

Page Geometry, Layout Rules, Binding & Finishing

Page Geometry

Defined

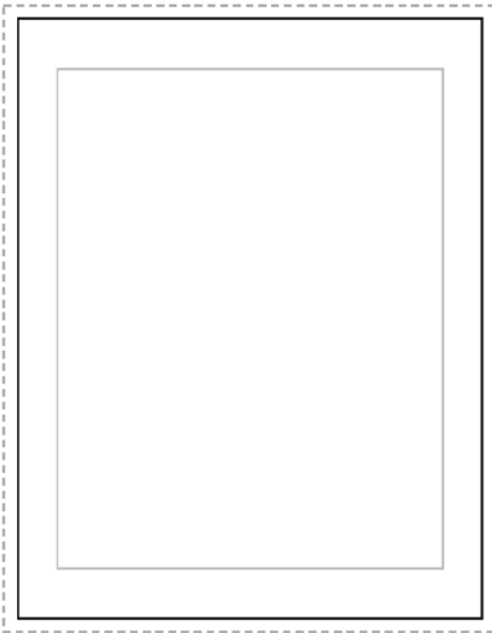
Page geometry is the physical structure of a document's pages.

Some Components

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

Basic Terms

- o Live Area
 - o Bleed Area
 - o Trim Area
- Printer's Marks
- o Crop
 - o Bleed
 - o Registration
 - o Page Info



Four Rules of Document Layout

1. Build to the Correct Trim Size
 - One notable exception is folded brochures
2. Provide Bleed
3. Stay Away from the Edge
4. Follow the Print Specifications

Planning for Folding

Folding Dummy

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

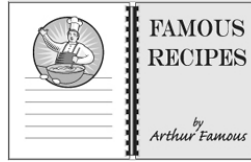
Trifold (1/3 letter or 1/3 legal finished size) & Gate Fold Brochure

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

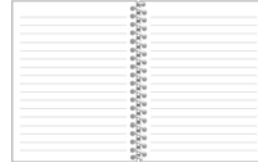
Trifold Brochure (letter finished size)

- o Make the fold-in flap 1/16" of an inch shorter

Binding Bindings that require reader spreads



Comb Binding



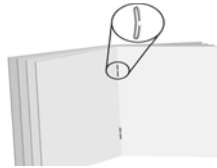
Spiral Binding



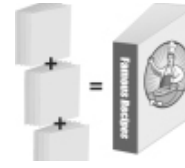
Wire-O Binding

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

Bindings that require printers spreads



Saddle Stitching



Perfect Binding



Case Binding

- 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 printers.

o 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...

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