

# 0855-331 • Desktop Publishing I

## Art & Imaging Studies

### Objectives

By the end of this project you will have learned to:

1. Set up a document of custom size.
2. Use ruler guides to construct a document.
3. Place an image for bleed finishing.
4. Print using separations and printers' marks.
5. Print to a sheet size other than the layout size.

### Given

Fonts: Medici Script

Image files: "palm\_tree.tif"  
"global.eps"

Document specifications, see next page

### Required

Using the page layout program assigned by the instructor:

1. Create a document exactly as specified on the following spec sheet.
2. Print a composite to any color printer with printers' marks turned on.
3. Print separations to any black and white printer with printers' marks turned on.

### Terminology

bleed	Placing an image in a document such that it extends beyond the edge of the document. After the document is printed and cut to size, the image will then literally be at the cutting edge.
printers' marks	Markings on a document that when printed out, assist the printing press operator and finishers complete the project. The items include where to cut the document, color bars for evaluating color, alignment markings, bleed markings, and file information.
composite	Printing a full color document to resemble how it will look in its final form, that is with all the colors printed together on one substrate.
separations	Outputting a full color document to be printed on a press. This requires splitting the colors into their four components; cyan, magenta, yellow, and black. A printing press applies these four inks separately, therefore requires separation of the color information.

## Criteria and Grade Sheet for Desktop Publishing

Score	Value	Criteria
		<b>Document</b>
	5	5 correct setup specifications (size, orientation, margins, columns, etc.)
		master pages set up and applied correctly
		styles set up and applied correctly
		layers set up and applied correctly
		colors set up and applied correctly
		efficient use of margins and guidelines
		correct arrangement of elements (front, back, etc.)
		group/ lock elements
		<b>Text</b>
	15	5 correct frame sizes, shapes, and locations
		5 text placed and flowed correctly
		5 correct text specifications (font, size, leading, etc.)
		text fitted correctly and follows good design principles
		<b>Images</b>
	10	5 correct frame sizes, shapes, and locations
		correct text wrap (run around)
		correct specifications (color, tint, etc.)
		5 images linked to document
		<b>Elements</b>
		rules (stroke) to correct specifications
		tints to correct specifications
		<b>Output</b>
	10	5 correct output (print, PDF, PostScript, etc.)
		correct number of pages, and/or copies
		5 correct paper size and orientation
		<b>File Management</b>
	10	3 project folder created
		2 folder organized correctly
		3 files and folders named correctly
		2 folder compressed
	-10%	<b>Failure to Meet Deadline</b>
	50	<b>TOTALS</b>