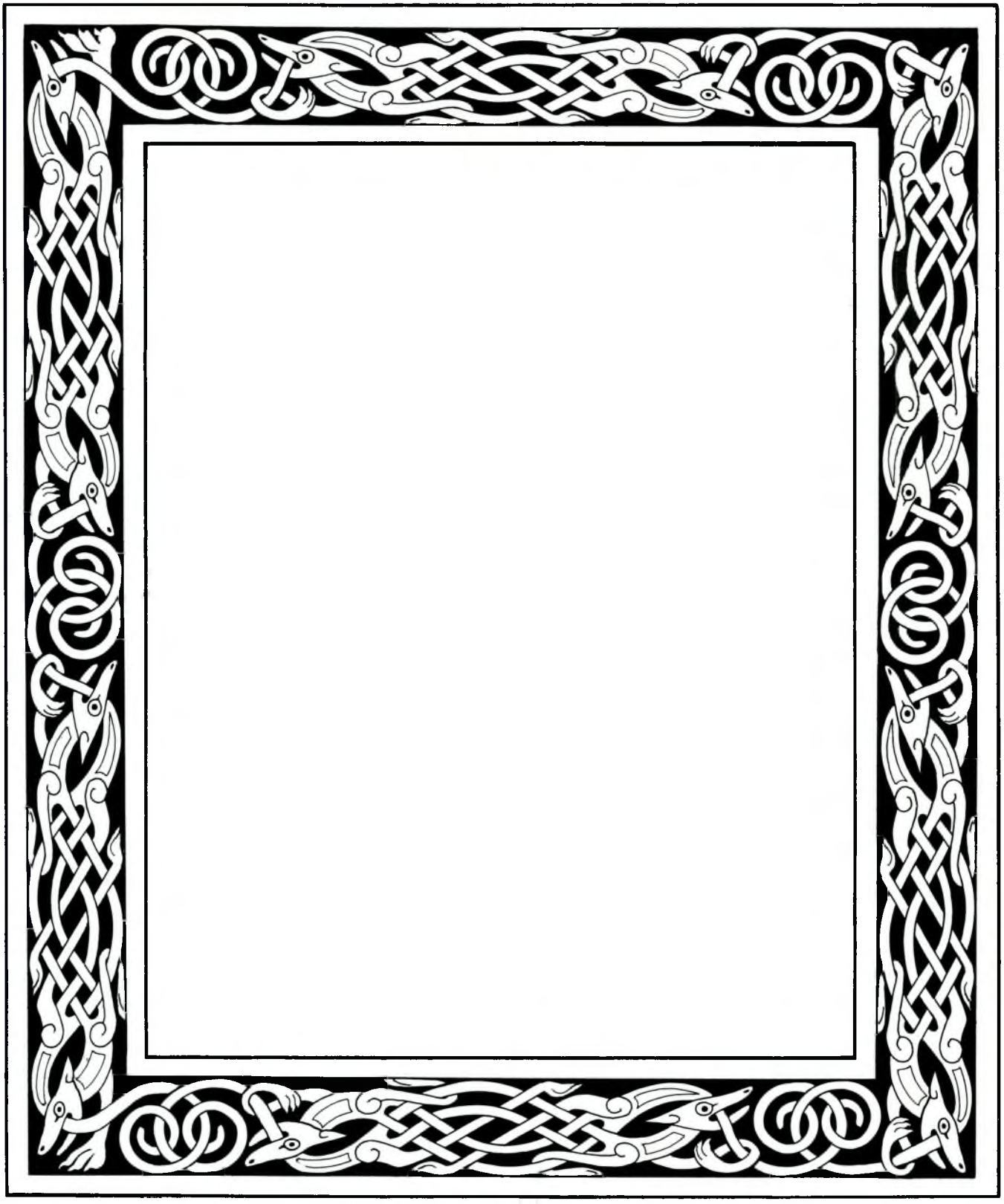


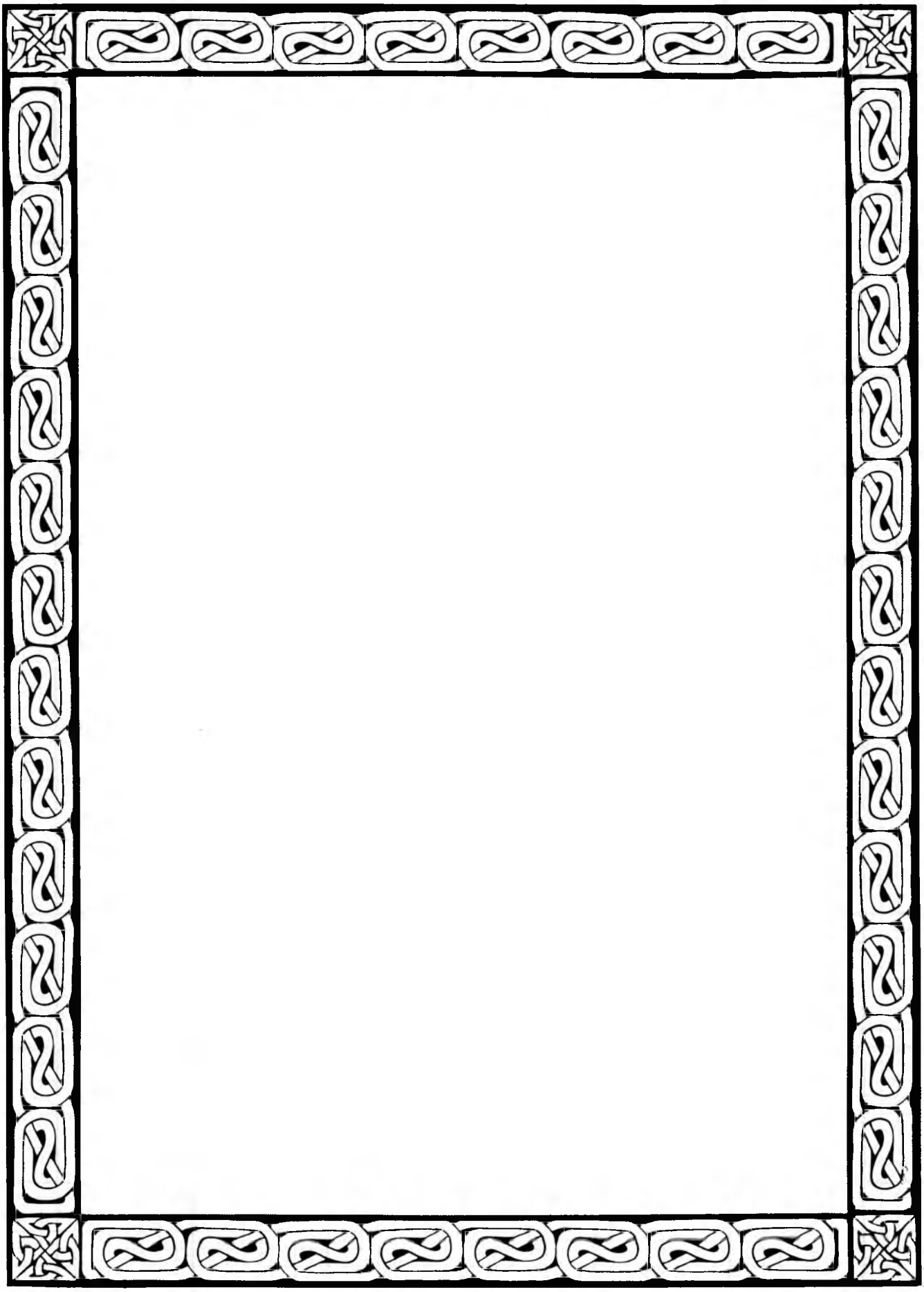


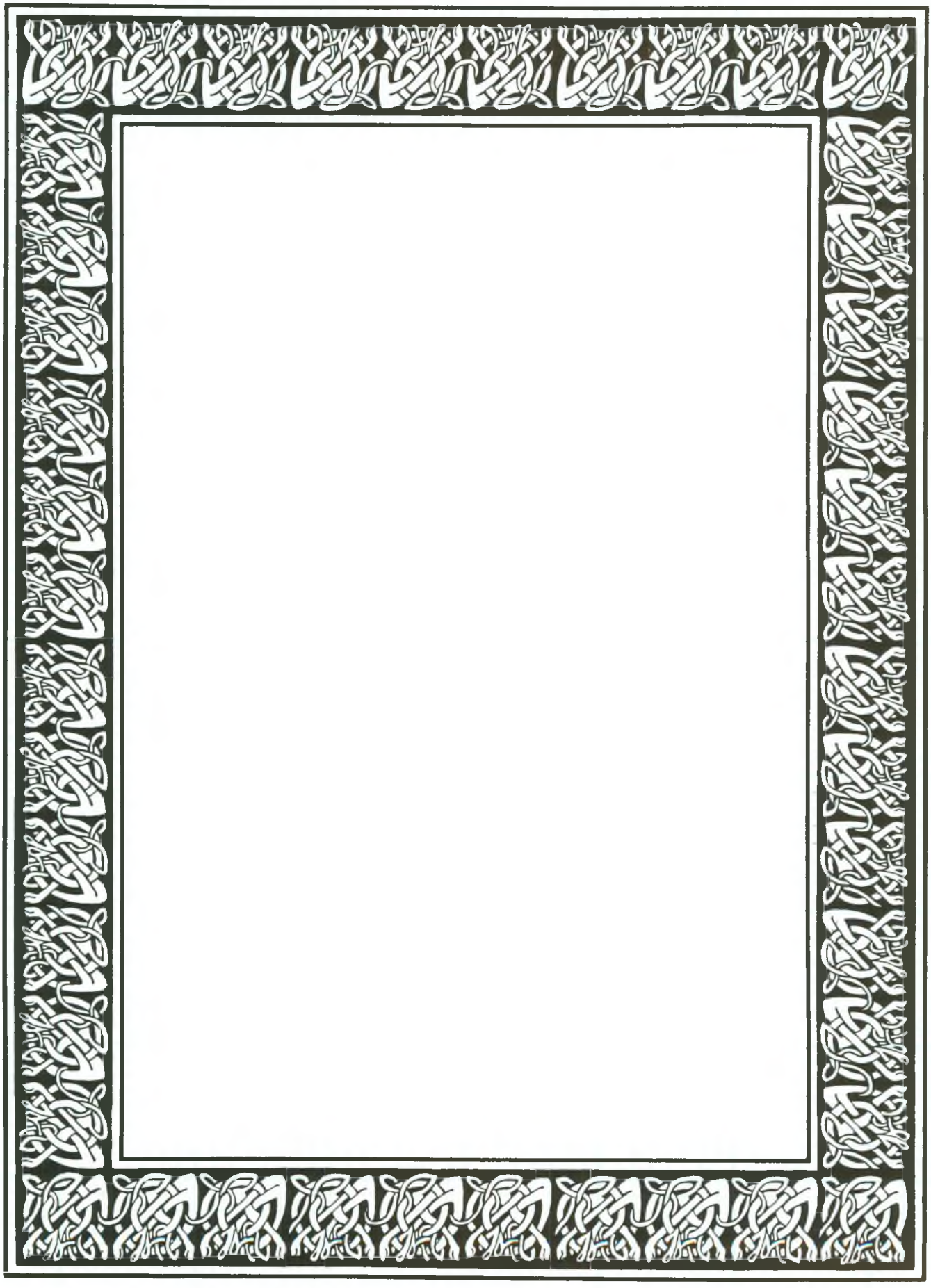


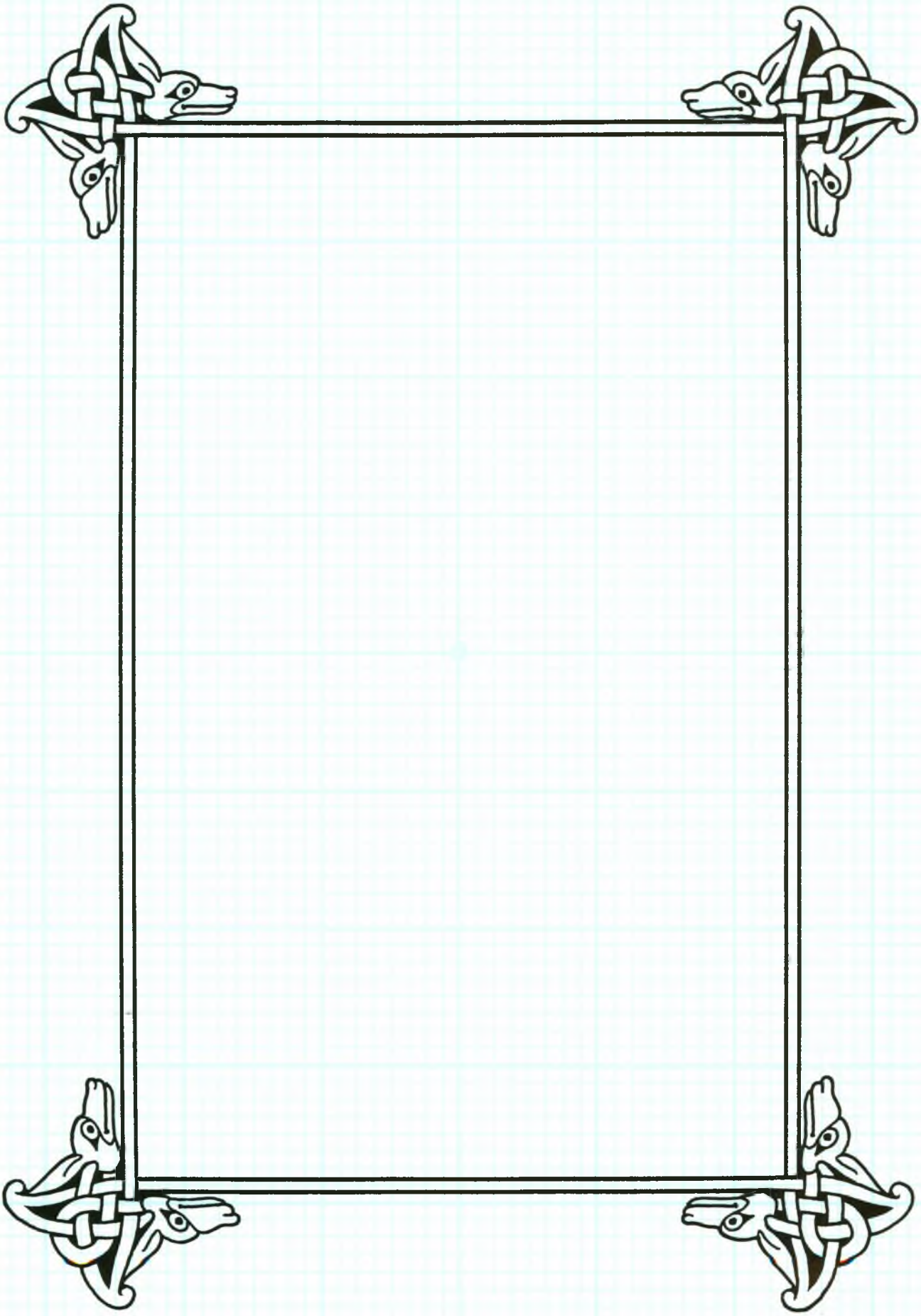


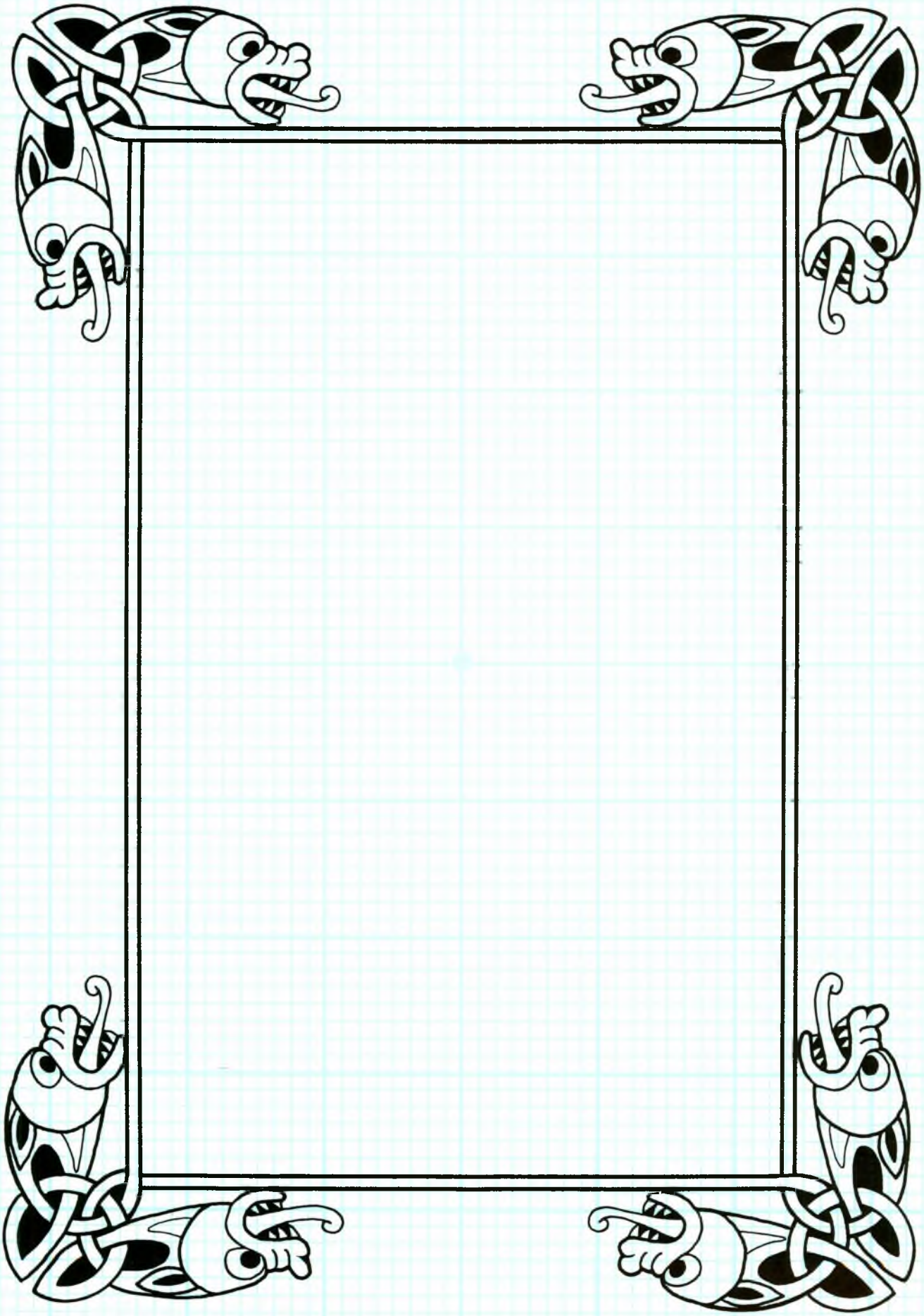


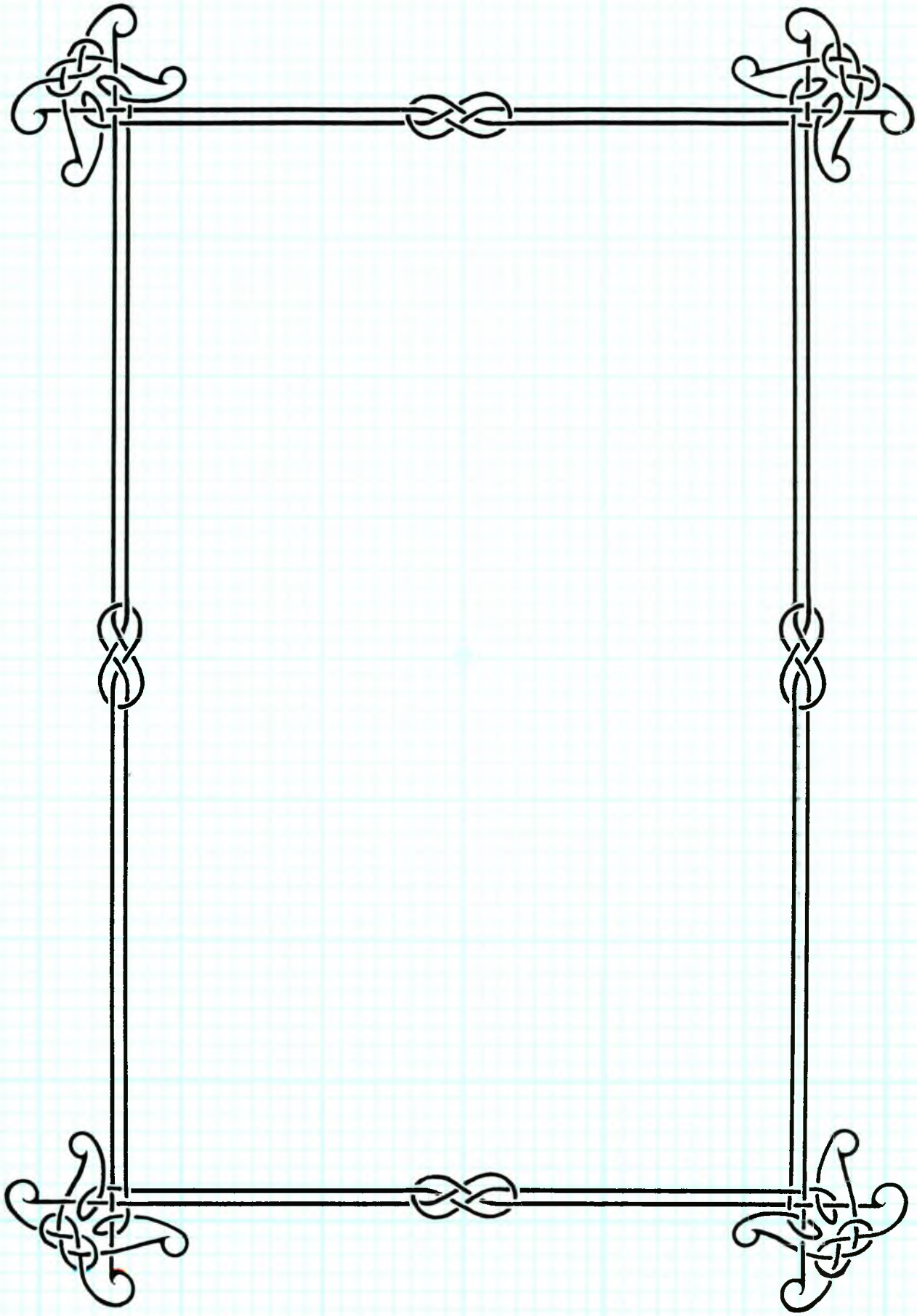


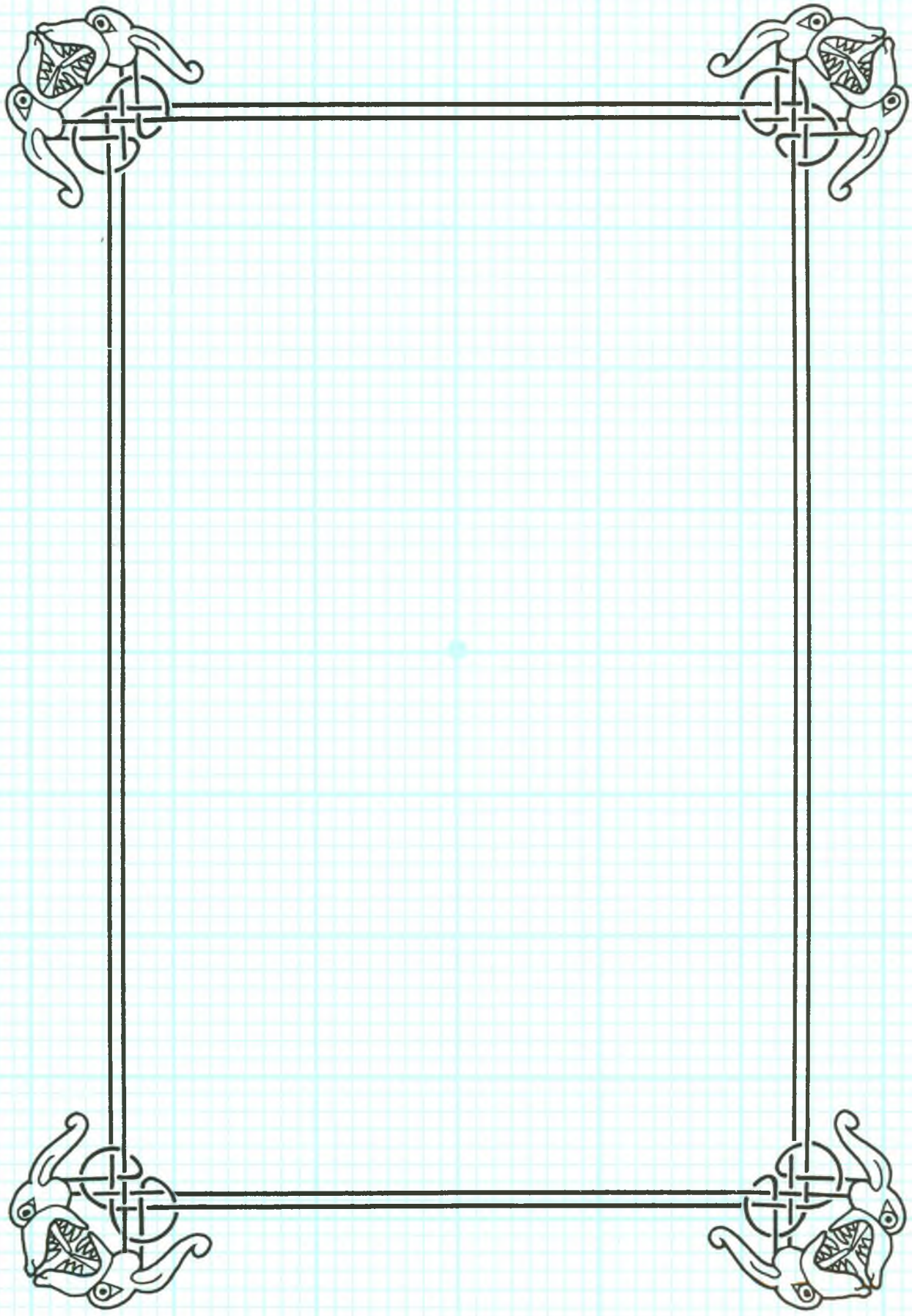


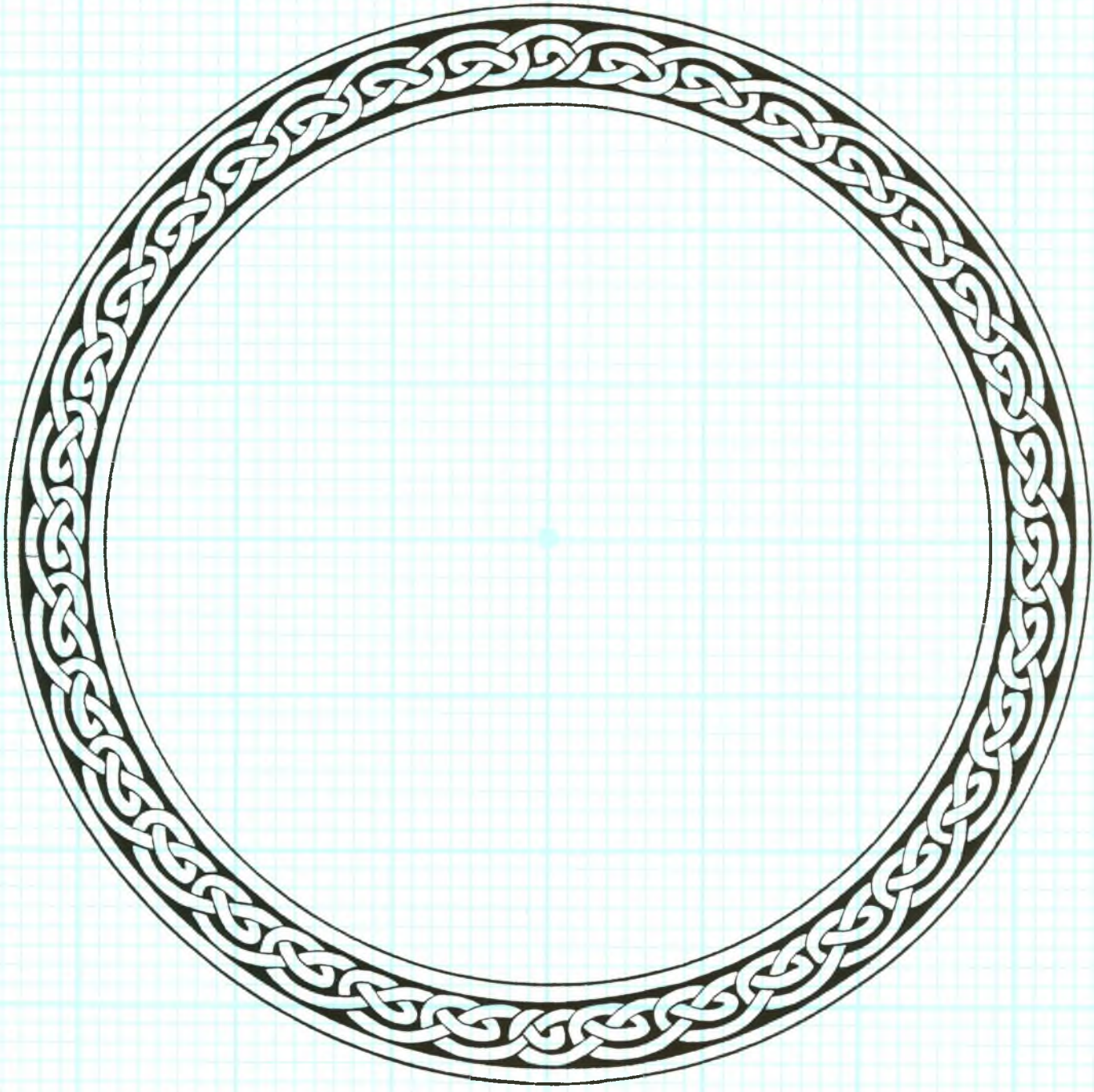


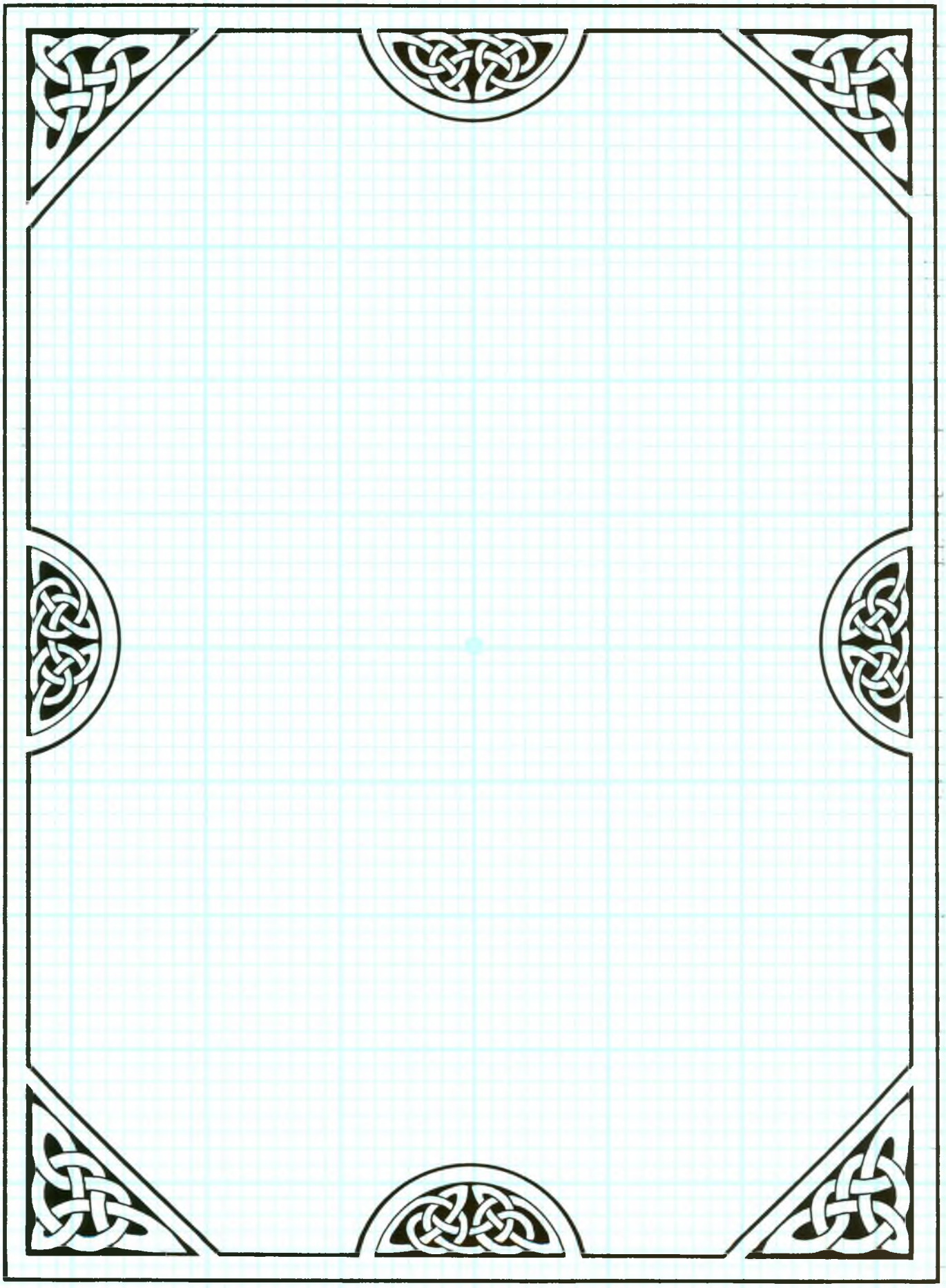


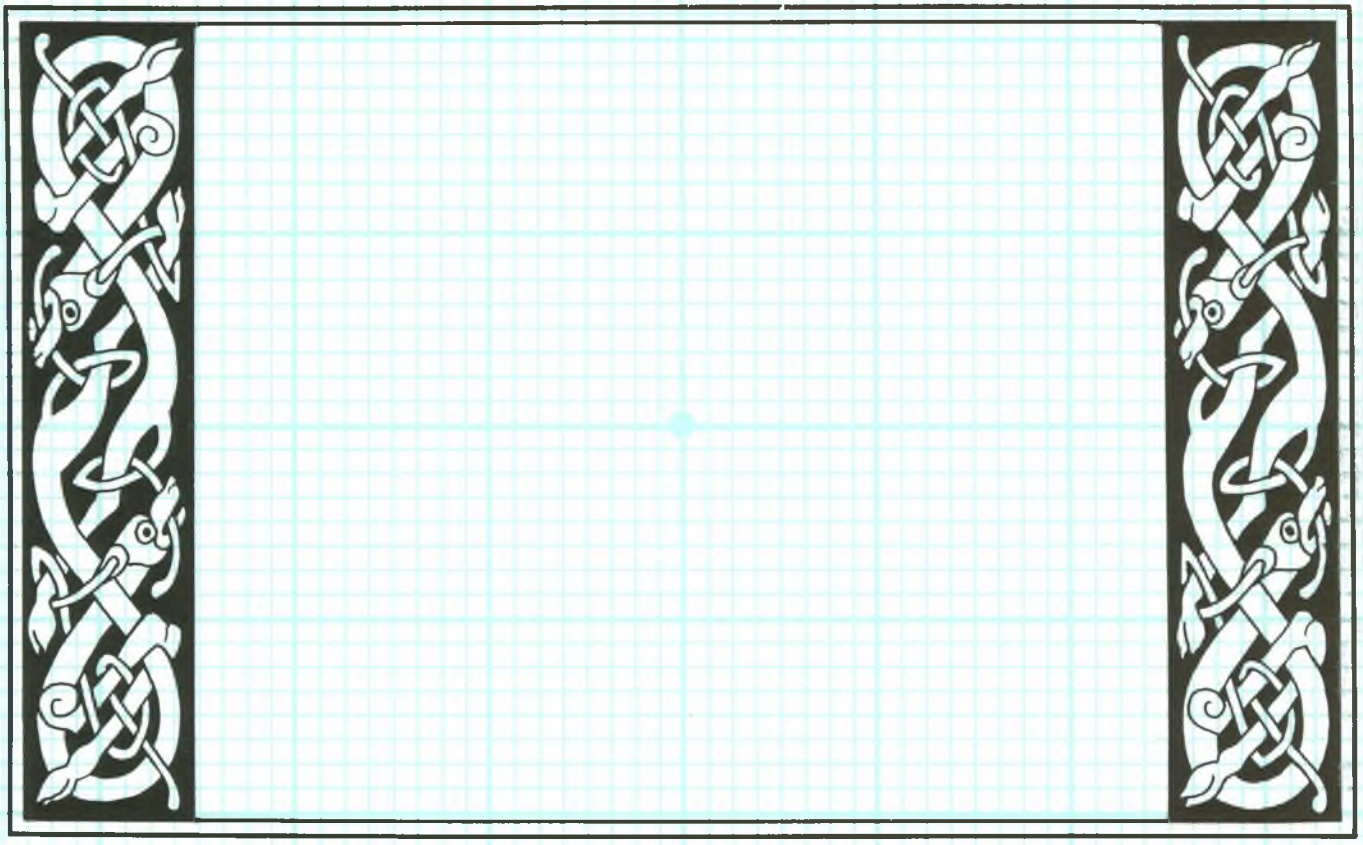


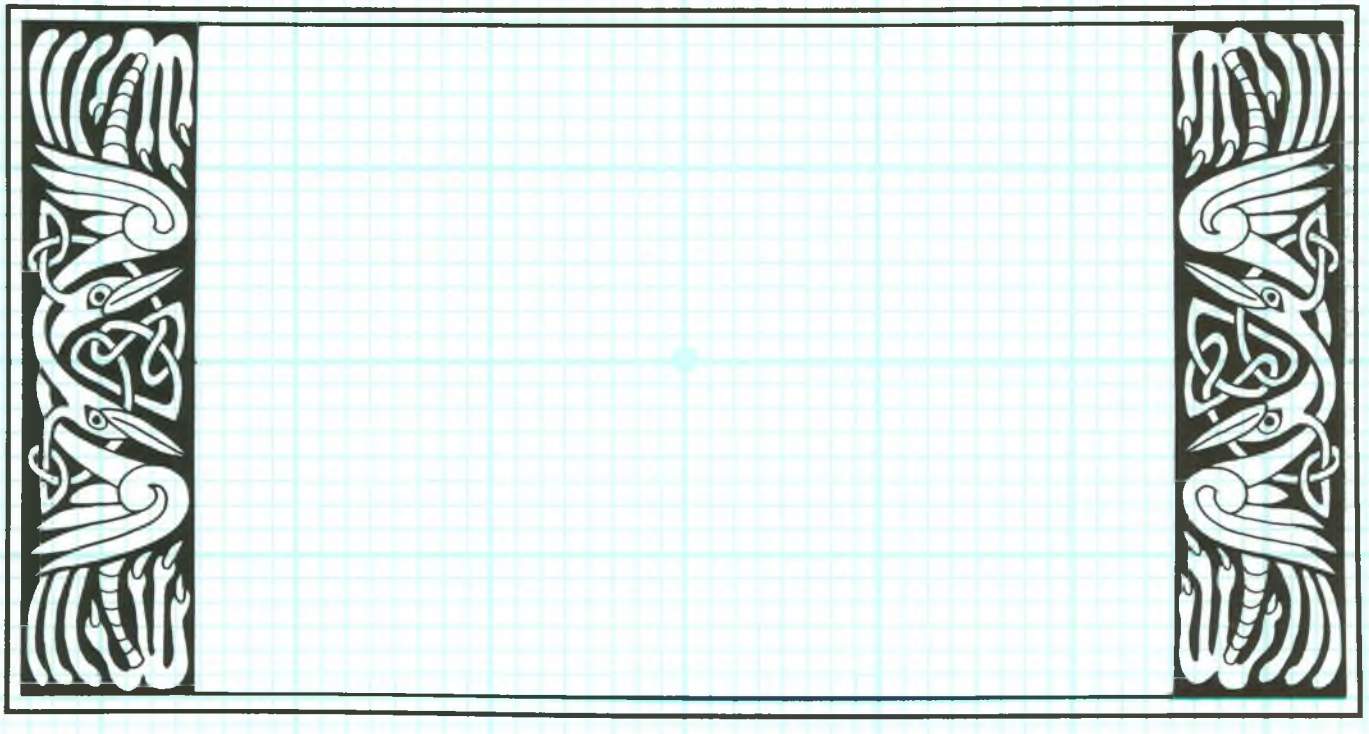


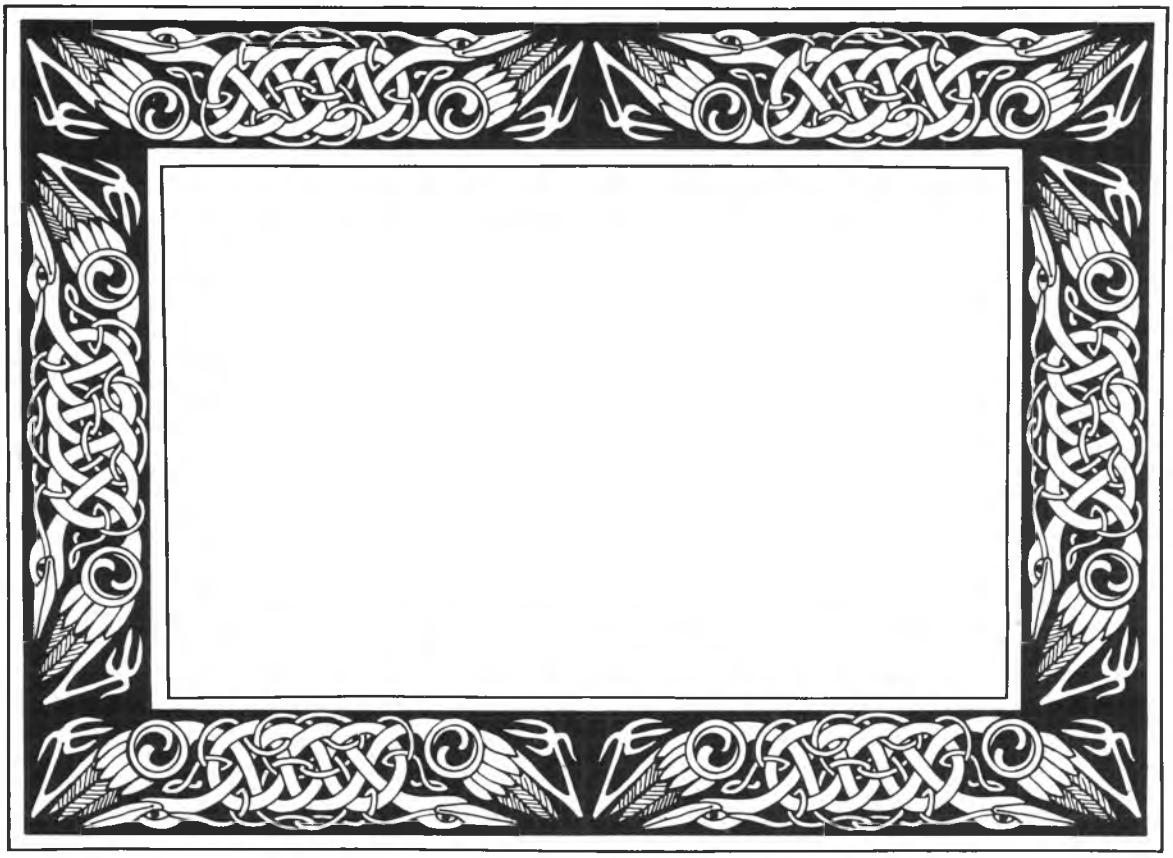


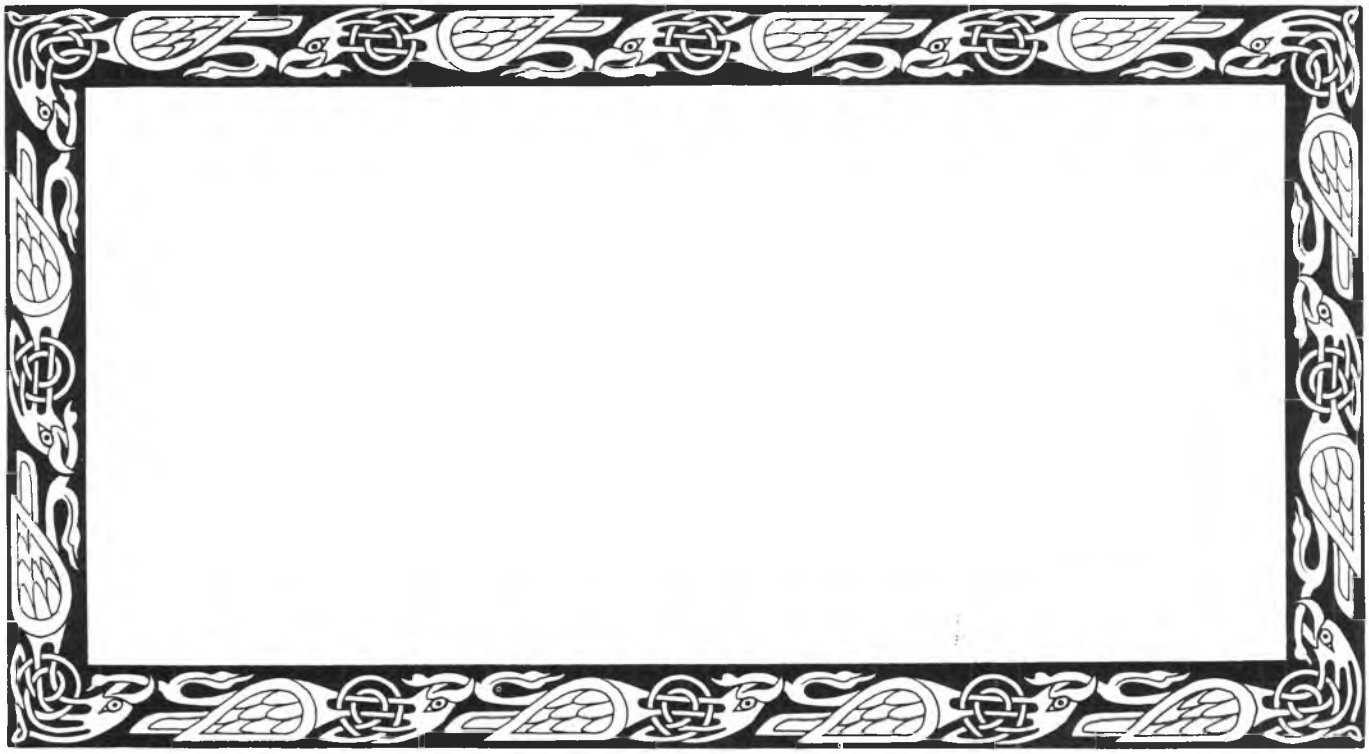


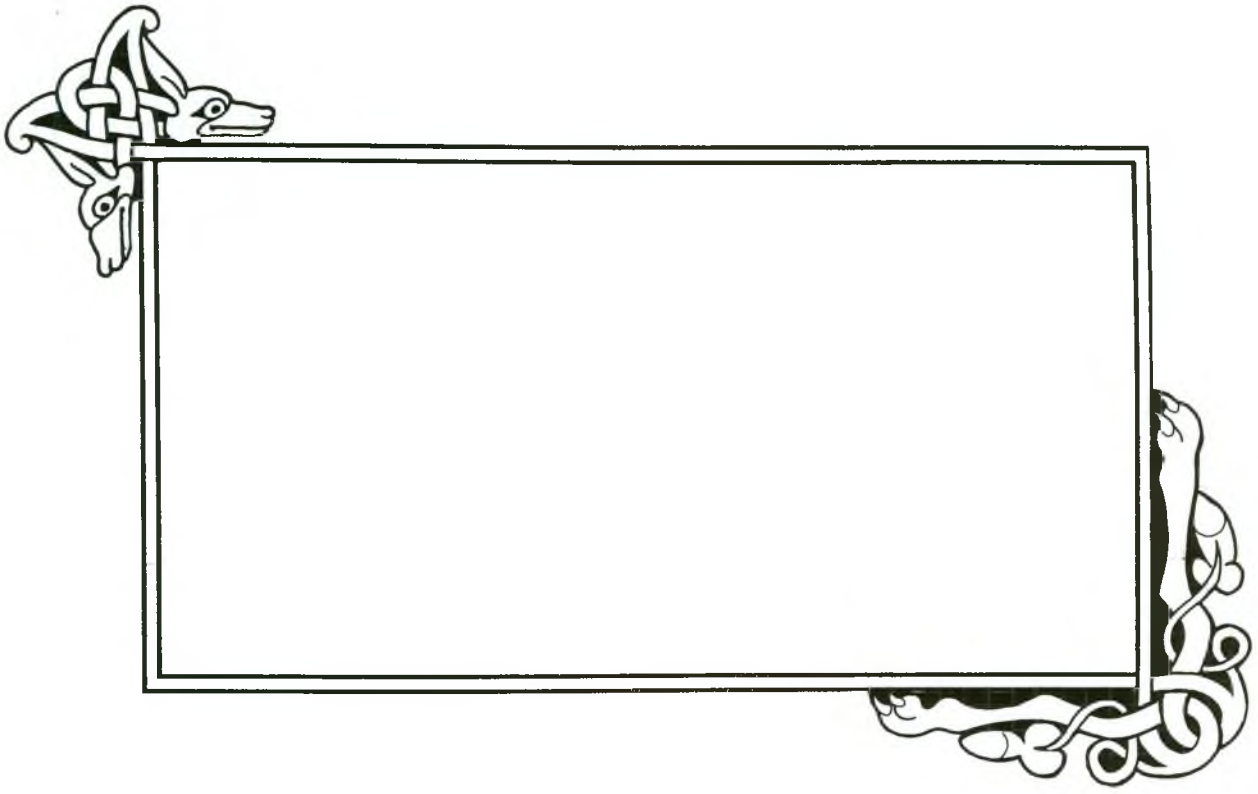


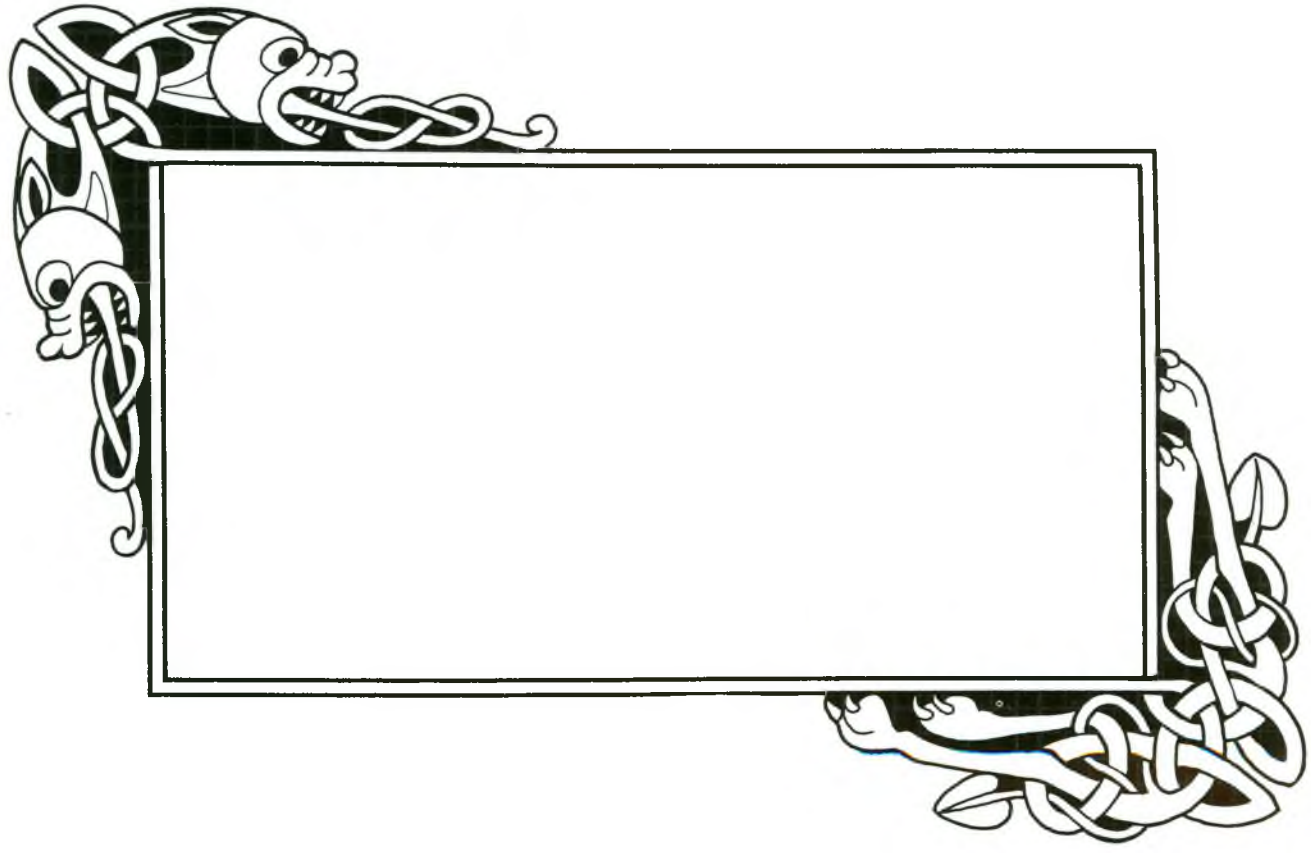


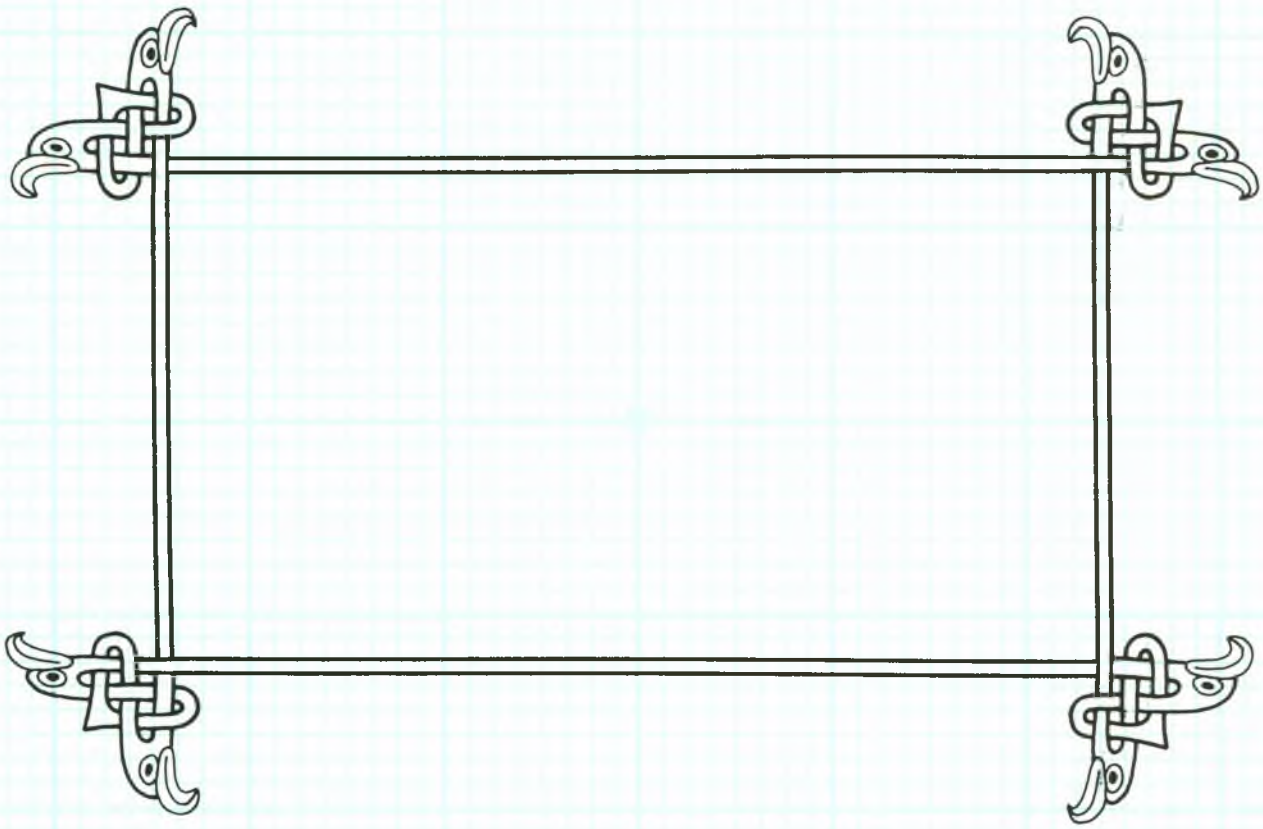


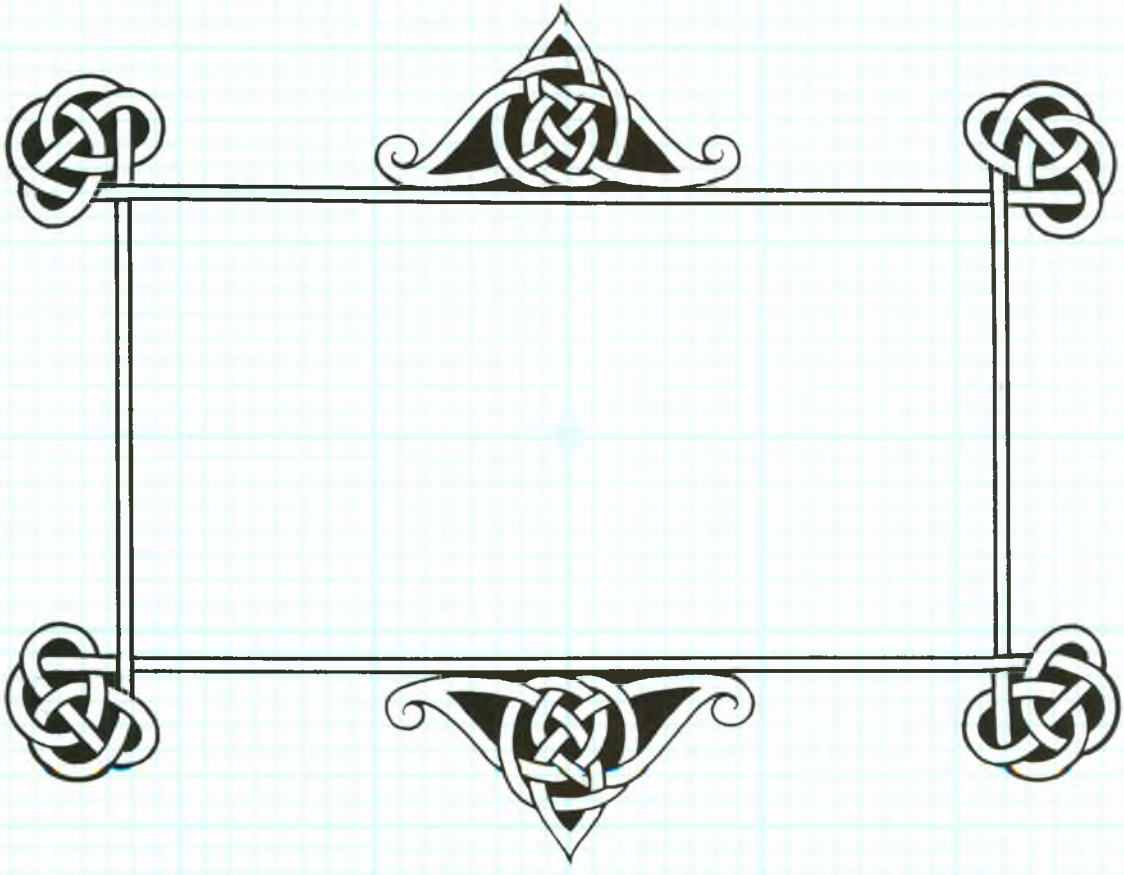


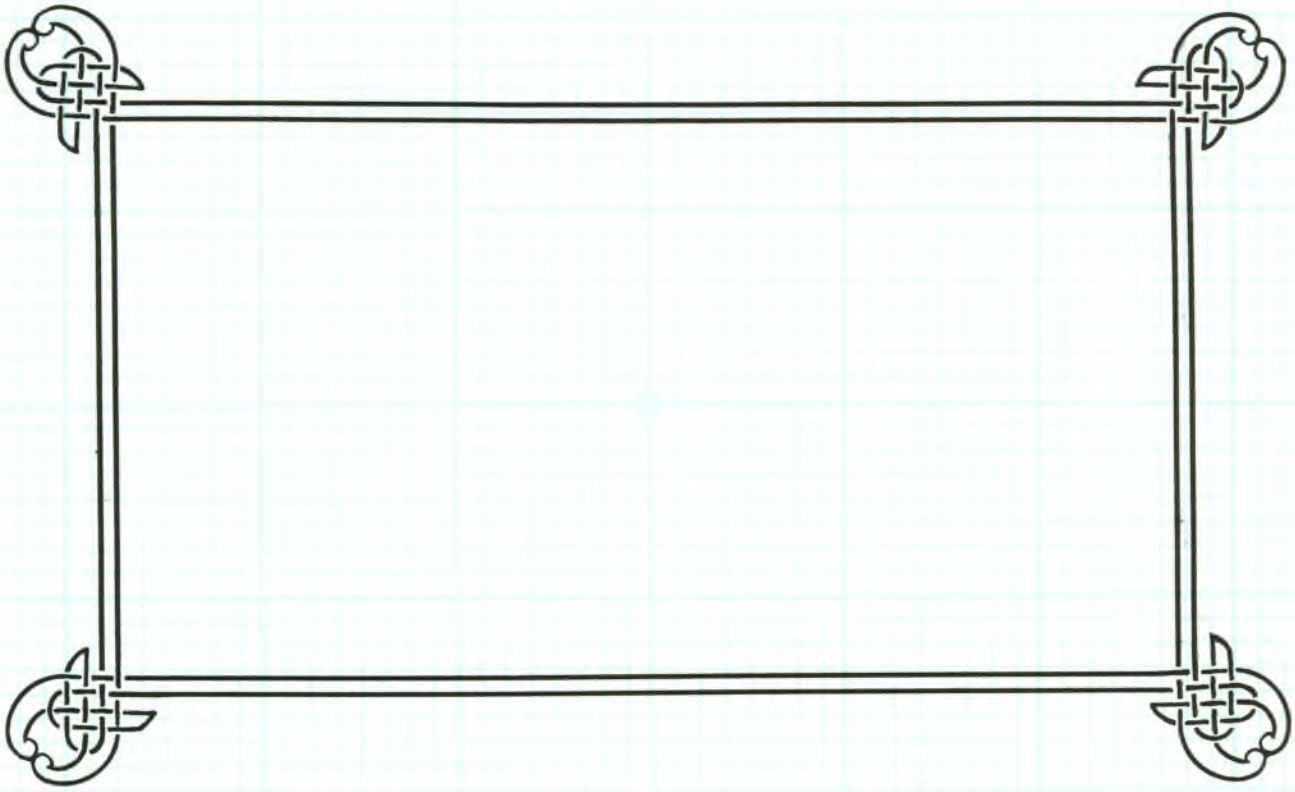


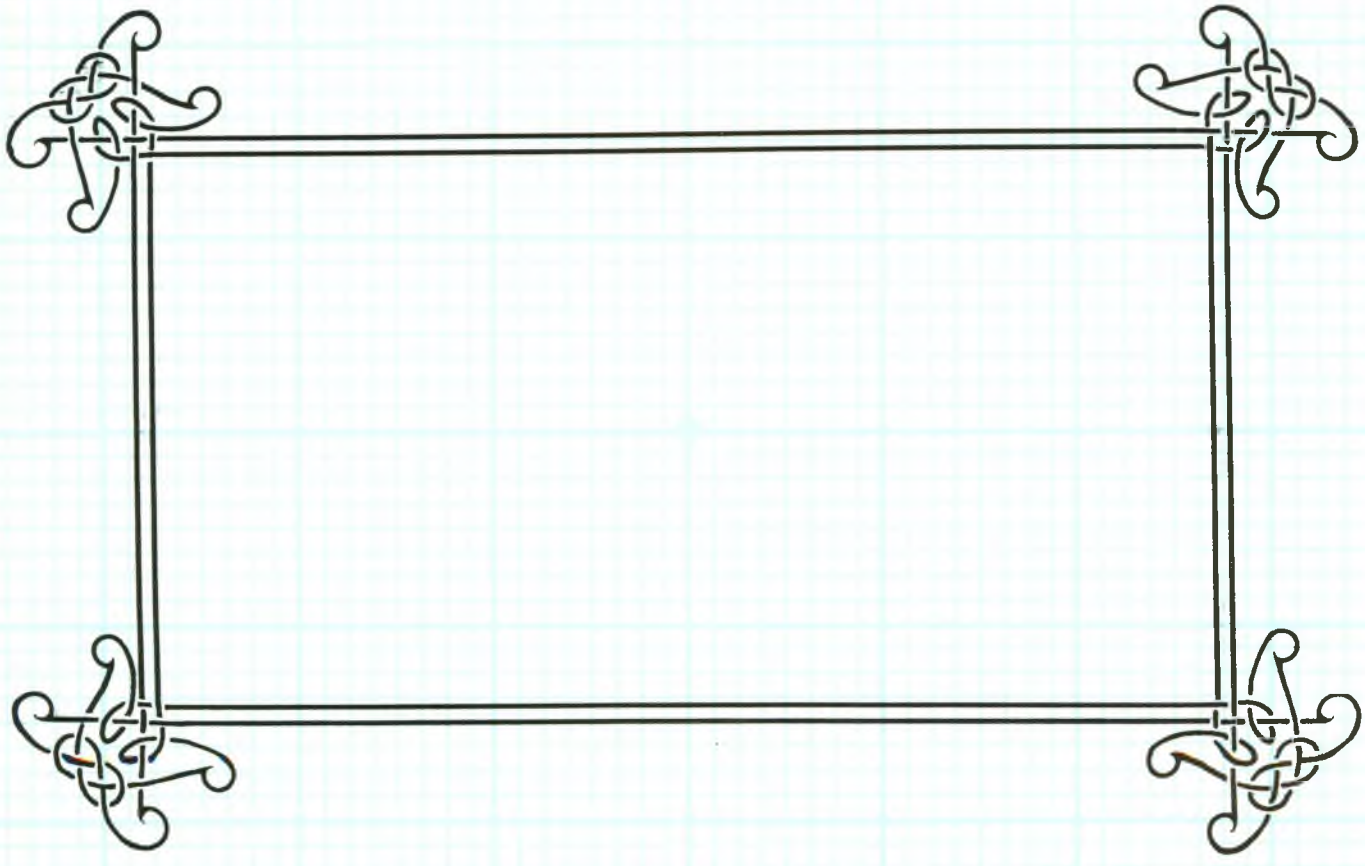


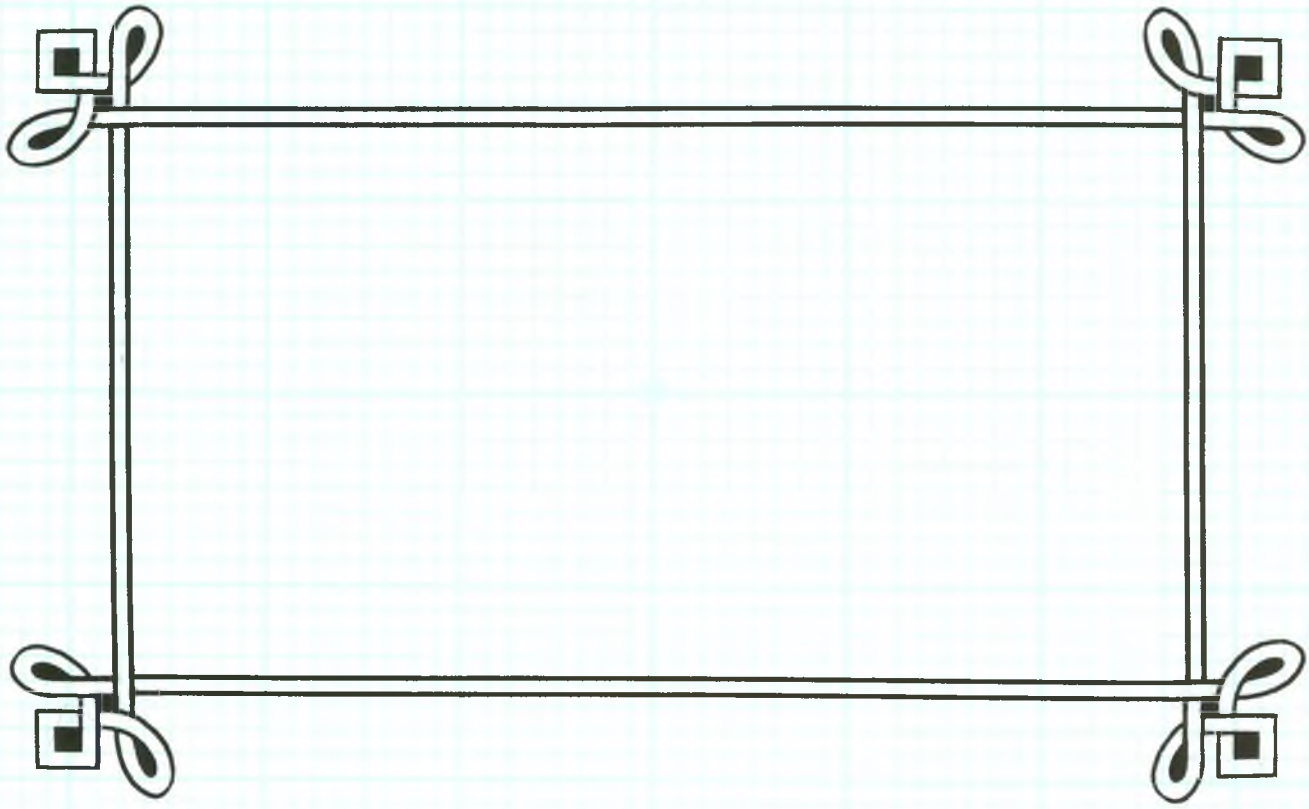


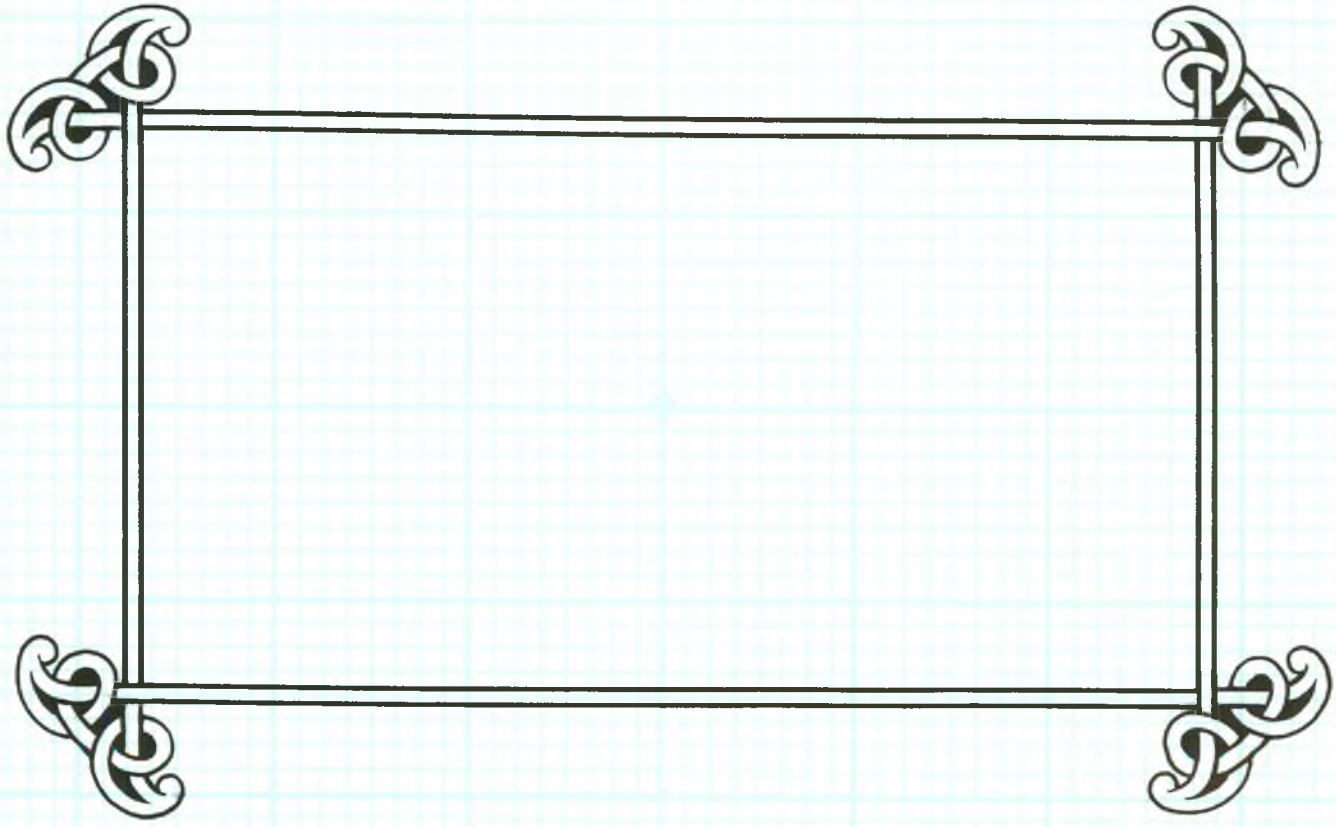


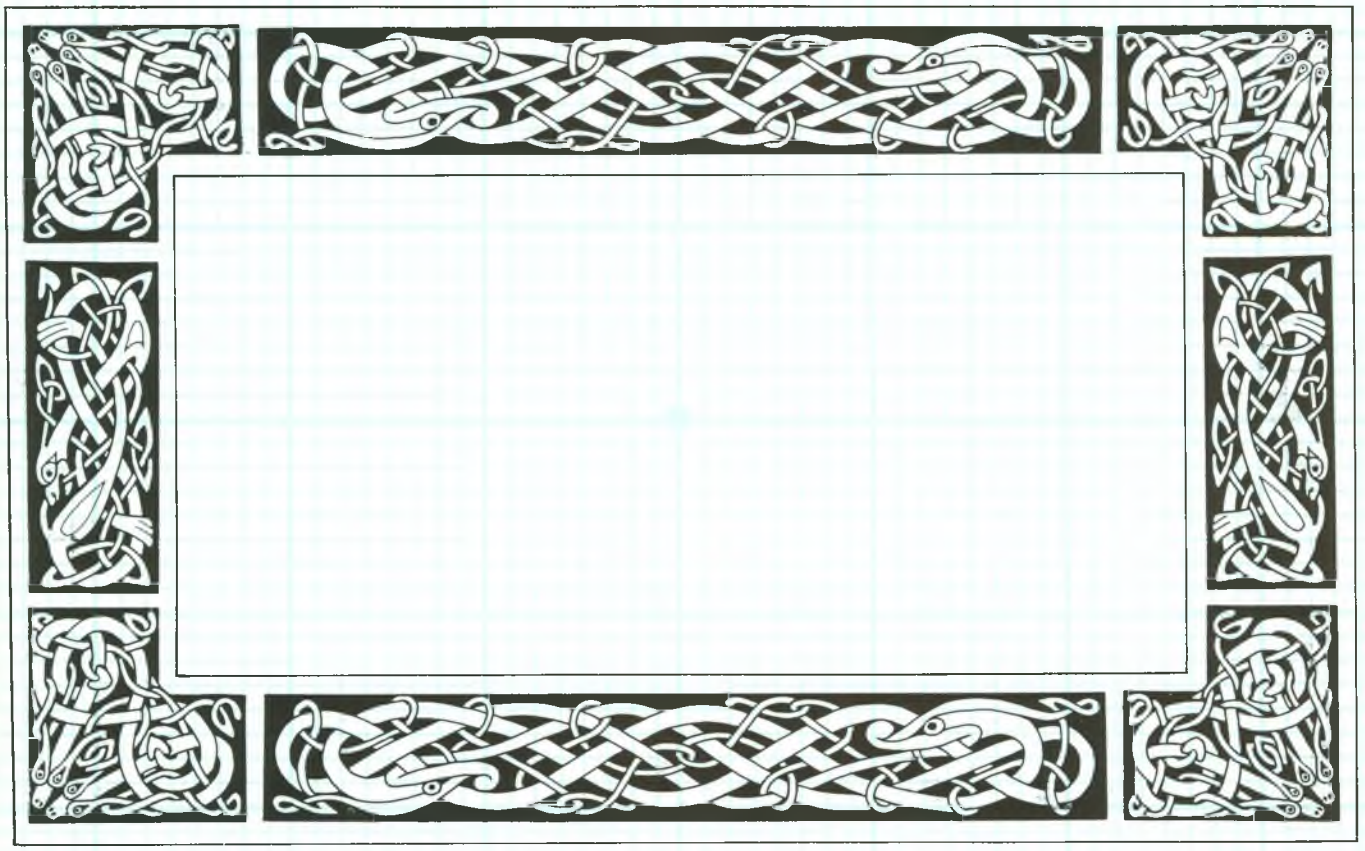


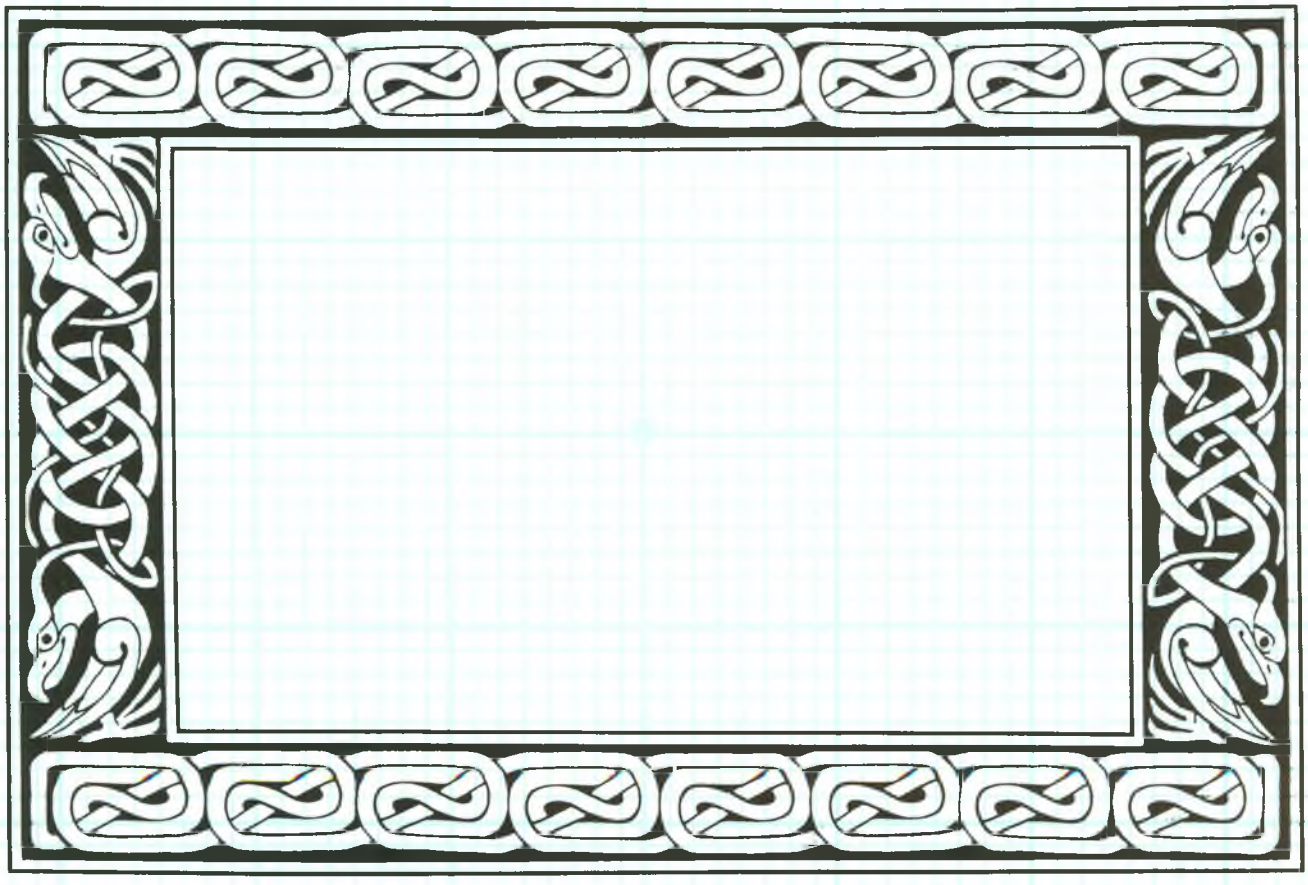












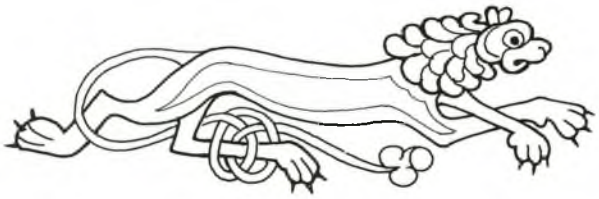
decorative animals

eagle

peacock

cormorant

heron



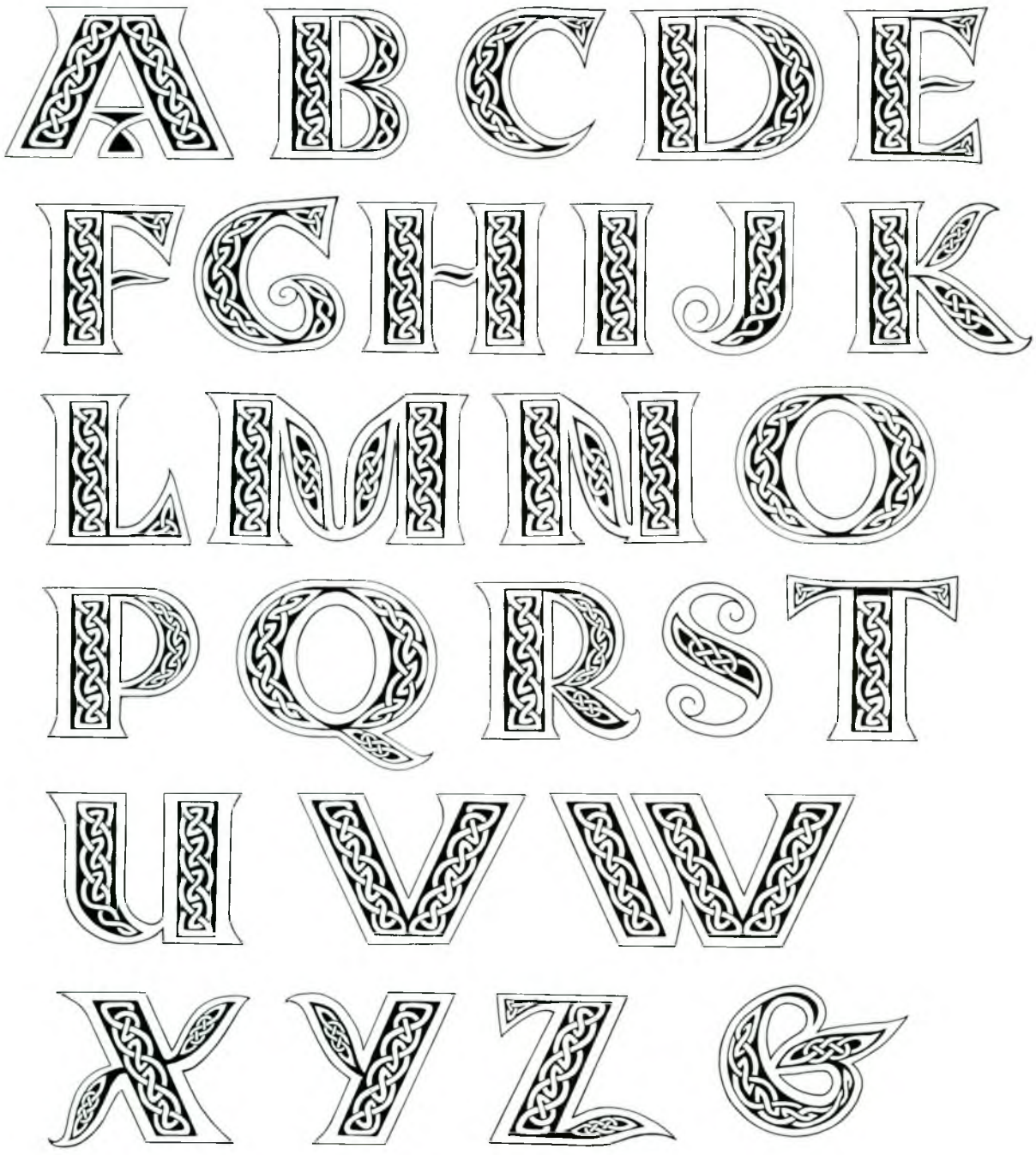
lion

dog

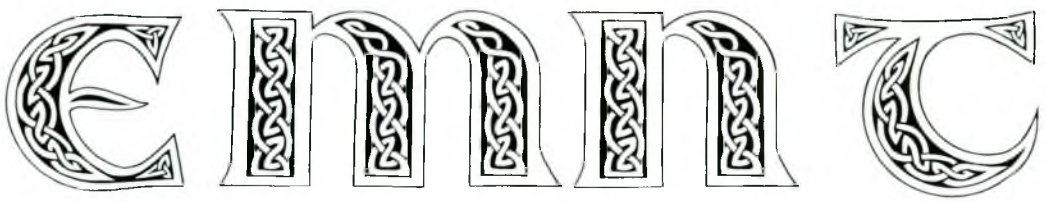
merman

mermaid

dragon



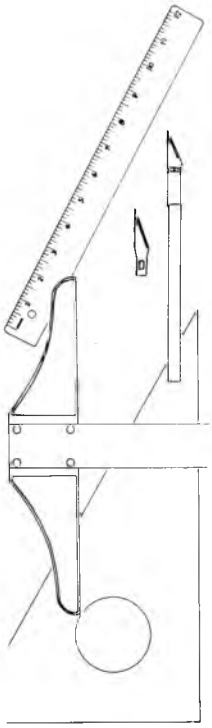
alternate letters



DOVER CLIP ART SERIES

The Dover Clip Art Series, containing thousands of images printed in jet black ink on one side only of glossy paper, readily solves many of your design and illustration problems. Using the series becomes easier when you are familiar with a few of the tools and techniques that professional graphic designers use every day. All of the equipment listed here is easily obtained at any art-supply store and at many stationery and office-supply stores.

EQUIPMENT



Ruler: Making simple, accurate measurements is essential for centering text and artwork.

X-ACTO knife: The easily changeable blades enable the designer to cut images precisely and with a sharp edge, to avoid tearing. The knife may be used in small spaces and is needed for cutting apart small letters and symbols. Use No. 11 blades for best results.

T-square: Use a T-square at any desk with a straight edge. This will enable you to draw straight horizontal lines. For example, in drawing a series of horizontal guidelines across a large message area, the T-square will guarantee that all of your horizontal guidelines are parallel to each other. With thumb tacks or tape fasten artwork exactly parallel to left edge of working surface whether it be a desk or drawing board.

Triangle: Using the triangle with the T-square as a base, you will be able to draw vertical lines at right angles to horizontals.

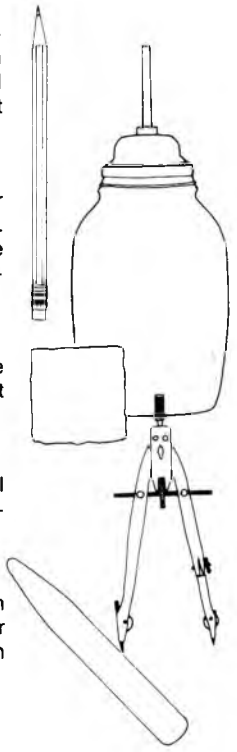
Nonreproducing blue pencil: Always use a nonreproducing blue pencil to make guide marks on your artwork. Blue marks made with such a pencil do not reproduce in offset printing and most forms of photocopying.

Rubber cement: Use one-coat rubber cement for putting images or headlines or other text in place. Always put the rubber cement on the back of the image or text being put down, not on the background sheet.

Rubber cement pickup: This eraserlike device enables you to remove excess rubber cement easily from artwork or mechanicals.

Compass: Use with a nonreproducing blue pencil to create any sort of curved guideline for headlines, illustrations, etc.

Burnisher: After putting your image or text in place with rubber cement, cover with vellum or heavy acetate and use a burnishing tool to fix in place permanently.



HINTS

Centering copy or headlines: Use a ruler to find the center of your image area and mark it with a blue line. Measure the width of the headline or design to be put into place and mark the center with a blue line. By matching the center line of the design or headline to the center line of your image area, your picture or headline will be centered.

Always make up words from Clip Art alphabets on a separate sheet and then put the completed word or phrase on your artwork as a unit. Use the T-square to draw a straight line and then line up the base lines of words or letters on this line. Be sure to keep spaces between words or letters uniform. Then transfer the completed word or phrase to your final artwork.

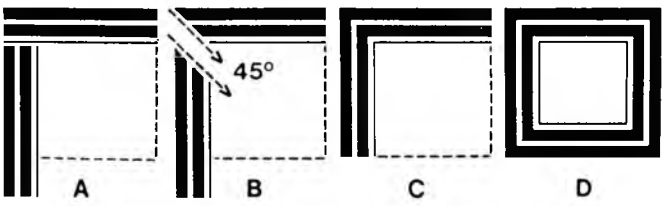
How to create square corners: Here is a technique for creating a square-cornered frame with any border:

A. Rule your artboard lightly with pencil for the outside dimension of the frame you want. For the example shown below, a $^{13}/_{16}$" × $^{13}/_{16}$" square, cut four $^{13}/_{16}$"-long strips of border.

B. Without overlapping any of the strips, put them in position, then cut all corners using a 45° metal triangle.

C. Paste down all four strips in final position.

D. Use black ink to touch up and fill in the cut lines if necessary.



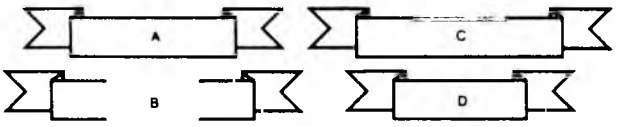
Here's a technique for lengthening or shortening the banners or arrows you'll find in the Clip Art Series.

TO LENGTHEN A BANNER

FIGURE A is the original banner.
FIGURE B shows the banner cut in half at the exact midpoint of the design and moved apart to the new, desired length.
FIGURE C shows the inked in lines between the two separated sides of the banner. Fill in the new lines and touch up with white paint if necessary.

TO SHORTEN A BANNER

FIGURE A is the original banner.
FIGURE D shows the same banner shortened to the new, desired length. To achieve this, simply cut the excess width from the exact center portion of the banner and move the two sides together. Touch up the join with ink if necessary.



Changing sizes: The images and words in Dover Clip Art books may be readily used in the convenient sizes in which they are printed since many are shown in more than one size to facilitate direct use. When your image space, however, demands a different size. you can still use the Clip Art Series as a source. First, it's easy to learn how to use a *proportion wheel* to find the exact size you need. Using a proportion wheel, you can take a word or image from a Clip Art book and quickly calculate the percentage of reduction or enlargement needed for your artwork. Many photocopying establishments can produce photocopies at the reductions or enlargements required, but this method will be most usable when you're starting with a relatively simple, black image that will photocopy well. In copy for line reproduction, dark gray areas will usually reproduce in black and light gray areas may drop out. When you need to obtain reproduction-quality artwork in a different size of a Clip Art image made up of finer lines, consult your local classified telephone directory under 'Photo Copying' for a photostat house. For a few dollars, a stat house will be able to give you any image in any size with fine reproduction quality. For slightly more, a stat house can reverse your type or image—for example, a black headline on a white background can become a white headline on a black background, often thereby adding graphic excitement to a newsletter or advertisement. A stat house can also easily *flop* any image—that is, produce a mirror image of your artwork. An example would be taking a right-pointing hand and making it a left-pointing hand.

The more you learn about these elementary techniques and processes, the more your Clip Art volumes will be able to do for you.

READY·TO·USE
CELTIC BORDERS
on Layout Grids

MALLORY PEARCE

Here's an attractive and practical collection of copyright-free ornamental frames and borders that captures the beauty and intricacy of Celtic art. Graphic artist Mallory Pearce has skillfully adapted the elaborate decorative accents of Celtic ornament and created 23 handsome full-page border designs plus 14 half-page borders. Also included: a page of nine spectacular animals and mythical creatures (eagle, peacock, cormorant, heron, lion, dog, merman, mermaid and dragon) and a decorative Celtic alphabet. All borders appear on nonreproducible blue background grids that make layout quick and easy, then disappear when photographed. This is an indispensable volume for commercial artists, illustrators and craftspeople, who will find a myriad of uses for these easy-to-use borders in the distinctive Celtic style.

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