

Publishing Principles and Practice ACP 2079, Semester 2, 2014

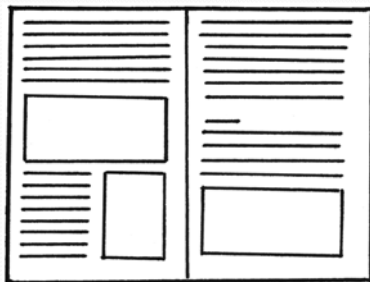
Lecture 7 – Print Preparation & Design

with Dr Euan Mitchell

Wednesday 3 September, 2014

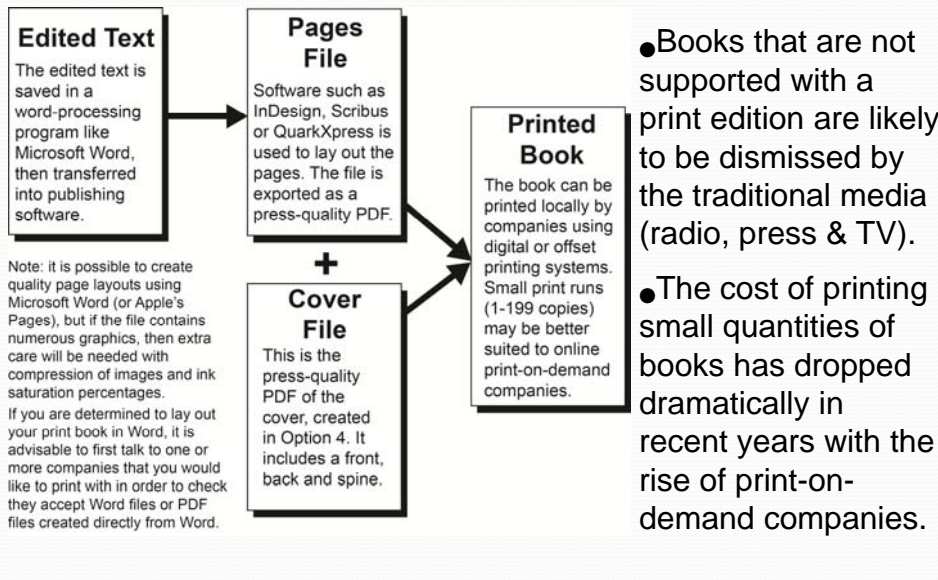
24 Slides

Overall Goal for Option (Chapter) 6



- The overall goal for Option 6 is to lay out the pages of your word-processed manuscript so they look like the **pages** of a **published print book**.
- At the end of this layout stage you will have a **press-quality PDF** of your print edition's internal pages.

Overview of Preparing Print Books



Decision Tree 6A: How to Set Up a New File for the Pages?

Alternative 6A i) Choose page orientation & set trim size

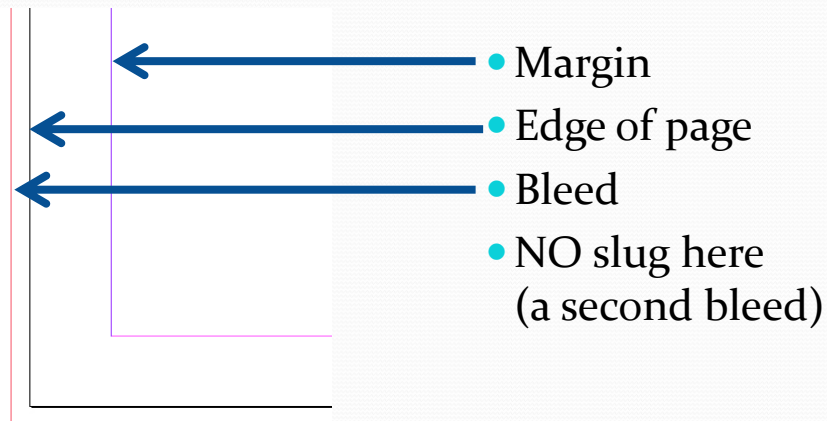
- Pages can be **portrait** or **landscape** orientation.



- The four main **trim sizes** for **paperbacks** are known as:
 - **A format** 181 x 111 mm
 - **B format** 198 x 128 mm
 - **B+ format** 210 x 135 mm
 - **C format** 234 x 153 mm(You do *not* need to memorise these dimensions.)
- **NOT** A4 or A5 (unless there is a good reason).

Alternative 6A iv) Choose whether to use bleed &/or slug

- View at the bottom left corner of a page.



Decision Tree 6B:

How to Set Up the Body Text?

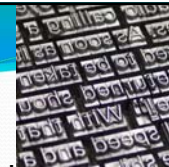
Alternative 6B i) Choose your method for transferring text

- The final file of edited text needs to be transferred from its word-processing program into a **professional publishing program, like InDesign.**
- NOT by copying and pasting chunks of Word documents. The whole manuscript can be 'poured' into a new file using **Autoflow**, which will be demonstrated in the seminar.
- A number of text sources, say for an anthology, can be imported one by one from Word, or compiled into one **master Word file** before importing.

Alternative 6B ii) Choose a font & its size for the body text

- The **body text** typeface is sometimes specified on the **imprint (copyright) page** near the front of the book, e.g. “Typeset in **Sabon 12/16**”.
- This means the body text is **Sabon** set at a **size of 12 points**, with a **line spacing of 16 points** (the vertical distance between lines, also known as **leading**, say “ledding”).
- There are **72 points to an inch**.
- And **1 inch = 25.4 millimetres**.
- For your reference only (do **not** memorise):
 - So **1 mm = 2.835 points** (divide 72 by 25.4).
 - Or **1 point = 0.353 mm** (divide 1 by 2.835).
 - Check: $0.353 \text{ mm} \times 72 = 25.4 \text{ mm} = 1 \text{ inch}$.

Typeface vs Font

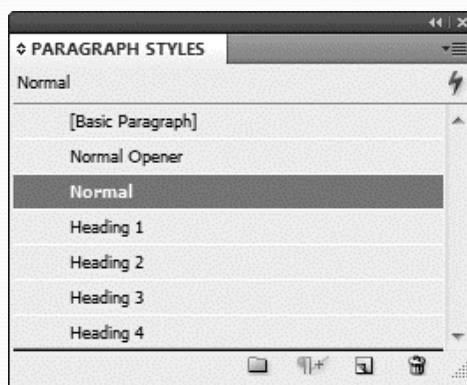


- Strictly speaking, a **font** should be called a ‘**typeface**’.
- A **typeface** is a **family of fonts**. For example, the Palatino **typeface** is comprised of the **fonts** Palatino roman (normal), Palatino italic, Palatino bold, Palatino bold italic.
- In earlier times a **font also meant a specific size**, e.g. 10-point Palatino italic or 18-point Palatino roman.
- A typeface can also include ‘**extended**’ **font families** such as Palatino Light, Palatino Medium or Palatino Black.
- These days a typeface is usually just called a font, and its style is varied to normal, italic, bold or bold italic.
- Most body fonts are sized in the 10.5 to 12 points range, although larger sizes are used for big print books.

Alternative 6B iii) Choose alignment and spacing of lines

- Professional publishing software offers more types of **justified alignment** than Word.
- The spacing, or vertical distance, between lines is called **leading**, which is pronounced '**ledding**' after the **strips of lead** that were once placed between **rows of type** to separate them into neat lines.
- Generally speaking, **leading is a few extra points greater** than the size of the **body font**.
- For example, an **11-point body font** might have **14 to 16 points of leading**, whereas a **12-point body font** might have **15 to 18 points of leading**.

Alternative 6B iv) Set up the Style/s for the body text



- The equivalent of Word's **Styles** in InDesign is **Paragraph Styles**. The concept is the same, but their operations vary slightly.
- Learning how to apply Styles to body text makes the inclusion of **headings** and **subheadings** much easier.

Decision Tree 6C: How to Set Up the Other Text Elements?

Alternative 6C i) Choose fonts & sizes for headings and subheadings

- **Sans serif fonts:** often used for **headings** and **subheadings**.
- **Serif fonts** can also be used for headings, but two other groups of fonts should be considered for this purpose: **script** and **display** fonts.
- **Script fonts** are derived from handwriting, e.g. Brush Script, Lucida Handwriting and Mistral.
- **Display fonts** are often used in advertising, e.g. Eraser, Trash, Cheri and House of Fun.

Alternative 6C ii) Set up Styles for headings and subheadings

Table of Contents

Foreword	xiii
I What Is MRO Procurement?	1
II Prerequisites for Success	11
III Database Construction and Maintenance	25
IV Partnering Your Way to Success	41
V Saving Hard Dollars	51
VI Saving Soft Dollars	83
VII Selling the Program	115
VIII Documenting Savings	127
IX A Top Management View	151
APPENDIX I Typical MRO Product Categories	161
APPENDIX II Worksheets for Documenting MRO Cost Savings	167
APPENDIX III Letter from Major Automotive Builder to Suppliers	173
APPENDIX IV Letter from Supplier to Customer Describing Range of Value-added Services and Findings of MRO Survey	181

- Use Paragraph Styles, Style Sheets or Styles to apply **headings** and **subheadings** across the entire book.
- A **heading hierarchy** that is set up using (Paragraph) Styles can later be used to generate a **table of contents**.
- However, it can be quicker and easier just to **manually** type in a table of contents on one of the preliminary pages.

Alternative 6C iii) Choose extra fonts for specific roles

Alternative 6C iv) Set up Styles for headings & subheadings



- Aside from body text, headings and subheadings, other fonts may also be chosen for picture or photo captions, page numbers, headers, footers, or other design elements on your pages such as break-out quotes and side panels.
- Dafont.com is a good place to [start](#).
- Choose the design for headings and subheadings, then set up further (Paragraph) Styles to apply them efficiently across the book.

Decision Tree 6D: How to Set Up Extra Pages & Features?

Alternative 6D i) Leave spaces for graphics or create separate sections

- Graphics can be imported one by one into suitable spaces on pages throughout the file.
- But graphics can also be confined to specific sections of a book to reduce printing costs. For instance, a memoir may include one or more sections dedicated to photographs in colour and/or black and white.
- It is cheaper to print photos in sections (usually 8, 12 or 16 pages) on high quality paper than spread them throughout a book, which may otherwise contain only black text on ordinary paper.

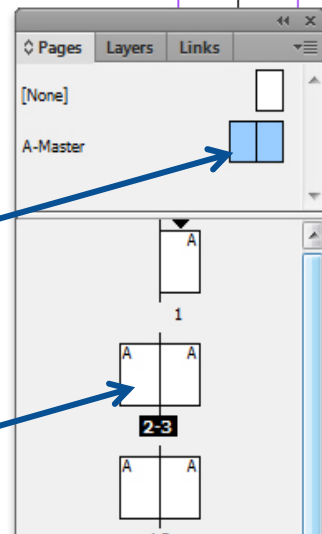
Alternative 6D ii) Insert extra pages for preliminaries

Alternative 6D iii) Insert extra pages for endmatter

- There is no fixed number or types of **preliminary pages** (often called '**prelims**'), e.g. novels don't usually need a table of contents, but often have a dedication page.
- An **introduction, preface or foreword** can run on for many pages before the main text starts.
- **Endmatter** is material that you would like include at the end of your book, after the main text.
- Endmatter can include pages for an **index, a glossary, appendices, acknowledgments, bibliography, recommended reading, advertisements** for other books, **study notes**, and so on.

Alternative 6D iv) Number the pages automatically, preferably via master pages

- Page numbers (Roman and Arabic) do **not** have to be inserted individually.
- One of the best things about professional publishing software is '**master pages**'.
- These are **template pages** that can be set up and applied to all or some of the **regular pages** within a file.



Alternative 6D v) Choose headers and/or footers and their presentation

- **Headers** can contain the title, author name, chapter name, section name, page number and include a graphic design.
- Likewise, **footers** can contain a range of material.
- Sometimes headers, footers and page numbers are combined into design elements part way down the outside margins.
- Some **books** use headers, others **don't**. Some books use footers, others don't.
- This is because some designers like them, others minimise their use. The choice to use them or not may come down to the designer's preferences or the publisher's.

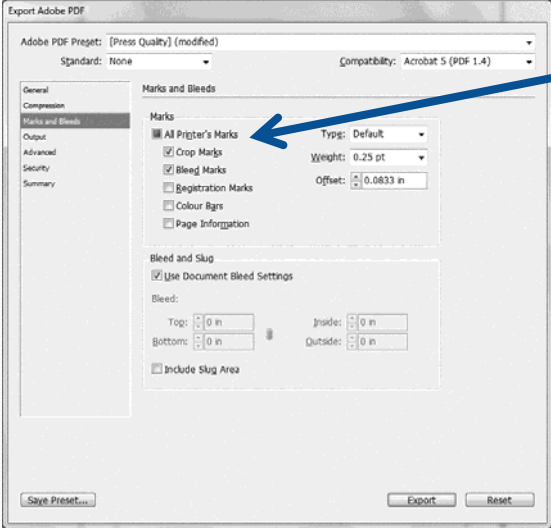
Decision Tree 6E:

How to Set Up the Press-Quality PDF of the Pages?

Alternative 6E i) PDF for printing at press quality

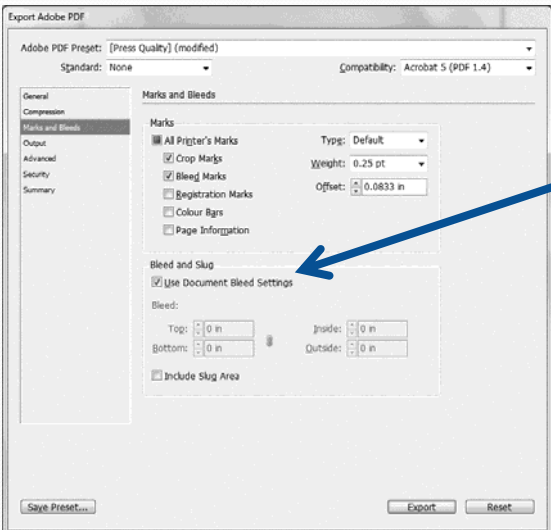
- The easiest and most common way for a designer to finalise files to send to a printing company is by exporting them as **press-quality PDF** (Portable Document Format) files.
- This file type has major advantages: it **embeds** (includes) all the fonts and images used in the original (native) file into one compact file
- The **PDF** can be read on a **Mac computer** even if created on a **Windows computer**, or read on a Windows computer even if created on a Mac.

Alternative 6E ii) Printer's marks to use



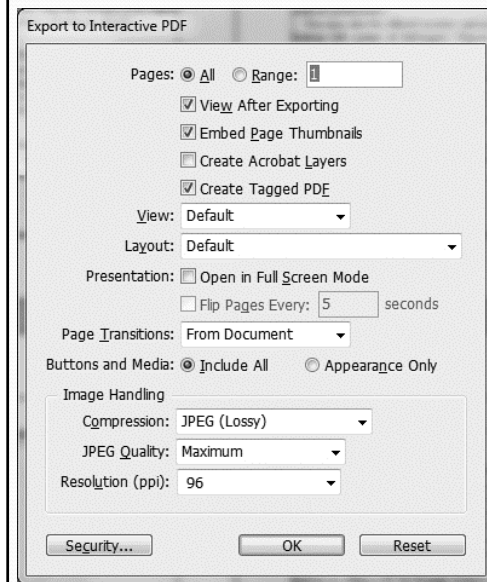
- Remember to check the printer's marks that you want to use or not use (check with the printing company, see Option 7) via the panel 'Marks and Bleeds' – or a similar name on the publishing software you are using.

Alternative 6E iii) Use document bleed settings, or not



- If bleeds are used on one or more text pages, then you should check the box: 'Use Document Bleed Settings' (near the middle of the dialogue box opposite).
- Then click the 'Export' button ('Save' on Mac) to create the PDF.

Alternative 6E iv) Options for PDF ebooks



- Alternatively or additionally, if you are creating a PDF ebook from your pages, then start the PDF creation process by selecting File > Export, then choosing the PDF (Interactive) option.
- If the software does not offer this 'Interactive' option, choose PDF, then on the next dialogue box choose the smallest file size.

Homework – Week 7

- Read **Option 6: Preparing Pages for Print** in *Your Book Publishing Options*, pp 181-208
- Take special note of the FAQs on:
 - Are PostScript files needed?
 - How to take screenshots on a computer?
 - Can a printing company create a book from a Word file?
- Remember to revise the lecture notes from **weeks 5, 6 and 7** (including this one) for the **second seminar test next week** (week 8) during the first 25 minutes of the seminar.



END