

Web vs. Print

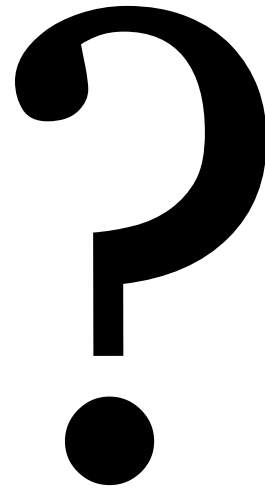
Summary of Strengths and Weaknesses





- ④ Is there a 'Great Divide' between print and the web?
- ④ So what are the actual weaknesses of each?
- ④ So what are the actual strengths
- ④ Can we summarize them?

...Is there a 'Great Divide' between Print and the Web



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No, this article has nothing to do with the **'Great Divide'** between Print and the Web. This booklet is about how the two aren't the same, and why we shouldn't expect the same results and response from Print and Web marketing efforts.

Both mediums have advantages and disadvantages, and finding just the right balance can save your company time and money, serving to strengthen your company brand.

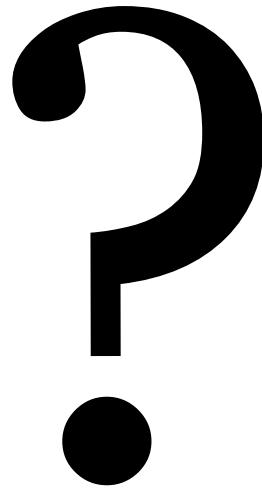
Both medias can have completely different audience or target groups.

And yes, working together, they make stronger statements and messages. But that "stronger statement" can only be accomplished with total consistency. If your printed materials are completely different in color and style from your Web marketing efforts, there is a great chance that you are wasting your marketing dollars.

Many times, we have talked about this consistency and consistent way of using graphics to strengthen your brand. That is, in fact, one of most affordable and proven ways of building a strong brand and making sure that your marketing efforts are actually memorized by your target audience.



...So what are the actual weaknesses of each



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According to a recent study, reading from a computer monitor is 30 percent slower than reading print, and requires some extra eye effort. That means that articles on a website should be shorter and divided into more paragraphs. Messy text with a lot of mixed fonts styles such as *italic*, **bold**, underlined and serif styles should be avoided to a certain extent when it comes to the Web. Sans-serif fonts are easier to read on the screen. Italic fonts should be especially avoided unless used for a Titles or subtitle accents.

Does that mean that your web presence can't actually be visually attractive? Actually, not at all. You remember what we mentioned earlier: you should be using graphics and graphical elements that will simultaneously straighten your brand and represent your company in a professional manner, as well as demonstrate a laid-out framework that will allow the eye to smoothly float from one paragraph to another. Some common web weaknesses are:

- ⊕ **Question of legitimacy**
- ⊕ **Web users' tendency to skim copy**
- ⊕ **Users read slower and text needs to be shorter**

Some of the points mentioned above are true also for the print design, but with print Layouts, you have little bit more flexibility and setups are not directly connected to the scripting code, as they are in Web design. Print weaknesses are actually:

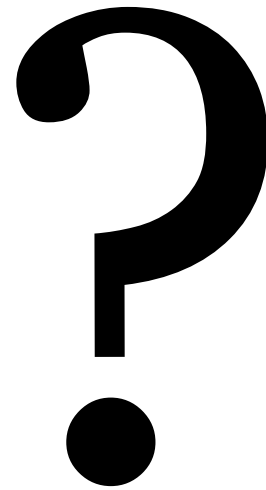
- ⊕ **Slower to communicate**
- ⊕ **More difficult to change**
- ⊕ **More expensive in every way**



Web audiences skim copy, ignore details and read as fast as possible, while visually jumping around.

Print is not available 24/7 to the customer and it often requires additional postage costs.

...So what are the actual strengths



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Your **Web** presence is available to your customers day and night; nothing needs to be mailed or overnighted, forms and brochures can be downloaded instantly and collaboration between you and the customer is always up to date.

Web sites allow you to communicate to your audience more often, and that communication is relatively inexpensive. It allows you to make presentation interactive and dynamic, personalized, accessible and available 24 hours a day.

Print is, and always will be, a more legitimate way of communication. It backs up everything about your company in a very strong way. Readers trust Print more than they trust the Web. The reason is because printing is more expensive, and overall, takes more effort. Print media is also much older; it goes back to 700 A.D., at which time the first printed newspaper was available in Beijing, China.

Printed material usually has a very long “shelf life”, controls the reader and keeps the reader better focused. Printing layout is based on directing the eye to move over information, selectively looking at objects, and using the white space to enhance page elements.

A combination of those two medias allows for a very powerful way of marketing the product and building successful branding efforts.

Print is perceived to be more legitimate; it controls the viewer, and it can be accessed without a computer.

Web designs are faster, updates are easier and there are no extra charges for using colors.



...Can we summarize them ?

Putting all marketing dollars in one media by choosing one over another wouldn't be the wisest way to go. A combination of using print and the Web is actually what would bring your message across much faster, using the print to invite the audience to the website and using the Web presence to enhance and confirm printing materials and allow visitors to research the subject further. Combining both forms of communication medias is proven to deliver the best results and strengthen brand awareness.

The most important element that we need to make sure we don't overlook is to keep everything consistent.

We at **ArtVersion**® believe in working closely with the client to offer **real solutions** for both **Print** and the **Web**, rather than just generic designs and layouts. Each creation is well thought-out, starting with brainstorming sessions, through production and the entire execution, right up to the completion. It is all about planning, managing and trying to focus on the parts that have perhaps been overlooked, challenging assumptions, and seeking alternatives and right solutions. Our wealth of expertise and comprehensive solutions with a successful track record of delivering high-end graphic design services paves the way for even greater in-house or virtual production.

We make sure your corporate identity and content images are represented consistently, accurately, and effectively every time with every project we handle.



Combining both medias delivers best results and strengthens the brand.





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If you would like to discuss
your project, call us today;
you'll be glad you did.

