

Fact Sheet **Number 9**

DESIGN CONSIDERATIONS

Saddle stitched jobs

When doing artwork for saddle stitched jobs, “creep” can push the critical image close to the fore edge and needs to be considered at the design stage - the smaller the book, the more obvious the creep.

UCR (Under colour removal)

When designing a job on uncoated stock (especially recycled stock) consider applying UCR. This process replaces Cyan, Magenta and Yellow on heavy screen areas of image with Black. This then reduces the amount of total ink coverage on a given area. Printgraphics preferred UCR setting is 260%.

Perfect or Burst Bound Books

On perfect or burst bound books, consider “line ups” on the text pages. Approximately 3mm of image in the centre of each page (in the spine) visually disappears due to the nature of the binding process. Ensure you have allowed for this in your design.

On the inside front and back cover (also the first page and the last page), you will lose 7mm of image from the spine due to the “hinge” of the book.

Always check with Printgraphics for spine width before doing the artwork on a job like this.

Wiro bound books

With the punching process on wiro bound books, the holes will protrude 8mm into the bound edge. It is important that no critical image is in this area. “Line ups” don’t work well with wiro bound books due to the page movement you get with this binding process.

Drilling

When producing a calendar, make sure that the drill hole is not going through any critical image. Printgraphics can drill various size holes to help minimize this.

Spot UV

Spot UV can crack and split on the fold or the trim edge of a job. We recommend not using spot UV varnish on these areas of a job. Spot UV is most often a screen printing process so as such, the tolerances are not as tight as lithography, therefore consider that the spot UV may vary by up to 1 mm in some cases. We recommend matt cellosheen under Spot UV to stop cracking and to increase stability.

A2 Quality Art Papers

There are many different A2 quality art papers on the market. Often on smaller run jobs, choosing an A2+ quality art paper may not cost very much more and will enhance the appearance of your job.

Lightweight Papers

“Show through” is the ability to see the image on the other side of the sheet. This means the print image from the front side can be seen on the other side of the sheet. The “Show through” is more obvious as the paper gets lighter.