HOW TO DESIGN A BOOKLET

STAGES

1 Find a printer and a bookbinder.

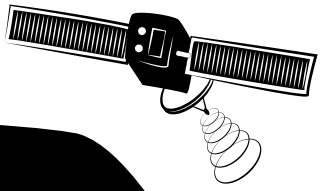
2 Organise your files and prepare your images.

3 Setting up your document in Adobe InDesign.

4 Preparing your file for your chosen printer.

The open hand symbol indicates there is an appropriate handout available online or from the EPICentre office

STAGE



Questions to ask your printer...

What paper sizes do you stock ?

How much will ? pages double-sided cost to print ?

Once I have provided the artwork, how long will it take to print ?

What is the MAXIMUM IMAGEABLE area ?

How much BLEED do you require ?

Do you need me to add any PRINTERS MARKS, including CROP MARKS ?

What file type do you want PDF or InDesign ?

Do you want the document in SPREADS or single pages ?

Do you want the spreads IMPOSED ?

It might help to mock up your booklet first
– see pages 8 – 9

Find a printer & bookbinder

Questions to ask your bookbinder...

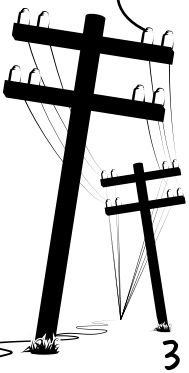
What binding margins do you need?

Will it be bound in single sheets or signatures?

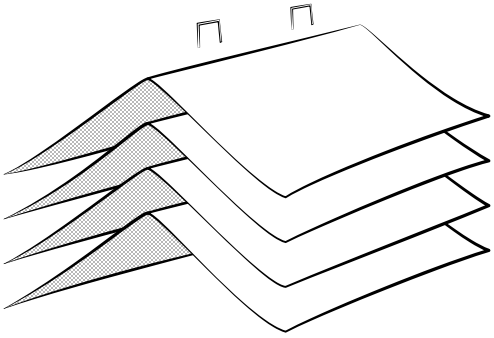
What type of cover can I have?

Do you want the pages untrimmed?

Once I have provided the pages and cover how long will it take to bind?

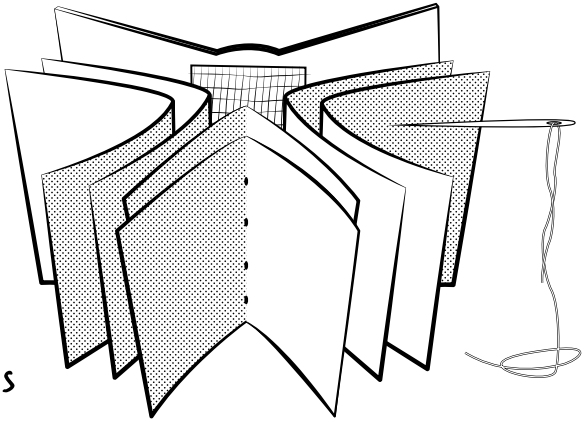


Popular of



Saddle stitch

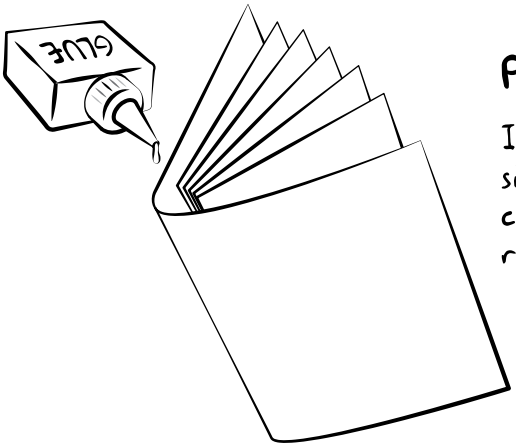
Spreads folded in the middle and simply stapled. Simple and cheap.



Sewn in signatures

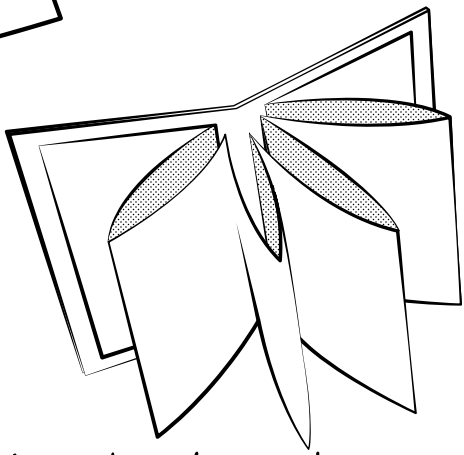
The document is broken down into smaller groups of pages called signatures. The signatures are sewn together and then all the signatures are glued to the cover.

methods bookbinding



Perfect bound

Individual pages or signatures are glued into a cover. Cheap but not very robust.

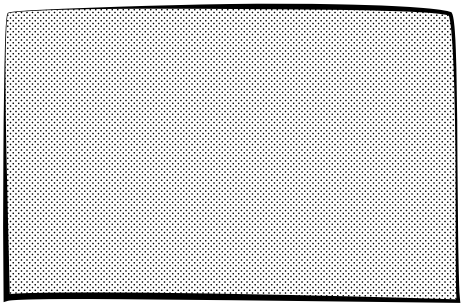


French fold

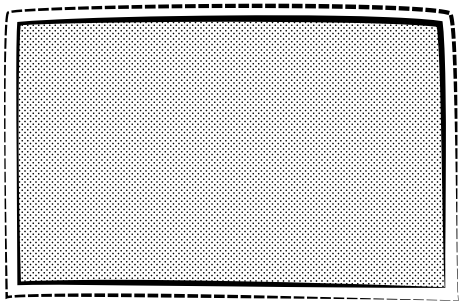
Artwork is printed single sided in one long document that is then concertina folded and usually bound into a hard cover.

Working out

Print paper size - maximum image



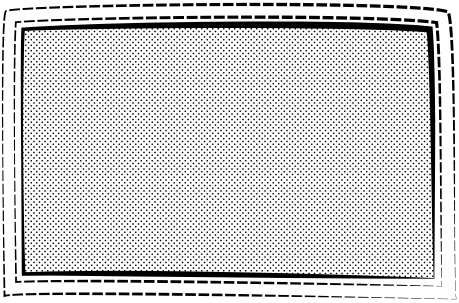
1 Start by talking to your printer about the paper sizes they stock and the difference in price etc. Don't forget that the paper needs to be big enough to print two pages side by side.



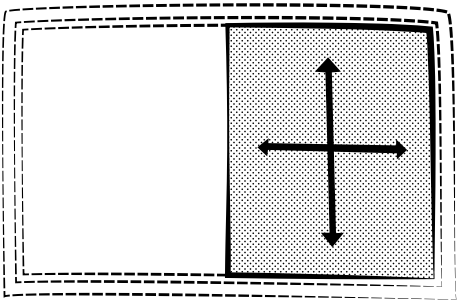
2 Next ask your printer what is the maximum imageable area. Most digital printers do not print right to the edge of the paper. You must subtract this margin from the dimensions of the paper stock.

your page size

area - bleed ÷ 2 = page size

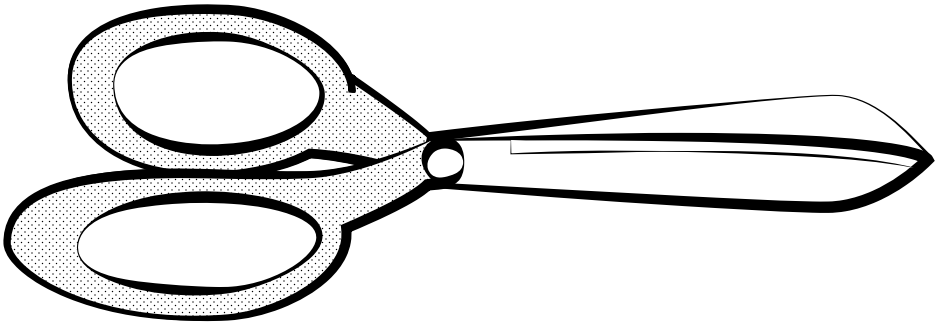


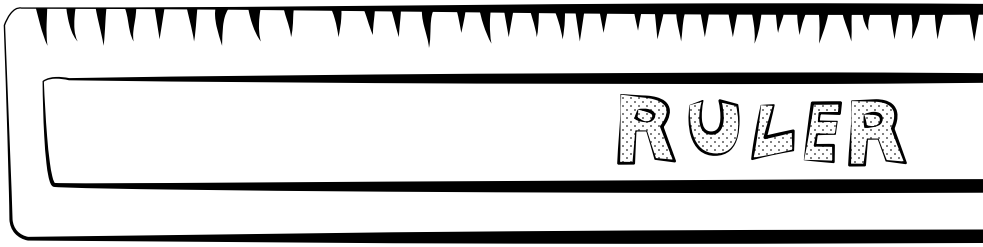
3 Most printers will require a bleed . Bleed is where an image or background extends beyond the edge of the page, usually 3mm. This excess is then trimmed off during post production or binding. Subtract this from the maximum imageable area.



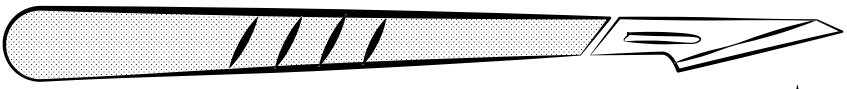
4 Finally halve the width, or horizontal dimension, you are left with. This will give you the width and height of a page.

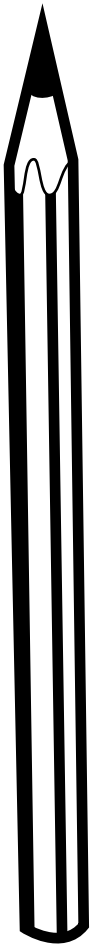
Mock up





your book

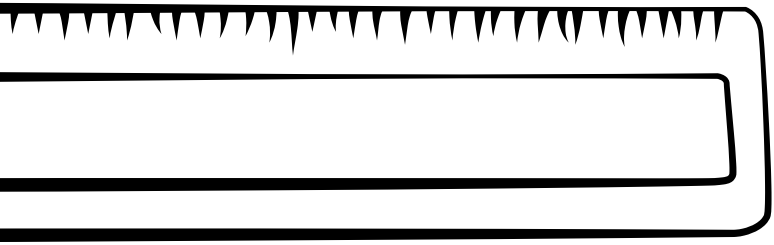




Use paper, scissors, stapler, ruler, pencil and scalpel to make a mock up of your finished booklet.

Roughly sketch out the content on the pages where you wish it to appear.

This exercise will help you understand the number of pages necessary to fit all your content into your booklet and how the pages pair up into design and print spreads.



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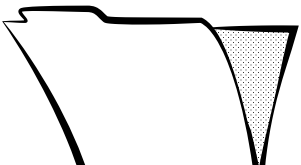
Make yourself a Project Folder:

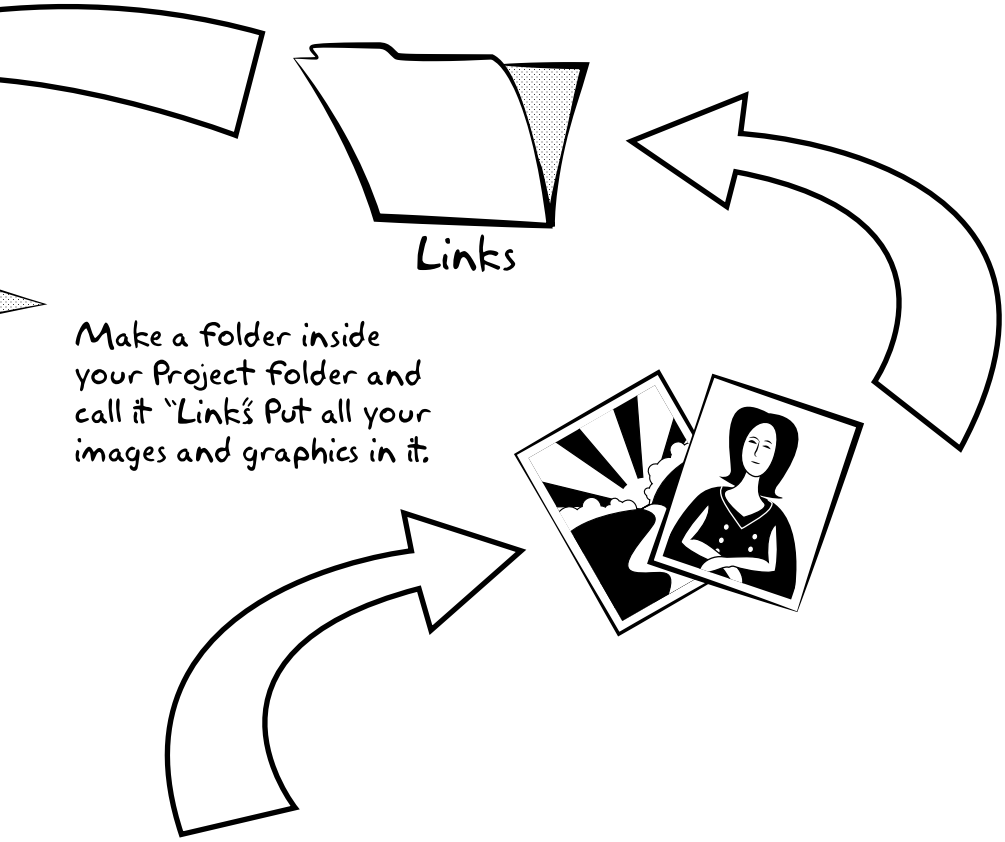
Book Project



Document Fonts

Make a folder inside your Project folder and call it Document Fonts. Put any new or downloaded fonts into this folder.

organising your images and files



Make a folder inside your Project folder and call it "Links" Put all your images and graphics in it.

Use Adobe Photoshop to prepare your images. Resize them to the correct size, make them 300 dpi and make them CMYK.

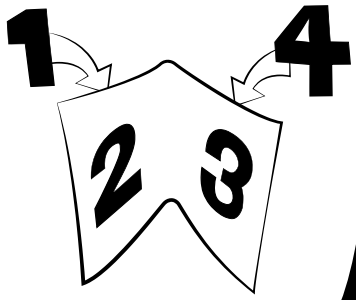
STAGE

Intent

Print

Number of Pages

This number must always be divisible by the number of pages per signature and always divisible by 4 (i.e. 4, 8, 16, 20...)



Page Size

Type your page size directly into Width and Height fields.

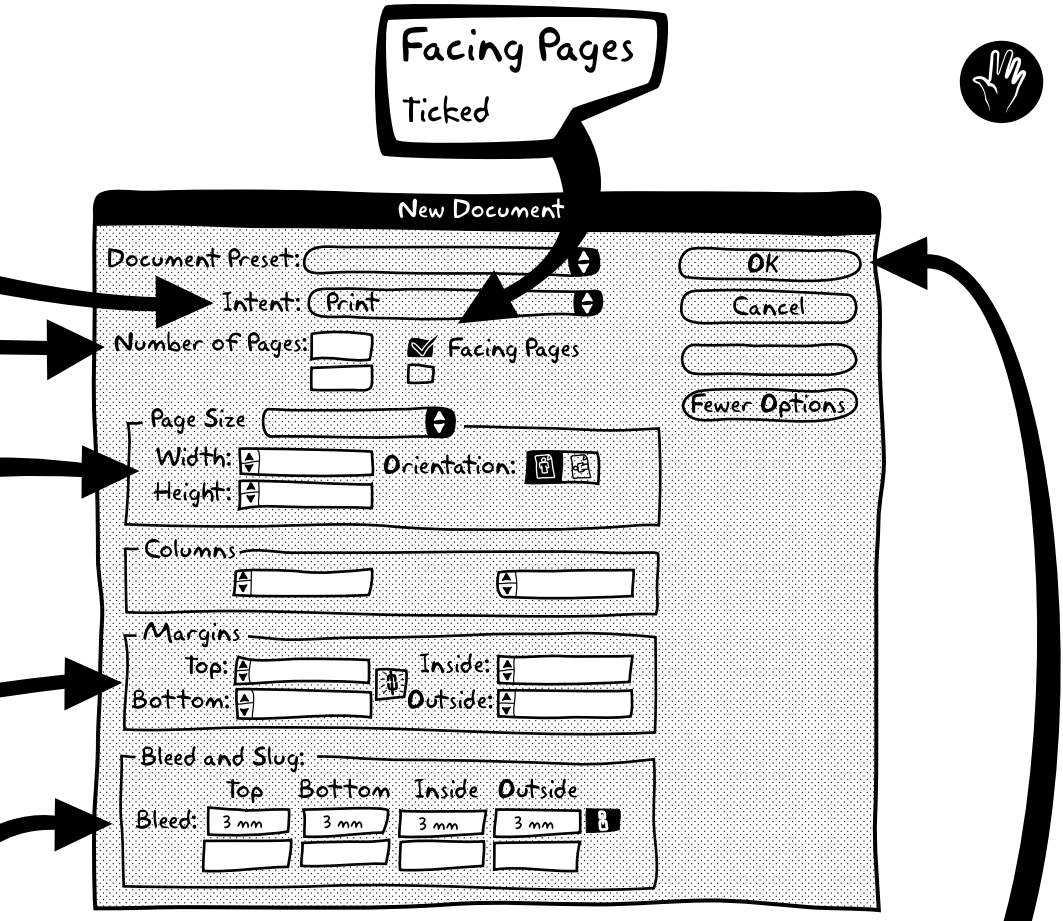
Margins

Normally bigger inside than outside to allow for binding.

Bleed

Usually at least 3mm (always ask your printer)

Adobe InDesign document set up



Now design your booklet

STAGE 4

PDF

is best

Check with your printer, most like to have files provided in a PDF format. Making your document into a PDF also avoids various issues including licensing of fonts.

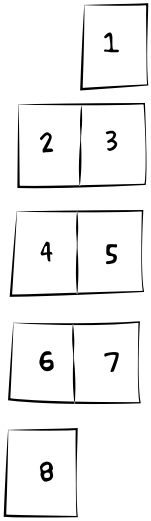
can I impose?

Only impose your document if your printer requests it.

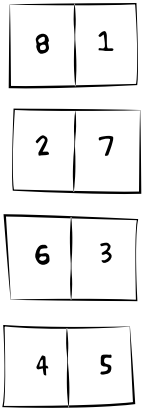
preparing your file for printing

What is imposition?

Design your book as you would read it, in 'design spreads'. Page 1 is always a right hand page and shown on it's own.



Before printing, design spreads need to be re-arranged into 'print spreads'. This puts the pages into the correct order for binding.



The easiest way to impose a document you have designed in Adobe Indsign is to use the Print Booklet function and export it as a PDF at the same time.

Glossary

BLEED : Most printers will require a bleed . Bleed is where an image or background extends beyond the edge of the page, usually 3mm. This excess is then trimmed off during post production or binding.

CROP MARKS : Marks on the printed page to incidate the size of the final, cut down page with the bleed trimmed off.

FONT : Technical term for a type face.

IMPOSITION : The term given to the act of rearranging the pages of a book into the correct order for printing and binding.

MAXIMUM IMAGEABLE AREA : Most digital printers do not print right to the edge of the paper.

PDF : Portable Document Format is a file type that is preferred by many printers because it combines all the separate elements of your book design into a single efficient file. PDF files are not editable, so make sure you retain a copy of your book in an InDesign formatwith all the associated files.

PRINTERS MARKS : The collective term for crop marks (see above), registration marks, colour bars etc.

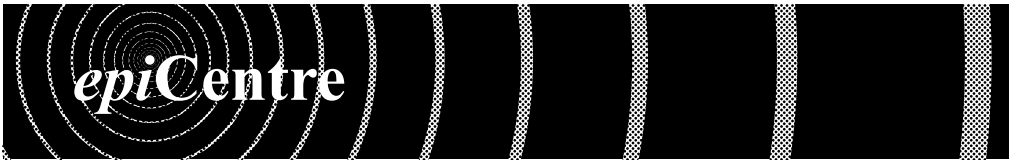
SPREADS : The term given to a pair of facing pages. Design spreads are facing pages as you will see them in the finished book. Printer spreads are the pairs of pages that must be printed together so that all the pages are in the right order when bound into a book.

The following handouts may help you and are available from the EPICentre Office or online at.....

Page 11: InDesign: Placing Images

Page 13: InDesign: Setting Up a New Document

Page 15 & 16: InDesign: PrintBooklet PDF


epiCentre