

Copresco's rules of engagement...**Seven Habits for Highly Successful Documents**

In a high-volume shop like Copresco, we run thousands of books and manuals in black & white and color. No two are exactly alike. Variables run the gamut from the computer platforms and applications used to graphics techniques, paper stocks, finishing and binding methods.

Although PDF workflow has significantly increased our production efficiency, we still get some jobs that won't print properly, due to one problem or another.

Our Best Advice

To assure that your job flows through our shop—or anywhere else—without a glitch, Copresco has developed seven preparation habits for highly successful documents.

Here are the first two rules of engagement to follow before beginning your graphic communications projects. The other five will be discussed in future issues of *Overnight Lite*.

1. Plan Your Destination...First

Will it be online or print? It makes a big difference. Imagine how your publication, book or manual will look in its final bound format.

Determine the distribution method and any special finishing that will be required including binding, punching, die cutting and folding.

Then, establish the printing specs for the paper stock.

Will the pages be two-sided? There are no sides to worry about on the web, but a printed document's length will obviously be greatly affected by the way the pages are backed up.

Worthy of Noting

Should you leave room for annotations? Margin space is frequently required for notes and comments in technical and reference manuals. Some binding styles also require extra margin space.

Please don't send us reader's or printer's spreads. Let Copresco impose your book or manual to signatures.

Thickness Considerations

The binding method may be determined by the thickness of your publication and your project deadline.

Saddle binding is a popular style but not recommended for books over 60 pages long.

Perfect binding is an extremely versatile and attractive method for short-run books, directories, reference guides and other publications.

Copresco produces adhesive-bound publications up to 2" thick (1,000 pages on a 50# offset sheet).

Really Thin Books

Copresco is also one of the few printers around that can perfect bind books thinner than 1/8" of an inch.

To add interest and readability to your document, consider the use of special color sheets, tab dividers, inserts or other special pages.

2. Use the Right Tools

Choosing the proper software for producing complex documentation for commercial reproduction is vital.

To put things very bluntly, we've never seen an InDesign or QuarkXPress document reflow. We've rarely seen a Word document that didn't reflow!

Top Contenders

For long, text-intensive books, FrameMaker can't be beat. Adobe's InDesign has taken over the lead from Quark and has been setting the standards for graphic page layout.

Word Not the Answer

Microsoft Word falls seriously short in page layout and design categories. It's a line-by-line rather than page-by-page program.

You'll find that Microsoft has never made claims for Word as a layout program—and instead offers its own desktop publishing product called Microsoft Publisher.

Import the Text

Switching to another word processor will only make things worse. Save your word processor for correspondence and memos and use the proper document management software for layout. Or, use your word processor for writing, then import the text into your layout program.

Sharper Images

Likewise, use dedicated graphics programs like Illustrator and Photoshop that offer the proper drawing and image editing tools.

Don't use the draw functions of Word—the resulting graphics are often impossible to print.

Also avoid the use of InDesign or Quark for creating or sizing your graphic elements. Although graphics can be edited in page layout software, they don't always print at the best quality. You'll get sharper reproduction by editing in Illustrator and Photoshop and importing the files into your layout program.

To Be Continued

These rules will help you with any job, be it print or html output. Watch for further tips in our next Seven Habits installment.

Be Sure to Call

Meanwhile, when you need help with publications, books and manuals, call the company that can answer your questions and deliver, fast top-notch digital on-demand printing.

Call Copresco.

<http://www.copresco.com>
(630) 690-2000 • Fax (630) 690-8182



Digital On-Demand Printing

262 Commonwealth Drive
Carol Stream, IL 60188

Address Correction Requested

I have the worst luck. I tried to earn a Valentine's Day date with a woman by sending her a bouquet of flowers



everyday for a month. Yesterday she ran off with the florist.

I don't want to admit how bad my cooking is, but last year I prepared a fancy dinner for my Valentine, and three terrorist groups called to claim responsibility.

Sign in a Bank: Cheer Up. The Less You Have, the More There Is For You to Get.

The postal service is having all kinds of problems with deliveries these days. My letter carrier is in her 14th month of pregnancy.

I asked this woman at my office if she thought she could learn to love someone like me. She said, "How much like you?"

Until the lions have their own historians, tales of the hunt shall always glorify the hunter. —African proverb

My sister is dating an X-ray technician. I don't know what he sees in her.

The primary problem with the cost of education these days is how to save money for your children's college education while still paying for your own.

If a train station is where the train stops, what happens at a work station?

Old lovers never die—they just cruise along in front of you on the highway.

What's the difference between bagpipes and a Harley-Davidson motorcycle? You can tune a Harley.

A caterer was preparing a meal for a local politician's fund-raising dinner. Waiting in the doorway, he asked one



of the supporters, "Do you think he's about finished?" Oh, he finished about half an hour ago," she replied. "He just hasn't stopped yet."

If the odds are a million to one against something occurring, chances are 50-50 it will.

"Right now I'm having amnesia and deja vu at the same time. I think I've forgotten this before." —Steven Wright

"Change is inevitable—except from a vending machine." —Robert C. Gallagher

My 7th wedding anniversary is coming up. I know that the 25th anniversary is silver, and the 50th is gold, so I asked my mother what symbolized the 7th. She said, "shrapnel."

Listen to the terrible line someone used on me last night, "If you were a burger at McDonald's, I'd call you McBeautiful."



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