

project 4A and 4B - printing process 101 handbook

- objective** Designers should be able to recognize the basic printing processes per their application. By participating in a sort of individual scavenger hunt to find actual samples, students will also use kinesthetic learning to reinforce the words on paper. Designing multiple pages via a consistent style will explore information delivery with design awareness. Students will explore how to create a visually inviting wrapper to not distract from the delivery of information.
- problem** Students will build a multi-page bound document in **InDesign** that will display knowledge of the printing process. *Please note that creating entire pages in Illustrator and Placing them into InDesign will not be accepted. You may create pieces in Illustrator. See Prof. Nikki if you have questions.*
- specs/materials**
- CMYK, 150 DPI; all body text must be 100% black only.
 - 11in w x 5.5in h * :
When printing, use tabloid (11in x 17in) and cut down when printed.
See [print_layout_sample.pdf](#) for help.
 - Bleeds optional. If you use them, pull them while you're building.
If you don't use them, set consistent margins when beginning your document.
 - Safe Area: within .25in from all edges ; Safe Area .5in at gutter
If you are doing a bleed, then Safe Area means that anything that canNOT be trimmed by accident should be outside of the area. If you aren't doing a bleed, then keep all color within at least .25in of the edge of the page.
 - Paper Type: depends on printing process available to student.
Laser printers (the Phaser at ASU) can NOT take specialty paper! DO NOT feed your own paper into the Phaser!!! If you have access to an ink jet printer, almost any paper type is available because heat is not involved.
 - Consider doing work on only one side of the sheets due to weight of samples if you have a lightweight paper. DO NOT build file using Facing Pages unless you want blank pages to help you visualize the spread.
 - Coil/Spiral bind single sheets. Do not use signatures**.
 - Adhere samples to printed document via double-sided permanent tape, K-77, or other ways to adhere permanently. Spray mount and rubber cement will not keep samples in document.

**If you would like to do a different size, please speak to Prof. Nikki.*

You will be asked for plans and budget (= no big deal).

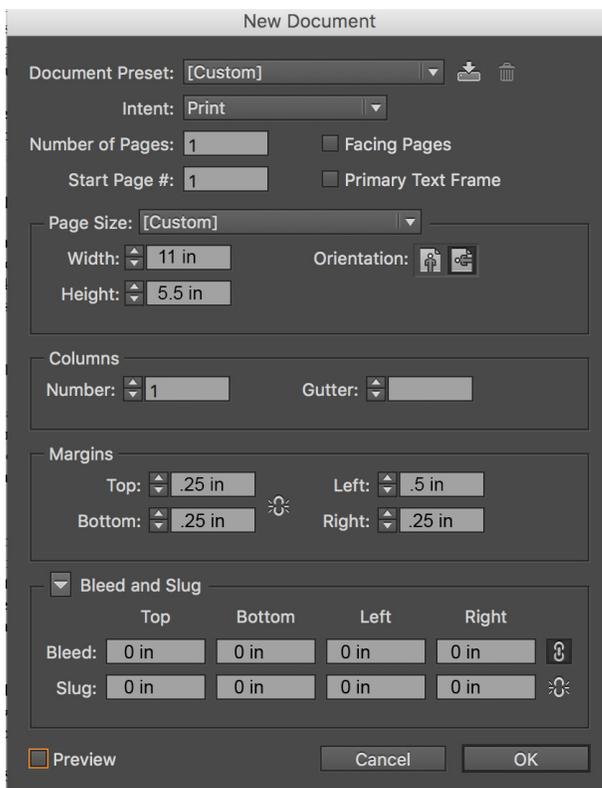
*** Extra Credit: letter-size signatures; paginate, saddle-stich or perfect bind; beware of creep!*

Any of the above specs above may be changed if student explains design choices to Prof. Nikki and she approves them.

- required text** COPY AND DIRECTION ARE AVAILABLE ONLINE. See *The Printing Process 101* in a doc file at nikkiarnell.net. Use this. **Be sure to strip it of all styles in your document**, but use the original Word Doc for reference. The bold and color are to help you understand the directions.
- > If you File : Place this text. Show Import Options on the bottom of the Place dialog box.
 - > If you Copy/Paste from the .doc file, first paste into a Text Edit doc. Select all and Format : Make Plain Text (or use shortcut). Then select this, Copy Paste into your InDesign doc.

PLAN YOUR TIME WELL. Begin project by setting your own timeline in relevance to the provided schedule. Also considering working in groups to obtain samples.

- step 1
- Read all copy provided. Review and discuss questions in class.
 - Begin a Pinterest page entitled “2423 Design Systems”. Start finding DESIGN samples for initial plans, understanding that you are creating a consistent design system to hold samples and deliver information. You may also find physical samples and/or take pictures of books.
 - Explore other handbooks and guidebooks, ignoring the fact that yours will have actual samples. Specifically pay attention to type and layout consistency through multiple pages of text in these samples. Maybe color is used to have a dynamic feel through the consistency. Maybe certain words pop via size and/or placement. Maybe section titles are placed vertically. Find something you like and evaluate it. Be sure that whatever styles you use form a consistent system to deliver information.
 - **Also start finding tangible samples requested for book.**
- step 2
- Pin or bring in at least 20 DESIGN samples to discuss. **DUE MON Apr 11th, 1pm.** 10 will be picked.
- step 3
- Then do at least 1 tight color sketch or computer rendering for each of these 10 DESIGN samples per how you will use it in your project. Think visual hierarchy of a system.
 - Also create *at least* 20 sketches altogether of how you will design your cover: “The Printing Process 101”. This should be to the same level of “tight” vs. rough.
- DUE MON Apr 18th, 1pm.**
- step 4
- 1 design system will be picked and student should begin layout using selected guidebook as inspiration (not a direct copy). This digital file of book must be created in InDesign. Illustrator and Photoshop may be used also, though the majority of the book and all body text should be rendered in InDesign.



- Set up document per the specs provided. With the small amount of text and no need for a consistent placement of images, Master Pages are likely unnecessary. However, be sure to set up your document with correct margins (note they are not the same on each side because of gutter, so you will need to select the Unlock icon).
- Use image boxes (no stroke and no fill) as placeholders for samples that you will affix to pages. Cut your samples down to this size.



step 5 • Set a **Paragraph Style** in InDesign and use it throughout the piece for body copy.
All body text can be only be one of the following not in a condensed, bold, italic, nor all cap format: Times, Times New Roman, Palatino, Garamond, Baskerville, Helvetica, Futura, or Century Gothic. Student may present ideas for other typefaces to Prof. Nikki.
All subhead and headline copy can be whatever you choose, but be sure it is consistent throughout the handbook.

step 6 • Create diagrams of printing presses. Make these a consistent style when you re-illustrate the samples supplied (see *offset_printing_types.jpg* or *OffsetBasics_DIAGRAMS.png*). Maybe it's extremely clean vector. Maybe it's illustrated like it's on blueprint engineering diagrams. Maybe it's sketchy. Etc.
• Create mini-samples of folds and binds. See *folds_binds.jpg* and physical samples as guidelines, plus your own research.

step 7 Throughout the week(s), pay attention to the steps listed on the project sheet. You have a general style that should be consistent throughout your book. You have illustrations/diagrams/mock-ups to make and samples to find! Progressive Critiques may happen throughout, depending on class.

step 8 As you finalize your document, be sure to use the PrePress Checklist. The first things to check are spelling, grammar, and widows/orphans/flow of text. Print the work out and check everything again. Continue to check everything before PreFlighting and Packaging your document. Don't forget to include soft and hard (marked-up with notes) proofs.

- **PROJECT 4A** is digital. It is your Packaged InDesign file and a PDF. Any samples will simply have placeholder image boxes.
- The PDF should not have crop marks or bleeds, but should show as final piece would show. PDF may either be in spreads with left page blank or single pages.

step 9 See "**print_layout_sample.pdf**" as a suggestion for the most economical way to print this. Remember that paper matters, but also remember that most paper cannot be printed on the Phaser. Print and bind book per specs. Attach all samples.

- **PROJECT 4B** is this tangible bound book with samples.

final **FRI Apr 29th, 1pm: Project 4A DUE**, written critique
WED May 4th, 2:45-4:45pm (scheduled final time): Project 4B DUE, written critique
Note: These are counted as two separate project grades.

evaluation You will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- File built exactly to spec.
- Style(s) created and applied.
- Type Design of title uses shape and space to creatively render words.
- Images complement text in an appropriate and dynamic way.
- InDesign Package is correct with all links and fonts, as well as appropriately labeled Report.
- Excellent file build, following all specs.
- Book craft is perfect.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Participation in critique.