

**MITCHELL PRESS**

Every Impression Matters

# **Guidelines** for Page Layout & Graphic Files

**PAGE LAYOUT & GRAPHIC FILES GUIDELINES**

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# Guidelines for Page Layout

## 1. CREATE DOCUMENT USING PROPER PAGE SIZE

When designing a multi-page publication such as a book, an annual report or a magazine — or any other document to be printed — check with your printer as to page size required to accommodate the press on which the job will be printed. Never assume 8.5 x 11 or 11 x 17 will work.

### Facing Page Documents (reader spreads)

Prepare files for multi-page publications, such as magazines, in reader spreads (facing pages) — pages 1, 2, 3, 4, etc. — rather than printer spreads — pages 1 and 16, etc. See example below.

### Single Page Documents

Calendars, coil and perfect bound books (see note), should be made up as single pages as the pictures and colored backgrounds often bleed on all four sides. See example below.

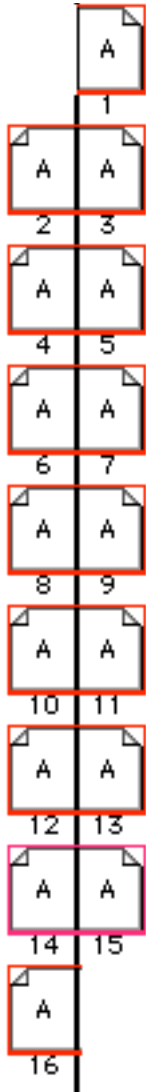
**NOTE:** If at all possible perfect bound documents should be made up and the PDFs created with a .25" bleed allowance. See **Printing Postscript and Exporting PDFs** on next page.

Instructions for **creating Perfect Bound Covers** are on the following page.

### Saving Pages to Postscript and Exporting PDFs

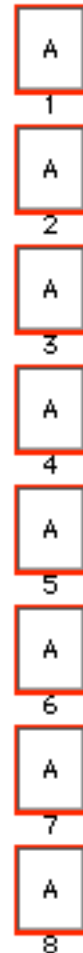
PostScript for each page of a calendar should be saved and distilled independently. This makes it easier to place into the imposition software. Postscript for other documents, such as magazines, coil or perfect bound books, may be saved as single pages or in groups of pages, e.g., Pages 1-16. These rules apply also to PDFs that are exported directly from the pagination application.

### Facing Page Layout



This is an example of a **Facing Page Layout** containing 16 pages. The **red outline** indicates the .125" bleed area on the top, bottom and outside edge of the pages.

### Single Page Layout



This is an example of a **Single Page Layout** containing 8 pages. The **red outline** indicates the .125" bleed area on the top, bottom and both outside edges of the pages.

## PERFECT BOUND COVERS

Perfect bound covers should be made up as two single pages. In this example the inside pages are 8.375" x 10.75".

**Page 1** contains the Outside Front Cover (Page 1) and the Outside Back Cover (Page 4).

**Page 2** contains the Inside Front Cover (Page 2) and the Inside Back Cover (Page 3).

**Total width** of the document is determined by page width plus spine width based on the page dimension of the inside pages. In this example the total width is 17" which is the combined total of two 8.375" pages (inside page dimension) and .25" spine allowance.

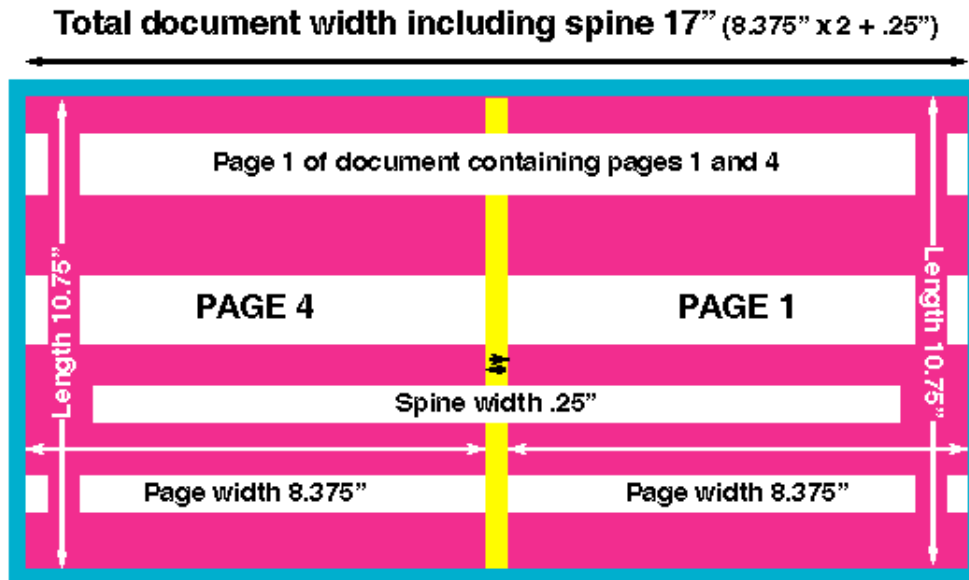
### Document Bleeds




Should be .25". This allows a little play in the binding of the job.

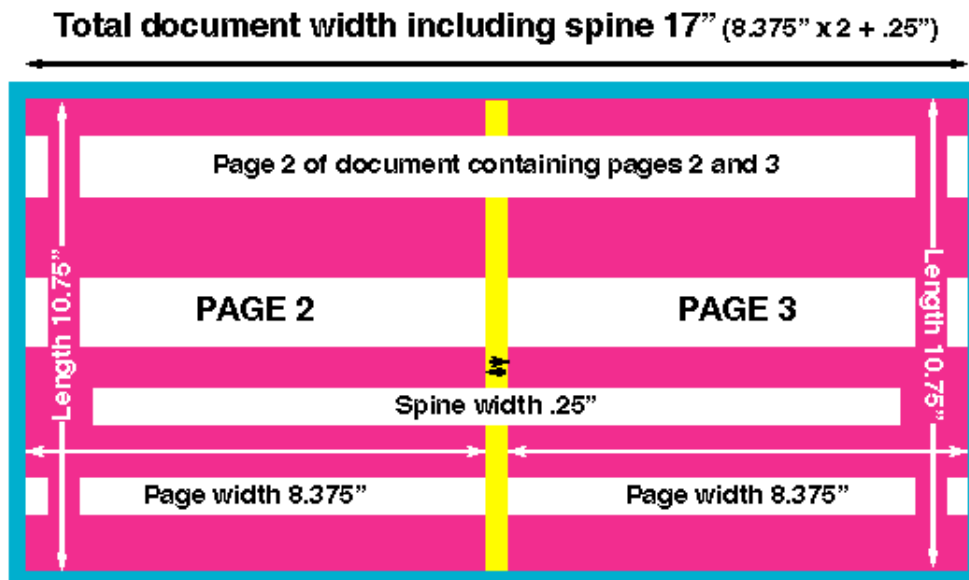
### Printing Postscript and Exporting PDFs

When saving Postscript for distilling in Acrobat or exporting PDFs directly from pagination application be sure that the **Marks menu Offset** is adjusted to .25" and the **Bleeds menu items** are adjusted to .25".

**NOTE:** Spine area on page 2 is often referred to as the gluestrip and should be white to knockout any background color or image.



-  = Page Dimensions (8.375" x 10.75")
-  = Bleed Area (.25" — top, bottom, left and right edges)
-  = Spine Width (.25")



- 2. DELETE UNUSED MASTER PAGES AND BLANK PAGES**  
Deleting all unused Master Pages and unnecessary blank pages from your publication will make your files less complex and therefore smaller in size.
- 3. DELETE UNUSED COLORS, STYLE SHEETS AND H&Js**  
To make file sizes smaller, delete all unused colors, style sheets and H&Js from your palettes.
- 4. CROP GRAPHICS TO SIZE**  
Making Postscript describe what is invisible is not a good idea. Crop your image in Photoshop to no bigger than the size you need. Whether in Quark, PageMaker, InDesign or any other layout program, do not make little boxes that contain huge hidden images. Likewise, do not step and repeat little box with large images.
- 5. KNOCKOUT AND OVERPRINTING COLORS**  
White text must be set to KNOCKOUT of the background not to OVERPRINT as this will cause the text to disappear when RIPPED. Colors in eps graphic files that sit on top of one another must be adjusted so that the top color does not OVERPRINT but KNOCKS OUT of the color below it so as not to change its color.
- 6. USE PICTURE BOXES FOR SHAPES**  
Empty picture boxes are smaller in size than text boxes. If you need to draw a shape, always use a picture box. If at all possible picture box color should be white rather than none.
- 7. ALWAYS ADD BLEED — IF REQUIRED**  
If color extends to the edge of a page, it has to bleed or extend off the page at least .125". Be sure and check your print settings in your application.
- 8. PROVIDE HARD COPIES**  
If possible supply printouts of both composite and color separated proofs to your printer.
- 9. USE SELF-DESCRIPTIVE FILE NAMES**  
Remember that other people may have to understand your file names, so use names which clearly describe the contents of your files. Use the proper file format extension — it makes it visually easier to find files.  
e.g.: WestMag Pages 1-16.pdf

# Guidelines for Graphics Files

## 1. USE NATIVE PROGRAMS TO TRANSFORM GRAPHICS

Bitmaps (pictures) should be resized and rotated in bitmap (Photoshop) programs. If you do that in a page layout program, you not only lose quality, but also increase the file size and printing time. Fine lines in vector graphics (AI eps files) may disappear if they are reduced too much. Remember Quark scales everything proportionately, including line widths.

## 2. KEEP PATHS SIMPLE

All paths, whether drawn or traced, should ideally have one point for each change of direction. Tracing with tolerance close to zero results in lines that trace square pixels — which not only produce jaggies, but also slows printing times considerably and can possibly generate Postscript errors. Refer to appropriate software user guide manuals for recommended values.

## 3. DO NOT USE LOW RES IMAGES.

72 ppi is fine for screen viewing, 150 ppi is good enough for printing to desktop printers. For high end printing we recommend 300 dpi. And don't think you can just take a low res image and have Photoshop magically turn it into a high res one. The pixel data has to be there in the first place.