

BALL STATE UNIVERSITY

DEFINITION OF BLEEDS

Bleed is a printing term that refers to printing that goes beyond the edge of the sheet before trimming. In other words, the bleed is the area to be trimmed off. The bleed is the part on the side of a document that gives the printer a small amount of space to account for movement of the paper, and design inconsistencies. Artwork and background colors can extend into the bleed area. After trimming, the bleed ensures that no unprinted edges occur in the final trimmed document.

It is very difficult to print exactly to the edge of a sheet of paper/card so, to achieve this, it is necessary to print a slightly larger area than is needed and then trim the paper/card down to the required finished size. Images, background images and fills which are intended to extend to the edge of the page must be extended beyond the trim line to give a bleed.

Bleeds in the USA generally are 1/8 of an inch from where the cut is to be made. Bleeds in the UK and Europe generally are 2 to 5mm from where the cut is to be made. This can vary from one print company to another. Some printers ask for specific sizes; most of these companies place the specific demands on their website or offer templates that are already set to their required bleed settings.

Bleed information refers to elements outside the finished piece. Often a printer requires bleed information on pieces that have bleed to allow for “printer bounce” when cutting a job down to size. Failing to provide bleed information and crop marks can result in finished pieces showing a thin area of white on the edge.

Die-cuts sometimes require a 1/4” bleed from where the page is intended to be cut; this is because of the possible movement of the paper during the die-cut procedure.

Full bleed is printing from one edge of the paper to the other without the standard borders by which most personal printers are limited. This is useful for printing brochures, posters, and other marketing materials. Often the paper is trimmed after printing to ensure the ink runs fully to the edge and does not stop short of it.

BALL STATE + ONLINE

Heading to the highest level of advanced nursing practice? Let our DNP give you a lift.

Are you a nurse practitioner, clinical nurse specialist, or nurse midwife? Are your eyes set on the highest rung of advanced nursing practice? Ball State's online doctorate of nursing practice (DNP) can help you focus on the goal ahead.

The Ball State DNP program features:

- Part-time study so you can work while you earn your doctorate
- An online format with a required meeting on campus in Muncie, Indiana, just one weekend each year
- Clinical experiences performed in your own community under the direction of Ball State course instructors
- A capstone project—the signature of a Ball State DNP degree—in which you lead a scholarly, creative project to improve health outcomes in health care systems, clinical practice, or community settings.

Visit www.bsu.edu/nursing/dnp where you can learn more about our DNP program and register for a 7 p.m. Eastern time November 7 webinar that features a live chat with the DNP program director.

FOR THE HEALTH OF HER COMMUNITY

Ball State's online doctorate of nursing practice program lets Laura Kanu continue her post as director and administrator of a family and pediatric clinic in Houston, Texas, while pursuing her degree. Kanu says the highlight of the program has been the capstone project.

Kanu's project encouraged diet behavior change in overweight or obese African-American women. She says her project showed that "reduction in obesity among African-American women is possible through shared vision, community outreach, health awareness workshops, and by designing culturally appropriate weight-loss programs."

BALL STATE UNIVERSITY
EDUCATION. REDEFINING.

- purple line - guide (can be anywhere)
- black line - final trim size of printed piece
- red line - bleed

Pictured card specifications:

- Final trim size 9x6
- .125” bleeds
- Note that red box, photo, and blue box are extended past the black trim line .125” to the red bleed line.

CONTACT US

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The information presented here, correct at the time of publication, is subject to change. Ball State University practices equal opportunity in education and employment and is strongly and actively committed to diversity within its community.

PRINTING SERVICES