

# week::two

## Page Geometry, Layout Rules & Imposition

### Page Geometry

#### Defined

- Page geometry is the physical structure of a document's pages.

#### Some Components

- Page size
- Document folds
- Live, Bleed & Trim areas
- Press and post-press requirements
- Placement of page elements: Rules, guides, printer marks, graphics

### Four Rules of Document Layout

1. **Build to the Correct Trim Size**
2. **Provide Bleed**
3. **Stay Away from the Edge**
4. **Follow the Print Specifications**

### Key Terminology

#### Trim Size

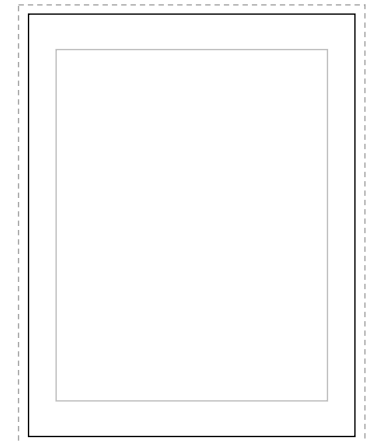
- Size of product after production (generally trimming) is completed, as compared to flat size. Also called *finished size*.

#### Bleed

- Printed content that goes beyond the edge of the final trim size to be removed after printing. Allows for movement of the paper during printing and finishing, as well as design inconsistencies. Any artwork that goes to the edge of the page should extend into the bleed area to ensure that no unprinted edges occur in the final trimmed piece.

#### Live Area

- Area within which text and images remains safe, taking into account mechanical tolerances in print. Also called Safe Area.



#### Common Printer's Marks

- Optional printed marks that aid in the production of a print job. All are trimmed off when the product is cut.
- Crop (or Trim Marks)
- Bleed
- Registration
- Page Info

**Crop Marks**

- Lines near the edges of an image indicating where the final cuts will be. Also called cut marks or trim marks.

**Gutter**

- The inside margins at the back/binding edge of the book or magazine. Also refers to the space between columns in a grid-based layout.

**Creep**

- When middle pages of a folded signature extending slightly beyond outside pages.

**Folding Dummy**

- A paper mock-up of how your project will fold.

**Hairline Rule**

- The thinnest line an output device can render.

**Pagination**

- The order and numbering of pages.

**Registration Marks**

- Marks that contain all inks used on a print job, usually used to align printing inks on a multi-ink press.

**Layout for Folded Print Work****General Guidelines**

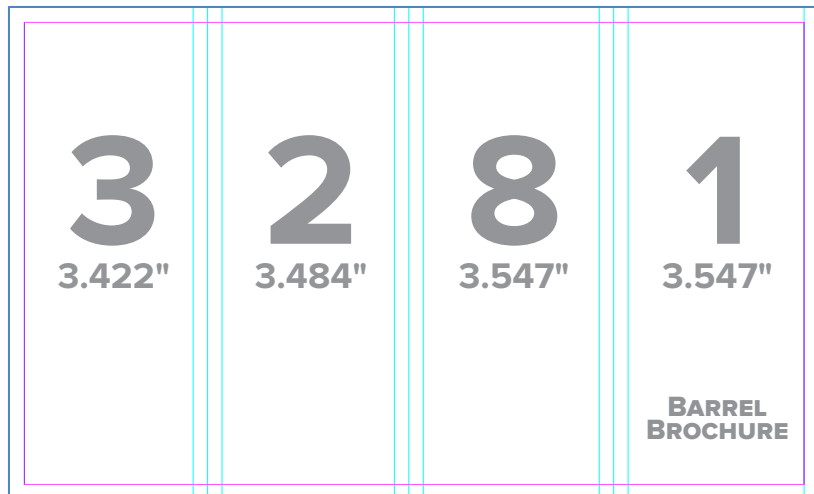
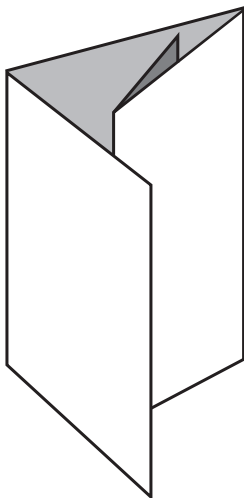
- When designing printed work that contains panels that fold inside of other panels, be sure to accommodate page thickness by making the inside panels shorter than the outside ones.

**Trifold (1/3 letter or 1/3 legal finished size) & Gate Fold Brochure**

- Make the fold-in flap 1/32" of an inch shorter

**Example**

- Front panel of a Barrel fold brochure (8.5" x 14" trim size)



## Imposition

### Defined

- The process of laying out individual pages or artwork in final printing position.

### Basic Types for Self-Printing

- **Single-page**
  - Placing multiple of the same piece of artwork on the same page, usually on paper sizes common for consumer printing like Letter or Tabloid-size.
  - Business cards are one common example.
  - You can either layout your artwork so that they butt-up against each other in **single-trim** format (less cutting and waste, but requires more thought) or **double-trim** format, leaving space between each piece (easy to lay out, but more cutting).
- **Multi-page**
  - Arranging pages across multiple sheets that will be folder and trimmed to become the final piece. When put together, they are called *signatures*...

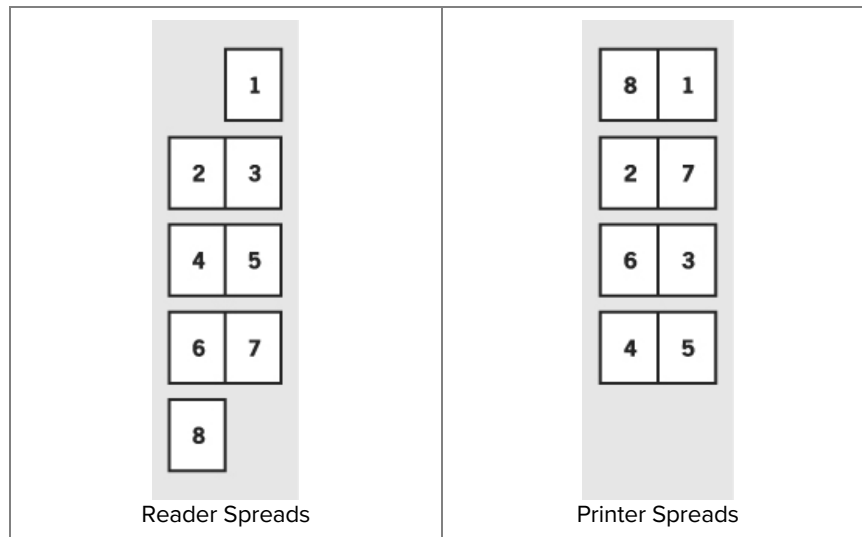


### Spreads

- Two (or more) pages that face each other when finished.
- The reader will view these pages together as one unit.

### Reader Spreads vs. Printer Spreads

- **Reader Spreads:** A publication laid out in the page order in which a reader will view them.
- **Printer Spreads:** A publication laid out in the page order in which they will be printed.

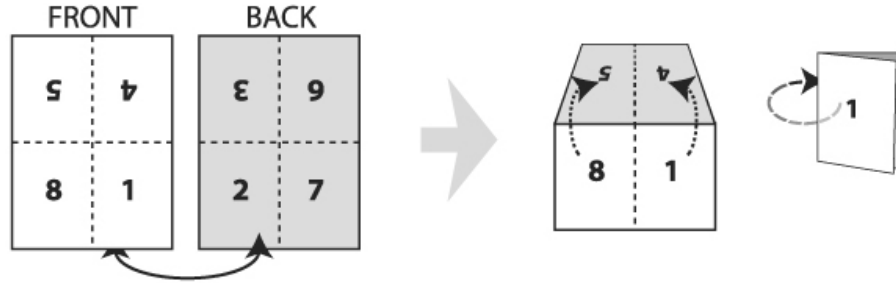


### Crossover Elements

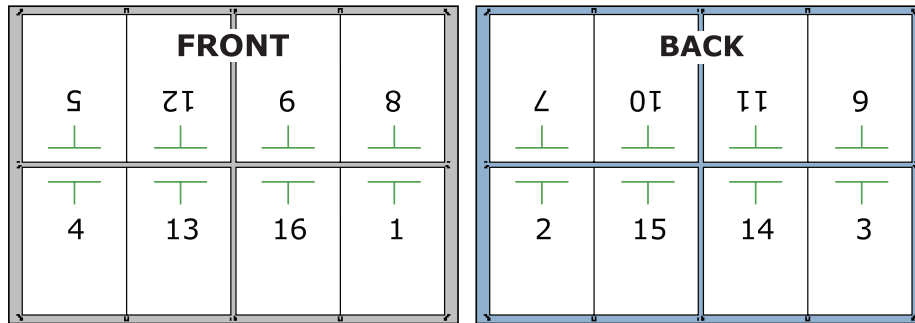
- Defined:
  - Graphic elements that span the center of a spread
- Key problems include poor registration and color shifts.
- Preventative Hints:
  - Move artwork away from the center.
  - Only the center spread will truly print next to each other, ensuring that those page elements align and match perfectly. Make use of this by making the center spread artwork span both pages.

**Signatures for Commercial Printing**

- When multi-page layouts are imposed, the folded, untrimmed sheets are called **signatures**.
- Signatures can be simple **2-up** back-to-front layouts, or more complicated **4-up** or **8-up** layouts to be folded and trimmed.
- Larger layouts are less expensive to print because paper comes in much larger sizes for printing presses, and presses come in different widths.
  - 36" is one common width.
  - 19"x25", 23"x35", and 25"x38" are common North American *parent* sheet paper sizes.
- Sample 4-up signature, folded and ready for insertion:

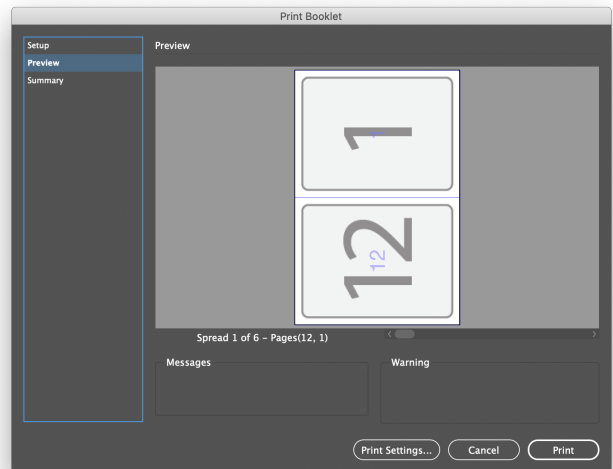


- Sample 8-up signature, unfolded:



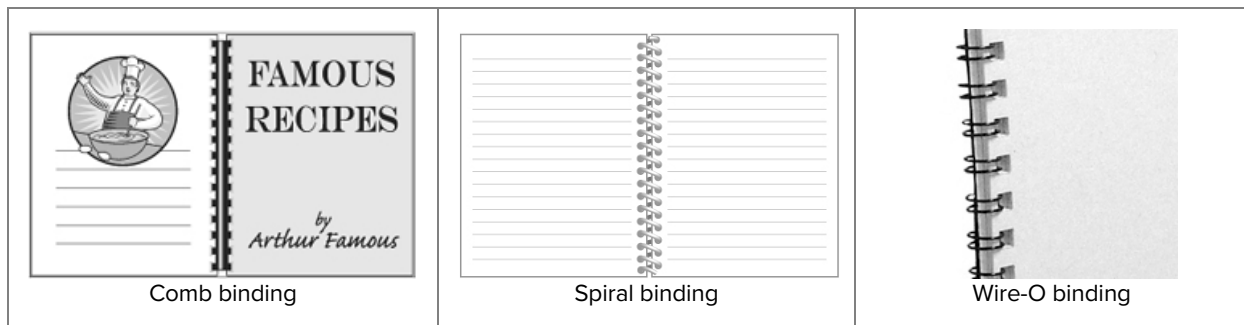
**Basic Signature Creation Using InDesign’s Print Booklet Feature**

- InDesign has a print feature that allows you to print directly to printer spreads called **Print Booklet**.
  - File > Print Booklet
- Does not re-arrange your actual document—it simply rearranges the pages at the time of printing.
- Use the Preview feature to learn more about basic impositioning.
- Print Booklet does not do 8-up or 16-up impositioning—you'll need a dedicated program (or some manual layout) for that.
- Note that Acrobat DC can also do basic impositioning from the Print dialog box. Use the Booklet option under the Page Sizing & Handling group.



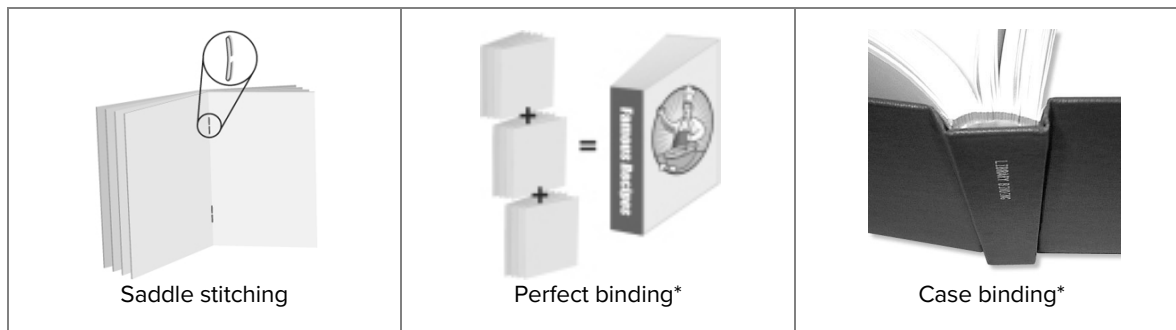
## Binding

### Bindings that require reader spreads



- Note that these types of binds are great for publications that are meant to be open flat by the reader.

### Bindings that require printer spreads



\* Technically speaking, you could use reader spreads with perfect and case binding when you do it yourself, but it is always done with signatures when printed at a commercial printer.

- Saddle stitching often suffers from **creep**. Creep is when the edges of the center pages of a publication creep outwards from the other pages due to paper thickness.

## Finishing

### Some finishing options and terminology...

- Self Cover
- Scoring & Folding
- Trimming
- Die Cutting
- Embossing (raised surface) & Debossing (depressed surface)
- Foil Stamping
- Insertion, Labeling & Mailing

Graphics from Real World Print Production by Claudia McCue, Wikipedia.org, and other Internet sources.  
Select terminology from <https://www.cummingsprinting.com/tools/glossary/>