
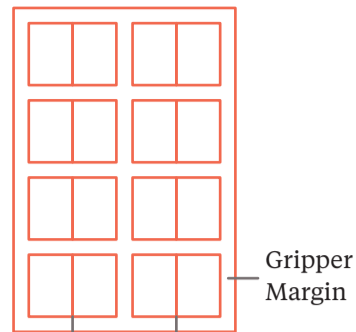


1 File Naming Convention
Fix one that makes sense to you and the client. Abuse CamelCasing, under_scores and dashes.
For example, something like *StudioName_YYYYMMDD_Client_Project-Title_File-type-and-Name.extension* works. See: [Keyaar_20190216_KL11_Publication-Print-Publication-Guide-Illustration.pdf](#)

2 Folder Structure
Reference Material, Layout Files, Links, Fonts and PDFs Exported-for-Testing get their own, named folders.

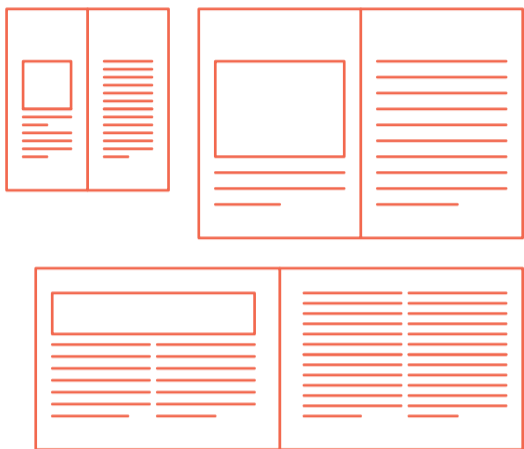


3 Talk to the Printer
For clarity on paper sizes, necessary gripper margins, spaces in between spreads for when you imposition, binding options and lead-times.
When you find a printer who speaks the same language and cares about quality, stick to them. Have them on speed dial.



Spreads from the book in an imposition sheet (70 cm by 100 cm sheets are common)

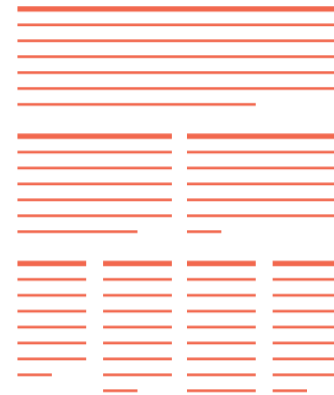
Talk to the Paper People
Most paper suppliers send sample books if you request (or are famous). Order one from the most popular supplier and one or two from the fancy ones.



4 Decide the Page Size
Minimum space requirements for fitting text and illustrations or photographs help you decide the page size. For example, look at the widest column of text you may need.
What size are similar books printed in? (So yours stands out or fits in as is appropriate.)
Consider how the printed object is to be read and carried (with a tablet, laptop, or in the backpack?).



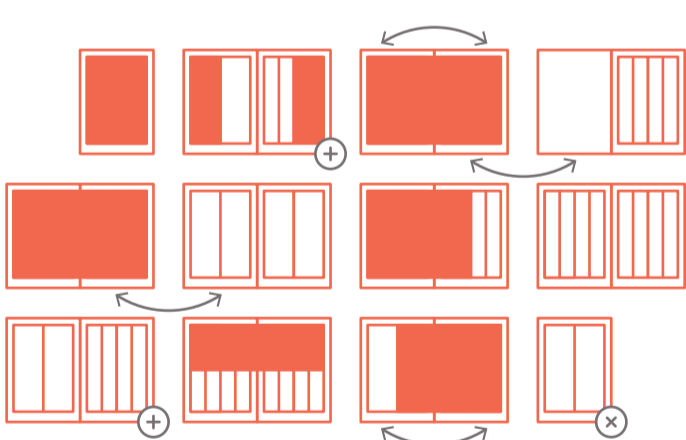
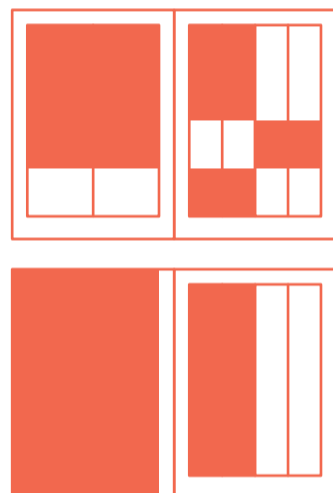
5 Typefaces, Text Size
Set full-, half- and quarter-width columns of text using actual text (not placeholder text) to see what works well.
Make people read printed samples. Then make changes in type sizes and leading where necessary.
Set a baseline grid that is $\frac{1}{2}$ or $\frac{1}{4}$ of the leading. More divisions mean finer control in typesetting.



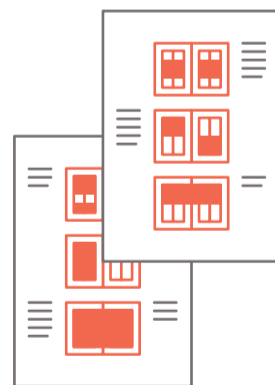
6 Make Grid(s)
If you think you will need 3 columns, create 6 in the program. Like the baseline divisions, *more* often means *finer control*.
Depending on the binding, the inside margins will need to be more than what appears normal in the program. Refer to a blind dummy (blank pages bound the way the book is meant to be; make one by stage 7).



Make Grid(s) Work
Arrive at some standard dimensions for photographs and illustrations, using the columns where appropriate. Share these dimensions with illustrators when briefing them for artwork.
Better yet, share a blank spread with margins and artwork area indicated.



7 Pacing
Consider pinning up small folded pages to stand in for the spreads in the book, and plan content like a story in time. Move content around and add or remove pages for coherence.
Think musically; not all pages need to be information dense, the pauses in between make for a more interesting tune. Mix metaphors.



8 Layout and Edit
Thumbnails are your best friend(s). You may use print light-grey gridded spreads at a small size and draw over those for more accurate thumbnails.
With an editor (preferably human), improve text to work well with the pacing if necessary. Reconsider pulled-quotes and titles if they appear verbatim elsewhere in the text.

9 Print and Spellcheck
On-screen spellcheck is efficient enough and corrections on a printed copy helps catch subtle errors in dashes, spaces, numerals and kerning.
Recruit a friend for a fresh pair of eyes on the text; familiarity breeds misatkes. Pay them with tea or small multicoloured pieces of paper, as is appropriate.

10 Pre-press Checklist
Prepare a checklist to make sure you don't mess up the file delivery.
Take care of page sizes, font files, page count, etc. Write an instruction sheet for the printer with details on size, printing and finishing. Include your phone number and email in the instruction sheet.
Here is a sample checklist you can build on:

Image Links
Make sure all the image colour modes are CMYK (or grayscale or duotone, based on the printing method and images).
Delete extra layers in artwork (duplicate first).
Resize, resample and crop where necessary.
Colours
Delete unnecessary spot colours and check if they need to be replaced.

Rules
0.25 pt is the minimum stroke thickness most printers can print consistently, especially if not 100% spot colour.
Export
If sharing PDFs, export with high resolution images; 450 DPI for high-quality offset prints, 300 DPI otherwise.

& Resources
A (Short) Reading and Watching List
3 Gavin Ambrose and Paul Harris, *The Production Manual*
4 Robert bringhurst, *Elements of Typographic Style*
5 Jost Hochuli, *Detail in Typography*

6 Josef Muller Brockmann, *Grid Systems*
7 Irma Boom, *My Manifesto for a Book* (Video) <http://channel.louisiana.dk/video/irma-boom-my-manifesto-book>
8 Strunk and White, Jr., *Elements of Style*
9 *The Chicago Manual of Style* (Book, website and interactive PDF versions.)

Colophon
Process: Publication for Print is from a series of quick-reference posters and booklets for design students and practitioners.
To help improve the version you are reading, please write in to abhijith@keyaar.in
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