
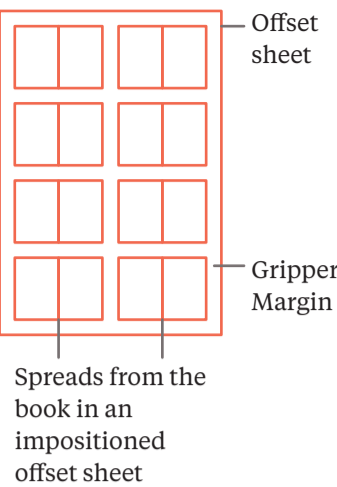


**1 File Naming Convention**  
Fix one that makes sense to you and the client. Abuse CamelCasing, under\_scores and dashes.  
For example, something like *StudioName\_YYYYMMDD\_Client\_Project-Name\_File-type-and-Name.extension* works. See: [Keyaar\\_20190216\\_KL11\\_Publication\\_Print-Publication-Guide-Illustration.pdf](#)

**2 Folder Structure**  
Reference Material, Layout Files, Links, Fonts and PDFs Exported for Texting 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.



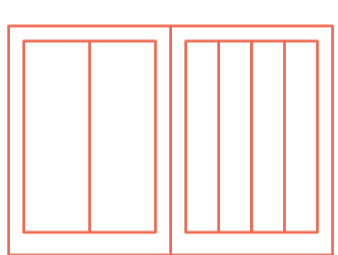
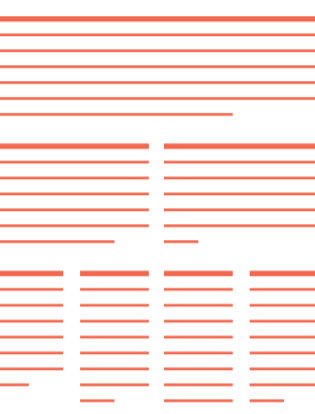
**Talk to the Paper People**  
Most paper suppliers send sample books if you request (or are famous). Order one from the most popular supplier and one or two from the fancy ones.



**4 Decide the Page Size**  
Minimum space requirements for fitting text and illustrations or photographs. For example, look at the widest column of text you may need.  
What size are similar books printed in? (So yours can stand out or fit in as is appropriate.)  
Also consider how this is to be read and carried (with a tablet, laptop, or in the backpack?).



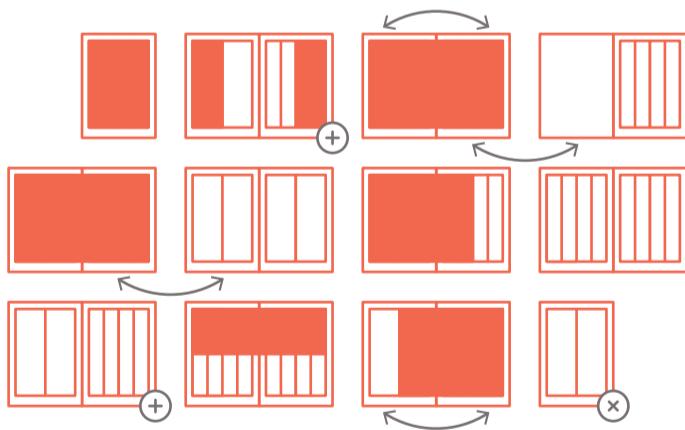
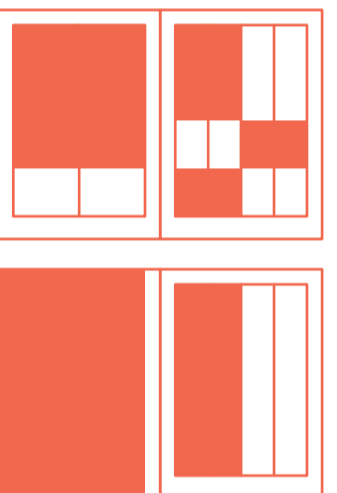
**5 Typefaces, Text Size**  
Set full-, half- and quarter-width columns of text using actual text (not placeholder text) to see what works well.  
Make people read printed samples. Make changes in type sizes and leading where necessary.  
Set a baseline grid that is 1/3rd or 1/4th of the leading. More divisions mean finer control in typesetting.



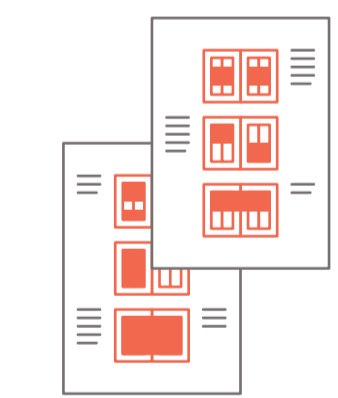
**6 Make Grid(s)**  
If you think you will need 3 columns, make 6 in the program. Like the baseline divisions, *more* often means *finer control*.  
Depending on the binding, the inside margins will need to be more than what appears normal in the program. Refer to a blind dummy (blank pages bound the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

More means *finer* (mostly). At times it gets messy.

**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.  
Think musically; not all pages need to be information dense, the pauses in between make for a more interesting tone. Mix metaphors.



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

**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.

**10 Pre-press Checklist**  
Prepare a checklist to make sure you dont 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, depending upon the printing method).  
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](mailto:abhijith@keyaar.in)  
Set in Tiempos Text from Klim Type Foundry  
February 2019, Kozhikode