Print Planning

PAGE IMPOSITION  
Multi-paged newsletters, magazine and books require page imposition to assure the appropriate layout of the signatures. Signatures customarily are either 4, 8, 16 or 32 pages.

The example shown is an 8 page signature. This is a common set-up for planning the page-fall of an 8 page newsletter.

PRODUCTION MARKUP  
When your disk or paste-up arrives at the printer it must show the appropriate instructional marks (keylines) so the printer knows what you want done.

In the example on the right the trim marks indicate the size the card will be trimmed to.

The dashed lines indicate the location of the fold and possible scoring.

The photograph “bleeds” at the top and to the right. This means when the card is trimmed, after printing, the photograph will run right to the edge at the top and on the right.

The photograph is continuous tone art and therefore must be “half-toned (screened)” to print properly.

Typically a black and white halftone is screened at 65, 85, 110, or 120 LPI or lines per inch. A color photograph or continuous tone color illustration should be screened at 150 or 200 LPI.

NOTE: LPI (lines per inch) is not the same as DPI (dots per inch). When scanning a continuous tone image set the DPI at 1.5 times that of the desired LPI for a black and white image. Set the DPI at twice the LPI for a continuous tone color image. For example you’d scan a color photograph at 300 DPI if you planned to have the piece printed using a 150 line screen.

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