

# PROJECT 2

## Page Layout and Color Separations

Score = 20 points

### PROJECT OBJECTIVE

How do you know your job will print? More and more, it is important that you understand the essentials to building an efficient layout is paramount in our industry. This project focuses on the special requirements that digital files place on both the designer and printer. It's important to ask yourself the following questions:

- What platform are you using to build your layout?
- Will the files be crossing computer platform?
- What version are you using?
- What is the best file format to use?
- Have you selected the right colors and defined them correctly?
- Should your trap your colors?
- How about the fonts you are selecting?

### PROJECT CRITERIA

- Find a two-sided postcard to recreate. The pieces must be approved by the instructor.
- Create a folder, **18-SP-1250-N01-Your Last Name-First Name-Assign2**. Make sure all pertinent documents are placed in this folder.
- Use the correct applications to recreate text, images and objects. Be exact with all measurements, including margins, gutters, size of images or graphics, etc. Use a ruler!
- Scan images found on the postcard as necessary (at the correct image resolution using a lpi = 175).
- Create color separations of your document and printout.
- Complete the **File Worksheet** (attached).
- Print out and develop the mock up of your postcard.
- Deliver your folder in the **Drop Box**.
- Submit your File Worksheet and color separations.

### COURSE TEXTBOOKS

- Johansson, Kaj; Lundberg, Peter; and Ryberg, Robert: A Guide to Graphic Print Production. John Wiley & Sons, Inc., 3rd Edition, 2011
- Romano, Fran (ed.): Pocket Pal: The Handy Book of Graphic Arts Production. International Paper Company, 2007.

### RECOMMENDED TEXTBOOKS

- Bann, David: The All New Print Production Handbook. Watson-Guptill, 1st Edition, 2007
- McCue, Claudia: Real World Print Production with Adobe Creative Cloud. Peachpit Press, 1st Edition, 2013

### RESOURCES

- [www.idealliance.org/specifications/gracol](http://www.idealliance.org/specifications/gracol)
- [www.pantone.com/pages/pantone/index.aspx](http://www.pantone.com/pages/pantone/index.aspx)
- [desktoppub.about.com/od/traditional/ss/prepress.htm](http://desktoppub.about.com/od/traditional/ss/prepress.htm)
- <http://bookstore.napco.com/pi/index.cfm?fua=shop&fa=dspTopic&=t&wb=pi&id=8>

# File Worksheet

Your Name \_\_\_\_\_

Date \_\_\_\_\_

Type of Job \_\_\_\_\_

Due Date \_\_\_\_\_

### Contact Information:

Name \_\_\_\_\_

Phone # \_\_\_\_\_

Address: \_\_\_\_\_

Email \_\_\_\_\_

Platform:  PC  Mac

### Software used:

InDesign, Version \_\_\_\_\_

Illustrator, Version \_\_\_\_\_

QuarkXPress, Version \_\_\_\_\_

PhotoShop, Version \_\_\_\_\_

Other \_\_\_\_\_

### Fonts Used:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Type of Paper Stock: \_\_\_\_\_

Proofing Required:  Yes  No

Colors Used: (Note Pantone Colors colors used)

CMYK/Process Colors

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Job Description:

Size of document: \_\_\_\_\_

Final size of layout: \_\_\_\_\_

How many pages: \_\_\_\_\_

Quantity: 1,000

Bleeds  Trim  Fold

Bindery: \_\_\_\_\_

Finishes \_\_\_\_\_

Diecuts \_\_\_\_\_

### Additional Notes:

Delivery Information: \_\_\_\_\_