Everything You Ever Wanted to Know About Book Production: International Printing Specifications for Print-Ready Files

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Road Map

Document/Layout
- Number of Pages
- Bleeding & Margin
- Impact of Binding Type

Pictures/Graphics
- Resolution
- Lossless Data Compression

Color Management
- Color Mode
  - CMYK versus RGB
- Color Profile

Files
- File Format
- Test Files
- Data Transfer
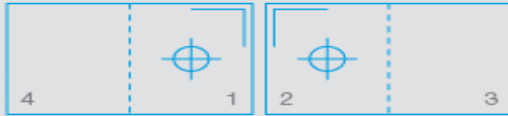
Document/Layout: Number of Inner Pages

Check your number of inner pages by using the
4-Split-Rule

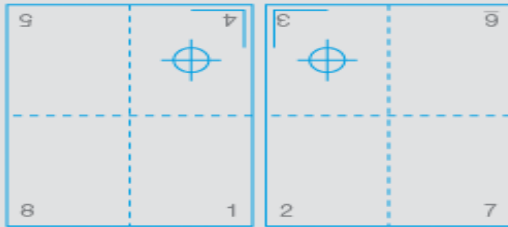| Sample Paginations from Past Tenders	4 Split Rule	Correct Pagination	Extra Pages	Alternative Paginations
86	/4 =21.5	88	2 pages	84 or 88 pages
93	/4 =23.25	96	3 pages	168 or 176 pages
190	/4 =47.5	192	2 pages	184 or 192 pages

The **4-Split Rule** is based on printing signatures. A signature is a group of pages that are printed on both sides of a sheet of paper. The number of pages on a signature depends on page size and size of press sheet.

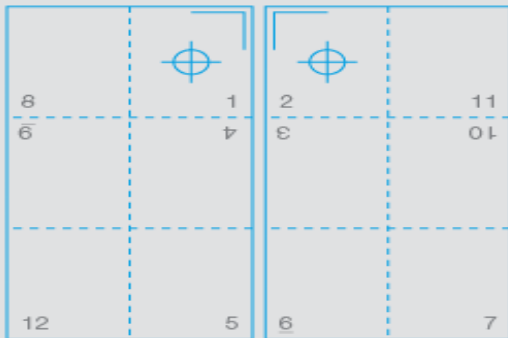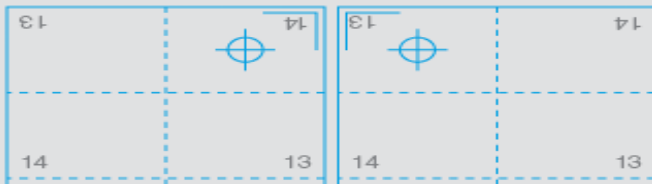# Defining a printing signature and the reason for the 4-Split Rule
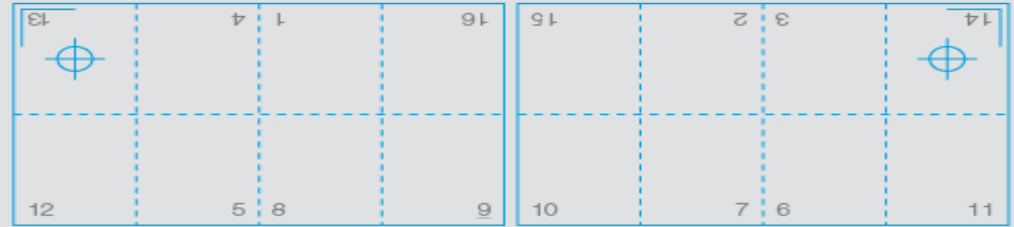
4-page Imposition

| 4 | 1 | 2 | 3 |

8-page Imposition

| 5 | 4 | 3 | 6 |
| 8 | 1 | 2 | 7 |

12-page Imposition

8	1	2	11
9	4	3	10
12	5	6	7

16-page Oblong Imposition

| 13 | 14 | 13 | 14 |
| 14 | 13 | 14 | 13 |

16-page Upright Imposition

| 13 | 4 1 | 16 | 15 | 3 2 | 14 |
| 12 | 5 8 | 9 | 10 | 7 6 | 11 |

24-page Imposition

12	13 24	1	2	10 7	10
9	16 21	4	3	22 15	10
8	20 17	5	6	19 18	7

32-page Imposition

29	4 5	28	27	6 3	30
20	13 12	21	22	11 14	19
17	16 9	24	23	10 15	18
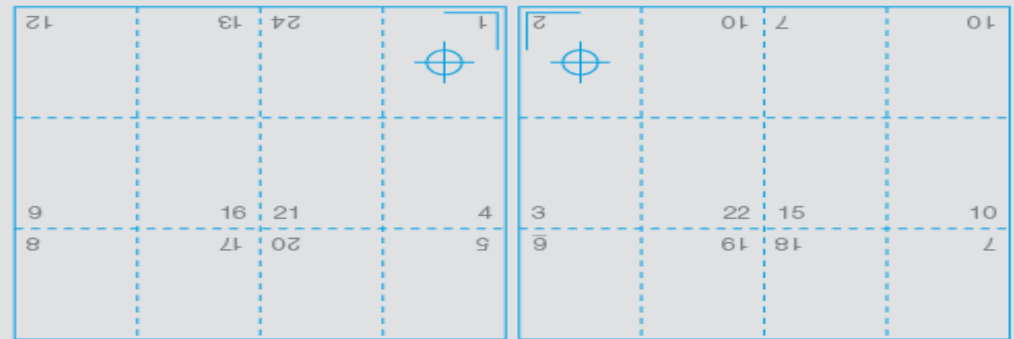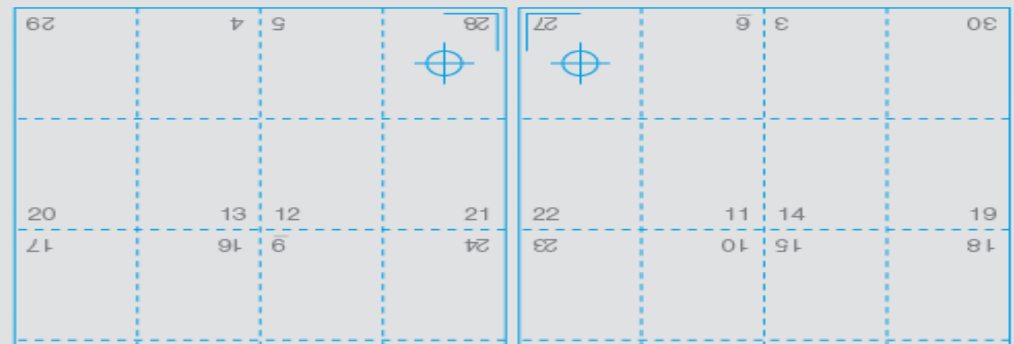
Document/Layout: Bleeding and Margin Area

Bleed Area

Margin Area

Text
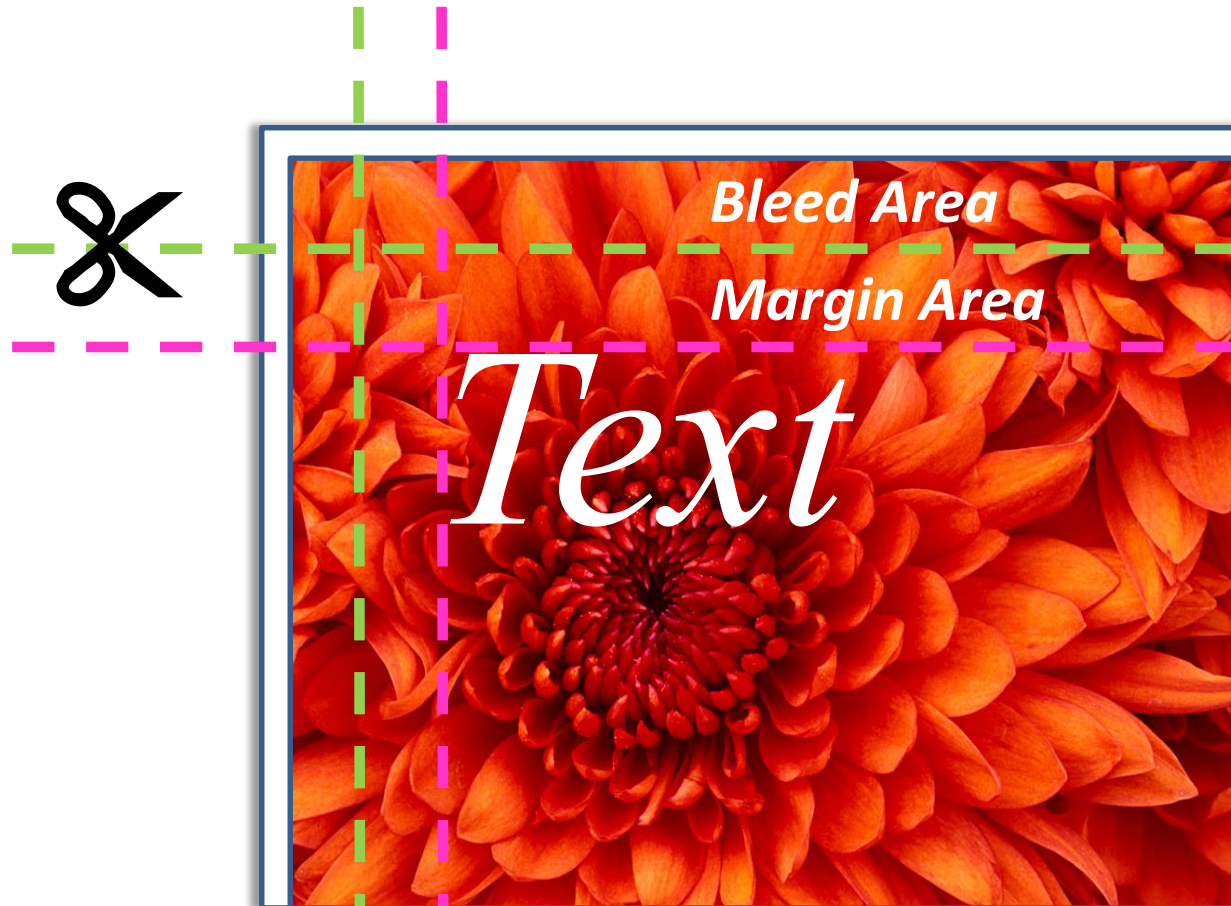
Document/Layout: Impact of binding type on cover format

Saddle Stitching

Perfect Binding & Thread Sewn

Document/Layout: Impact of binding type on cover format

How to calculate the spine height beforehand?

Paper Weight x Paper Bulk x No. of Inner Pages

2000

= Millimeter

80 gsm x 1.2 x 144 Inner Pages

2000

= 6.9 millimeter

→ 7 millimeter

Pictures/Graphics: Resolution

Increasing quality with sufficient picture resolution

300 dpi high resolution 🙂

72 dpi screen resolution 🙁
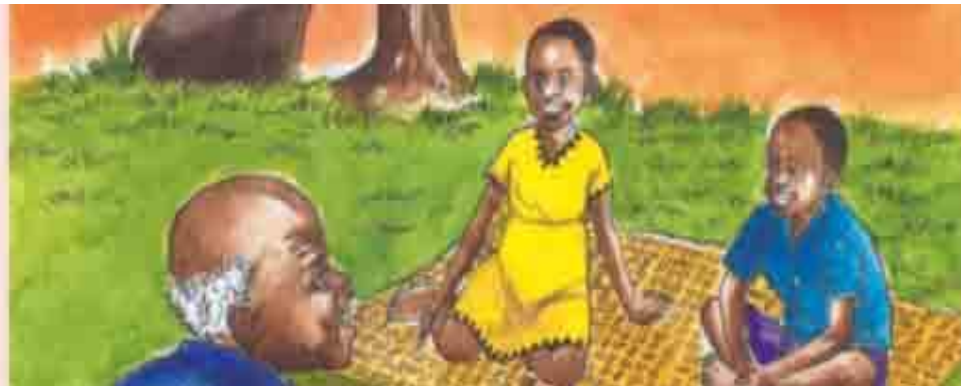
Pictures/Graphics: Data Compression

Lossless

Using JPEG compression:
Less data size but "Artifacts"

Pictures/Graphics: Data Compression
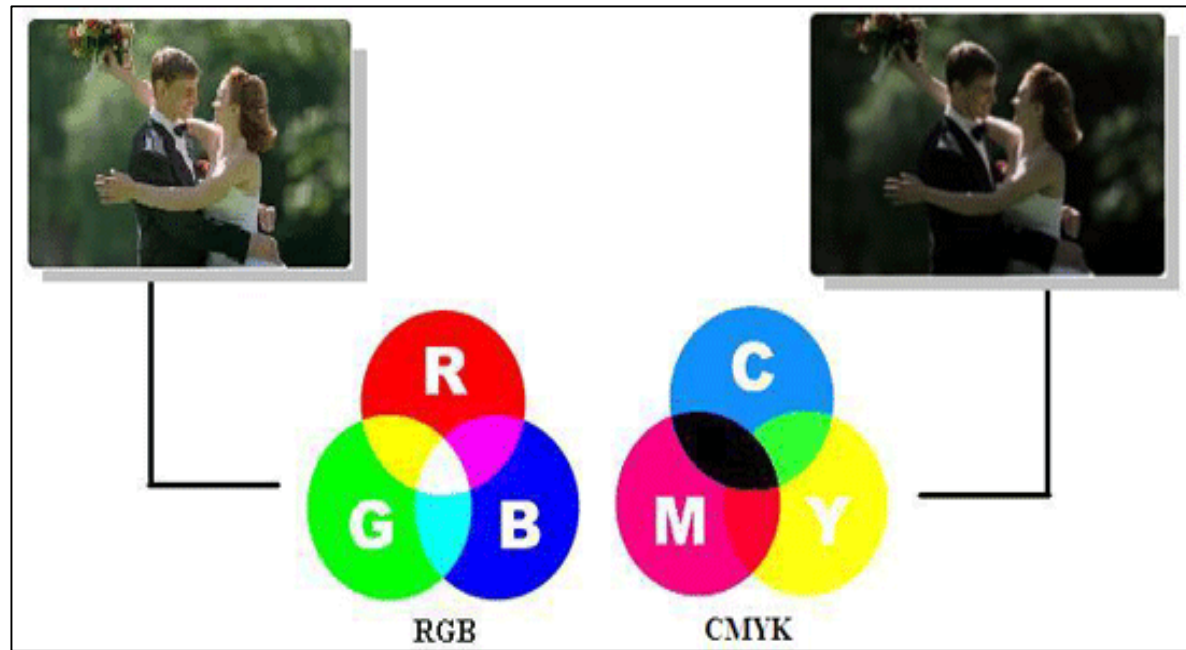

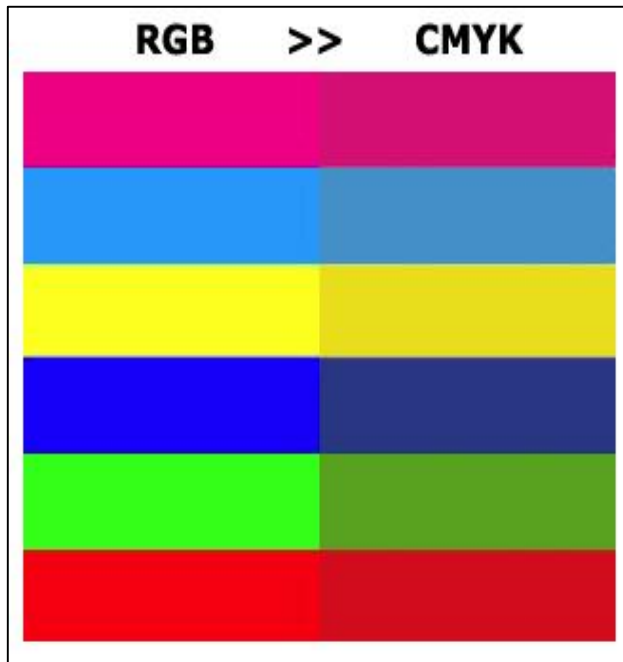**Correct PDF Export Settings**

Color Management: Color Mode
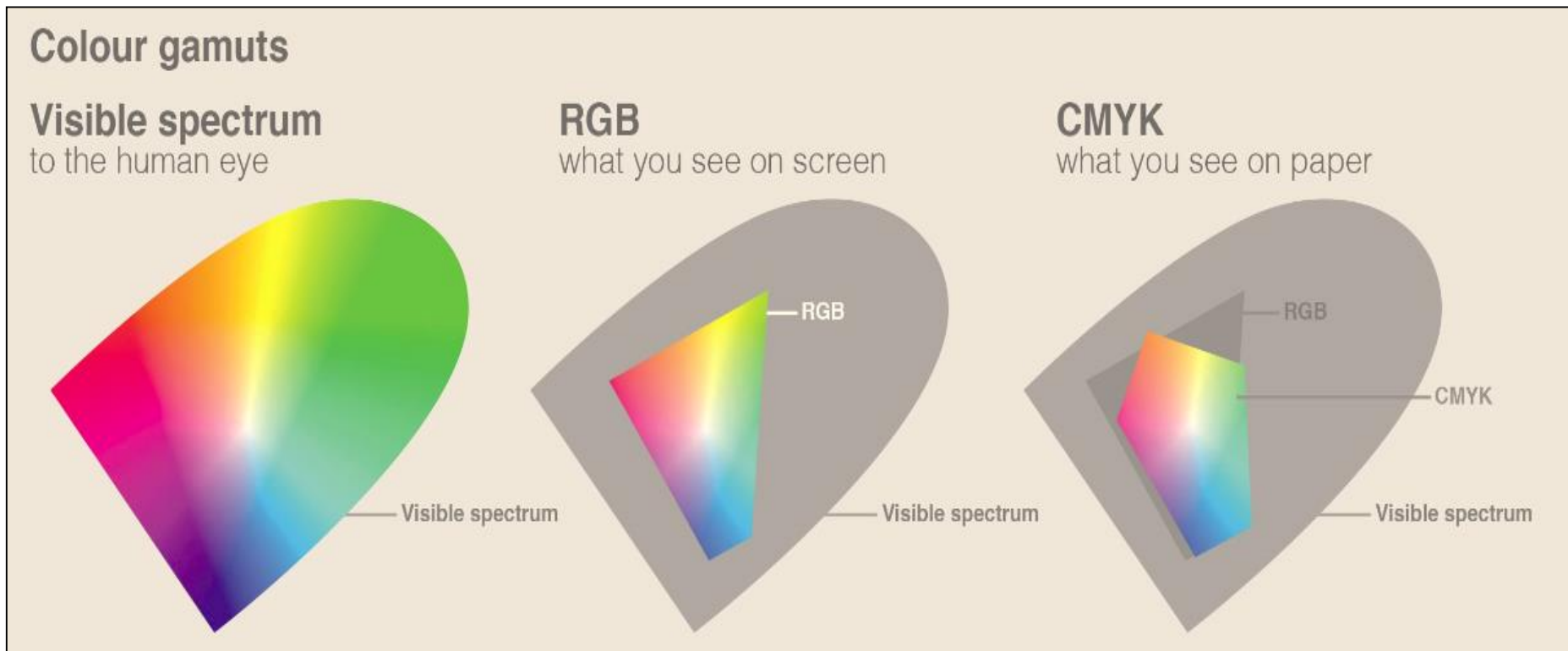
CMYK versus RGB

Color Management: Color Mode

CMYK versus RGB

Color Management: Color Mode

CMYK versus RGB
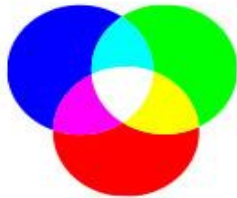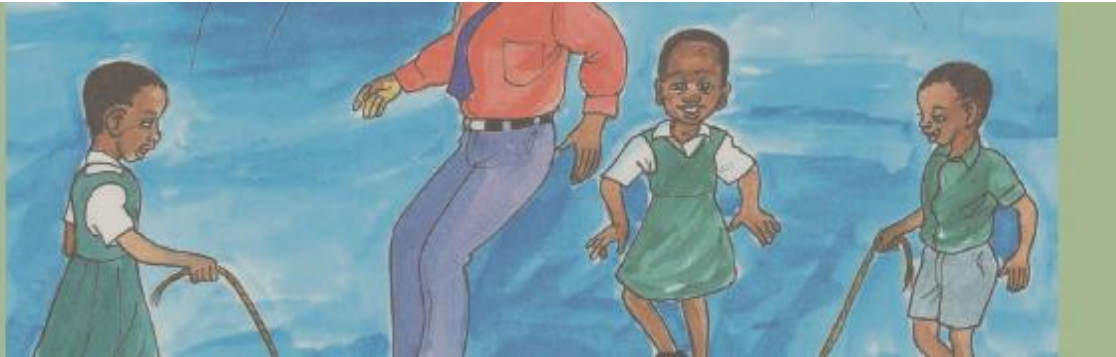
Color Management: Color Profile

Using Color Profiles: International Standards
ICC website: www.color.org/index.xalter

For example:
**ISO Coated,
ISO Uncoated, or
GraCol depending
on paper and the
printer**

Any profile
without defined
international
standards

Files: File Format, Test Files, Data Transfer, Communication

Always Use Closed File Formats
Most Recommended: PDF

Use Test Files

Sending test files to your awarded printer beforehand can save a lot of time.

Data Transfer

Easy data transfer through cloud-based file hosting systems (*free of charge*).

Communication

Clear communication between all involved people to avoid any mistakes.

Extra! Exclusive Free Preflight Setting

Preflight is the process of confirming that the digital files required for the printing process are all present, valid, correctly formatted, and of the desired type.

Available for free:

- Includes settings to cross-check most critical issues
- Page size/format
- Pictures – resolution
- Color mode
- And more!