

Publishing Principles and Practice ACP 2079, Semester 2, 2014

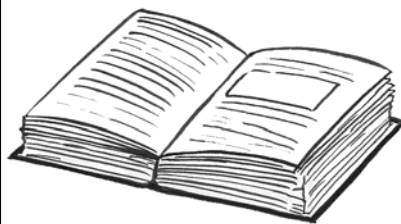
Lecture 8 – Printing Options & Processes

with Dr Euan Mitchell

Wednesday 10 September, 2014

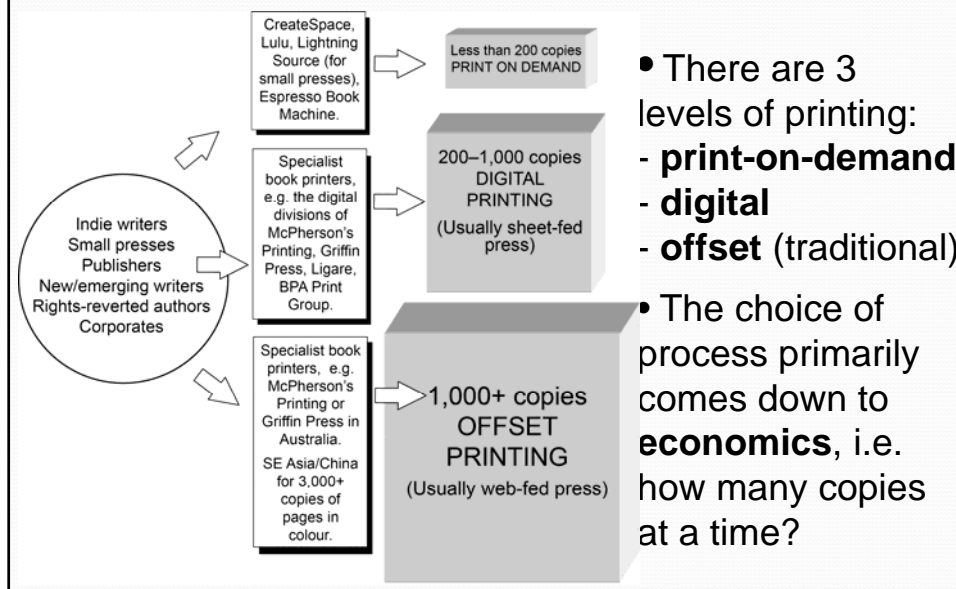
24 Slides

Overall Goal for Option (Chapter) 7

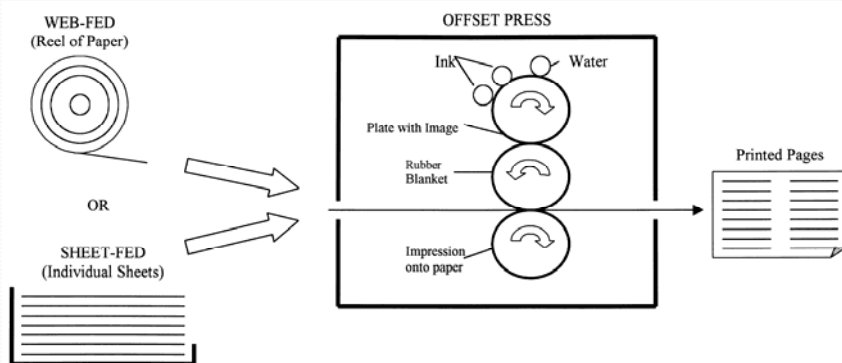


- The overall goal for Option 7 is to print a suitable quantity of books of the highest quality within budget constraints.
- Printing is often the single biggest direct investment in the publication of a book, even though for smaller enterprises it is an optional stage due to the rise of ebooks.

Overview of Preparing Print Books



Offset vs Digital Printing



Offset printing (above) has a large set-up cost, so only large print runs are viable. Ink and water are used to print through rollers.

By contrast, **Digital printing** is similar to **photocopying**, with a minimal set-up cost, which makes short print runs viable, even one copy.

Decision Tree 7A: How Many Copies To Print?

Alternative 7A i) Quantities for personal or self-publishing

- Most personal book launches sell around 50 copies, generally to friends and family. Perhaps 30 copies are written off as free copies to the media. A local store who agrees to put a self-published book on its shelves may sell five copies.

Alternative 7A ii) Quantities for a semi-commercial market

- A semi-commercial book may be a local, sporting or corporate history; maybe a specialty how-to book, or a guide to tourist attractions.
- Perhaps digitally print 250 copies for the initial launch, then top up with print-on-demand copies as needed.

Alternative 7A iii) Quantities for a niche commercial market

- A niche publication may sell about 500 to 2,000 copies.
- If the print runs are 1,000 copies or fewer, all the printing might be done digitally and the offset process ignored altogether.

Alternative 7A iv) Quantities for a large commercial market

- The minimum print run at a big local publishing company like Penguin Random House (Australia) is around 6,000 copies.
- A major release overseas might justify an initial printing of 500,000+ copies.

Decision Tree 7B:

Should the Trim Size Be Adjusted to Save Money?

Alternative 7B i) Variations to 'standard' trim sizes

- The so-called 'standard' trim sizes specified (see page 129 of set text) can vary slightly between printing companies. You can use sizes other than standard ones, but these will usually cost extra.
- A trim-size adjustment may increase or decrease the **number of pages**, known in the trade as the '**extent**'.
- Comparatively few **hardback** books (with rigid board covers) are printed in Australia, the vast majority are **paperback** (flexible card covers).

Alternative 7B ii) Last-minute variations to trim sizes

- A big printing company like McPherson's or Griffin Press has a number of printing presses.
- A publisher might be offered a discount if a book will fit on a printing press that is not being used for a week or two.

Alternative 7B iii) Custom trim sizes

- It is important to understand you can have a book printed to almost any size or shape you want as long as you are prepared to pay a little extra.
- But a particularly unusual size or shape may rule out using online print-on-demand services because some of these companies may not accept any variations from their standard sizes.

Decision Tree 7C: Which Type of Book Binding To Use?

Alternative 7C i) Perfect binding

- Perfect binding means the pages are hot-glued into the cover.
- Perfect binding is the most common type of book binding.
- Bookstores and libraries like spines on books, even though there are exceptions



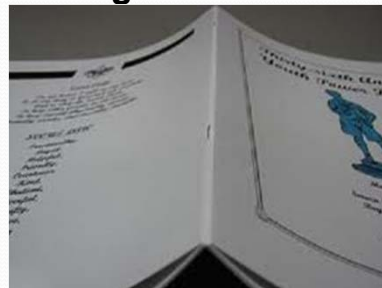
Alternative 7C ii) Wire or spiral binding

- Similar but slightly different use of wire to bind books.



Alternative 7C iii) Saddle stitching

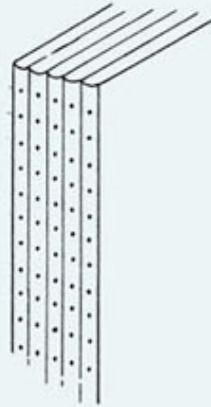
- Two or three staples (not thread) in the spine of a thin book.



Alternative 7C iv) Burst binding

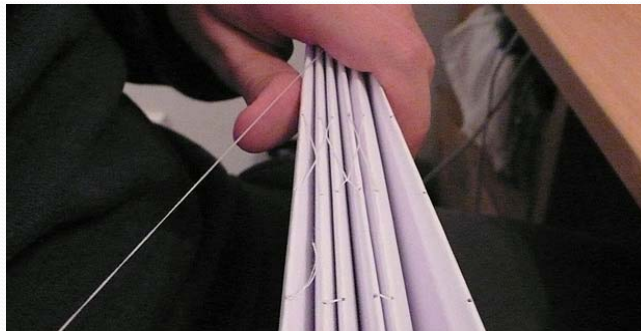
- Stronger than perfect binding.
- Therefore burst binding costs a little more.
- The process involves cutting a series of little slots down the book block's spine so more hot glue can be squeezed between the cover and pages.

Burst binding:
spine perforated and glued



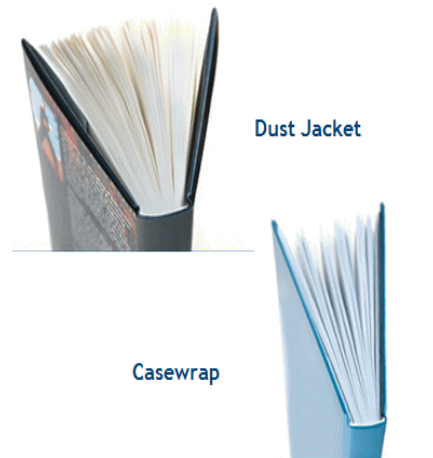
Alternative 7C v) Section sewn

- Section sewn binding is usually reserved for large reference books that need extra help to stay together.
- A thread is sewn between the 32- or 16-page sections that make up the book block.
- Hand-stitching is possible but it is usually done by machine.



Alternative 7C vi) Hardback binding, with or without dust jackets

- Hardback or case-bound books have rigid front and back covers made of boards connected by a spine of more flexible casing.
- A book block (glued and sometimes section-sewn) is bound into the two boards and spine.
- Many printers allow dust jackets as well. Both casebinding and dust jackets mean extra expense.



Decision Tree 7D: Which Type of Paper to Print On?

Alternative 7D i) White paper

- White paper that looks like standard office paper is acceptable for cheap-looking books like instruction manuals or information booklets.
- It is also the most commonly offered option with many print-on-demand services.

Alternative 7D ii) Creamy paper

- Creamy paper can look more professional (particularly for novels) because it is similar to the paper stock used by the big publishers of paperbacks.
- This off-white colour is much easier on a reader's eyes than the starkness of white paper.

Alternative 7D iii) Special paper

- Special papers may have light coatings to give a satin appearance. Some are ultra-white and glossy.
- Sections of special paper, say for photos, can be bound into a book that uses creamy stock.

Alternative 7D iv) Card for paperback covers

- Heavy paper is called '**card**' because it is more like cardboard but not as rigid. Card is also of much higher quality than cardboard.
- The card used for paperback covers is around **240 gsm (grams per square metre) - a measure of density.**
- By comparison, office copy paper is usually **80 gsm.** (much less dense, therefore lighter and not as thick.)

Decision Tree 7E:

Which Type of File to Send to the Printing Company?

Alternative 7E i) Native file

- A **native file** is simply the file in which you originally laid out the pages or cover, as opposed to the **press-quality PDF** that you may have created from it.
- If you supply the native file to the printing company, then you will also need to supply **folders** containing all the images (called **links**) and **fonts** used in your native file.
- Small changes can be made directly to a PDF if the printer has the right software, but some changes are easier to make to the native file then re-export as a PDF.

Alternative 7E ii) Press-quality PDF

- A press-quality PDF is easy to export from InDesign or QuarkXpress. The default PDF produced by Word 2007 and later versions is not press-quality
- A press-quality PDF actually produces a better print result than the high-quality PDF.

Alternative 7E iii) PostScript file

- Before PDF files reached a high standard, it was common to create a PostScript file (the file name ended with .ps) to submit to the printer.
- This is no longer necessary, but some designers may still include one for an extra level of quality control.

Decision Tree 7F:

How to Check What is About to Be Printed in Bulk?

Alternative 7F i) Print-on-demand proof or test copy

- If using a print-on-demand service, some will offer the option of checking out a proof copy before committing to the first full print run.
- If not offered this option, then simply print out a copy to check – and make changes if necessary – before going ahead with the printing of the first batch.

Alternative 7F ii) Book block and cover proof

- If receiving proofs from a printing company about to undertake a digital or offset print run, then two items are involved: the **cover proof** and the **book block**.
- The cover is usually printed on high quality card and is likely to include crop marks, bleed marks and colour bars.
- The book block contains all the pages. It requires careful checking, but you do not have to proofread the whole book.
- If there are any queries or doubts, contact the account person at the printing company. She or he will advise how to address certain aspects and/or request another proof. Otherwise, approve the cover proof by signing off on it.

Alternative 7F iii) Visiting the printer's pre-press studio

- If you are more concerned than usual about the colour of your cover and/or other pages, you can visit the printer's pre-press studio to adjust colours. It saves mailing proofs back and forth until the colours are to your satisfaction.
- If your cover features blues or oranges this might be something to consider.
- The colour blue can look muddy if too dark, and orange can easily look brown when printed.
- Pre-press operators don't like someone looking over their shoulder (who does?) but are usually polite and patient if you remain so.

Decision Tree 7G: How to Transfer the Print-Ready Files?

Alternative 7G i) Upload to a POD website

- If you are using a service like CreateSpace or Lulu, then you simply upload your files to their website via your account.
- Each has a whole series of windows to step you through the process.
- <https://www.createspace.com/> <http://www.lulu.com>



Alternative 7G ii) Email with or without online assistance

- A press-quality PDF under 3MB is usually small enough to email directly to a printing company without getting caught in their SPAM filters.
- But larger PDFs are better to be sent via **Dropbox** (register via dropbox.com) <https://www.dropbox.com/>
- Or emailed with the assistance of a digital delivery service (which should initially be free) like **Hightail.com** <http://www.hightail.com> or **TransferBigFiles.com**.
- This alternative involves uploading your large file to a website, then the site allows you to send your printing company an email that contains a link to your file.

Alternative 7G iii) FTP or CD

- **FTP** stands for **file transfer protocol**. It is a system that allows large files to be transferred, but FTP is not simple to set up.
- If your file is so big that it exceeds the limit for a free delivery (say, 100MB+), then it's better to burn the files onto a CD and Express Post them to the printer rather than set up FTP.
- If there is no other way, you can ask the printing company how to set up FTP to their system.

Homework – Week 8

- Read **Option 7: Printing Books** in *Your Book Publishing Options*, pp 209-228
- Take special note of the FAQs on:
 - Where do books go after being printed?
 - When does a printing company expect payment?
 - Who pays for printing mistakes?
- Remember to revise the lecture notes from weeks 5, 6 and 7 **before** for the second seminar test today **this week** during the first 25 minutes of the seminar.



END