

## ADV1160

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Here are a couple things to keep in mind for printing.

### Printing and binding the booklet:

1. Remember to add one additional spread (two pages) before the back cover. In total you should have 8 spreads – 16 pages. This allows the printer to print your book double sided with a saddle stitch bind (also known as a staple bind).
2. You should provide the printer with a PDF of your file. You can do this by selecting 'print booklet' in the file menu in InDesign. Make sure you select 'Print Settings' to set the spreads option and the crop marks.

I would also be happy if you print the pages and bind it yourself, in the way I showed in class.

### Printing the pamphlet

For the pamphlet – remember you can not print to the edge of the page on most printers. So for printing you really have two options. Either:

1. Print on 11x17 inch paper with crop marks and then trim it down. Or
2. You can adjust the dimensions of your document to be about .5 inches smaller all the way around. So you would set the document size up to be 7.5x10 inch.

Remember the challenge and goal is to get the pamphlet to fold in the right places and ensure that your margins do not get messed up.

Good luck with it. I look forward to seeing your finals!

### Final Checklist:

Technical Skill & Typesetting

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- Project dimensions are correct (Margins, Gutter, Bleeds)
- Facing Pages –pages are set up as spreads
- Color works well within the booklet and relates to the colors on the cover
- 2 Columns - no floating type columns, columns are set towards the base (but within the margins) of the page
- Use of only one typeface for body copy throughout the booklet
- Consistent use of alignment, leading, and type size throughout booklet
- Extra word spaces
- Paragraph spaces
- Bad word breaks, widows, orphans, rivers
- Use of a baseline grid throughout booklet
- Use of only ONE drop cap in the first paragraph of each spread throughout booklet
- Use of an effective Pull-Quote on every spread
- Use of at least two image/text runarounds within the booklet.

### PART III: Commitment to Refine Product

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- Book is printed, trimmed and bound.
- Presentation is clean and professional.
- Content contains no errors (grammatical/punctuation).