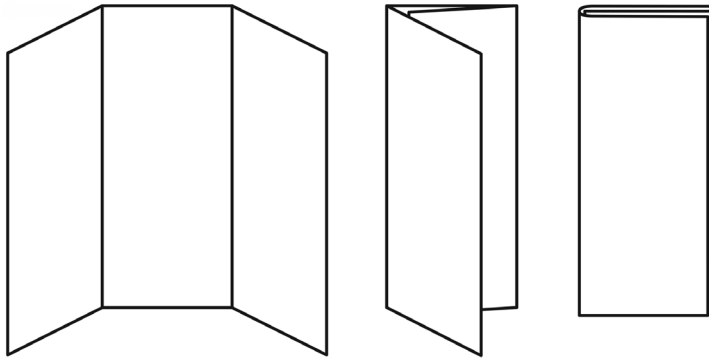


Figure 1.



Does it fold correctly? A common layout is the three-panel two-fold brochure on letter-size paper that folds down to number 10-envelope size (Figure 1). It's easy to plan the layout of this kind of brochure so when folded all three panels are the same width and the folds don't crease blocks of text.

Some definitions are in order. A panel is the area from the edge of the page to a fold and the area between two folds. A column is typically a smaller area centered in a panel where text and graphical elements are placed. Gutters are the spaces between columns and margins are the spaces between the outside edges of the page and the left and right columns.

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FOLDS AND PANELS

Folding is a lot more than merely angles in your brochure.

A brochure that folds is not just angles and lines, bends and edges. A brochure fold achieves a number of distinct things. It reduces the overall size of the sheet of your brochure while still keeping all of the available useable space, it uses the brochure fold of choice to highlight your design style in the most visually appealing way and it is interesting from a physical and visual sense; the folded brochure provides something a flat brochure just can't express. Be sure to review different brochure folds, talk to Printing Services for suggestions, and don't be afraid to experiment with different brochure folds.

Since designers layout their projects in the context of the flat page on the screen, it's common to get overly-tight margins between the cut and graphic elements printed on the panel. It's always a good idea to create a dummy from a printed laser while designing a project that has more than one fold.

Let our staff answer your questions.

We have a friendly, knowledgeable staff available to assist you. We are more than happy to offer cost saving tips that will help "stretch" your printing and copying dollars. Printing Services also offers layout services. If you do not have the time or resources, we can take your copy and format it using the software required for your job. Based on your specific needs, we can determine whether printing directly to a networked digital printer/copier is an economical alternative. If it is more economical, we can help you set up your computer to print directly to our equipment. Involving our staff early will help to eliminate roadblocks that might delay your project.

