



# Setup and Export Tips

## For Adobe InDesign

# Initial Setup

All InDesign projects start here. The new document panel holds many of the controls which will determine if

your document will be produced easily upon completion. Becoming familiar with it will serve you well.

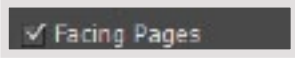


Setting up a basic A4 booklet, with 3mm bleed and suitable margins

# Setup Information:

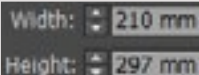
Some of the options presented in InDesign are different or missing in other DTP or illustration software. Here's some useful information on what things do.

## Facing pages



If your document is going to be bound at a later stage it can be helpful to design with facing pages turned on. This will let you design across a full spread rather than two individual pages. Remember to export as pages, not spreads though.

## Page Size



Make sure that this is set to one individual page of your document, and not the size of a full spread.

## Page Margins



Page margins represent the area considered to be suitable for text or important content. Nothing important should be outside these. If perfect binding, increase the inside margin by 5mm to counteract the part of your page which is invisible once bound.

## Bleed Area



Bleed is an additional area of print that surrounds the periphery of a design. For any artwork that has images or background colours which reach the edge, bleed must be enabled. It is shown as a red line surrounding the outside edge of your artwork. This can be hidden by pressing 'W' to show the final visual.

# More On Bleed



*A facing page spread using suitable margins and bleed (notice that the background extends all the way to the red line, and does not stop at the black page edge).*



*Bleed has been set to a sensible 3mm, but has not been used. Unless the area contains content, it is not helpful, print ready bleed.*

Enabling a page bleed, without filling the area with design elements intended to reach the edge of the artwork is one of the most common file set-up errors.

Make sure you follow the example shown above and you'll have no issues getting edge to edge prints, without disappointing white edges.

# Understanding Margins

Margins are the remedy to losing important text to the guillotine during the production process. Using correct margin width will make sure no essential content is missing or damaged due to mechanical tolerance.

The Edinburgh Copyshop advise a minimum of at least 5mm on all cut edges, and at least 15mm on any edge which will be bound with glue (perfect binding, or fastback fabric strip binding). The larger inner margin compensates for loss of visible page surface during binding.



*Here, margins and bleeds are correctly used on a business card layout. There is no risk to the important text, or logo within the circle.*



*Here, margins are ignored. This means that these cards will lose legibility as the letters will be partially cut.*



Although it can be tempting in a visual sense, to push content to the outer edge of a design, it nearly always causes severe print quality issues as a result. Only very large text, which can afford to lose 1-2mm on an edge should ever rest against the outer limits of a page.

# Packaging Files

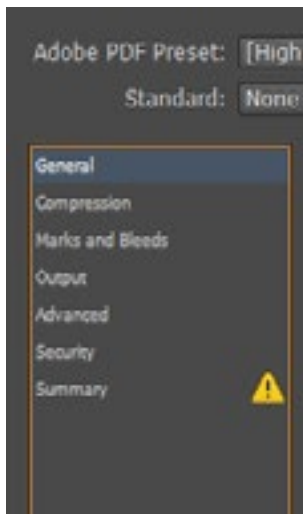
InDesign works through a series of links to other files, when moving a project from one computer to another, these must be packaged as a complete, self contained folder.



*InDesign acts as a hub for data stored elsewhere, it allows much faster performance while editing, but means files must be packaged before transfer between workstations.*

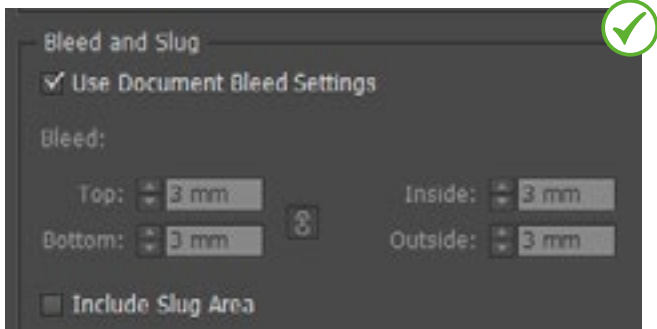
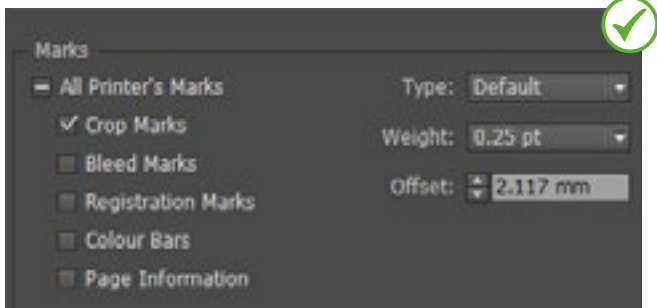
# Exporting printable .pdf files

Generally, print suppliers prefer to work from .pdf files which are supported by other software used during the print production workflow. Exporting files is essential.



*The exporting suite provided within the software is very in depth, however the most important sections are 'General' and 'Marks and Bleeds'*

# Example Export



Selecting the above configuration alongside proper design practice will provide an ideal print-ready file. Very few cases require anything more complex during export.



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