



WEB MEDIA CAMPAIGN BRANDING BOOKLET

AN INDESIGN WORKSHOP - TIPS AND TRICKS

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TYPES OF PRINT BINDING

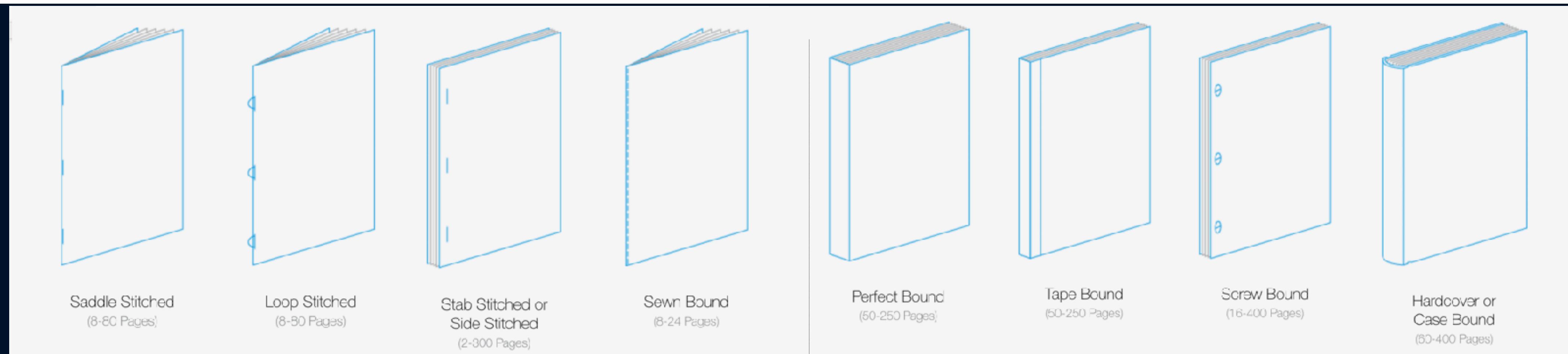
AND HOW THESE WILL EFFECT YOUR DESIGN LAYOUTS



TYPES OF PRINT BINDING

A USEFUL RESOURCE FOR PLANNING YOUR PRINTING

Before we get started designing our projects, I wanted to pause and think about different types of binding that are available to you for your report. This article from designers insights is really helpful in laying out all of the options for bindings and some of the considerations for each, like money and the amount of pages that work well with each bind. I also spoke with [Aspects Press](#) about their pricing and lead times. They can do stitch binding (staples) with a lead time of 3 working days (5 working days on 100 pages or more) and perfect binding with a lead time of 5 working days. In most cases printers will adjust your artwork to fit with your binding choice, so we just have to focus on our layouts.



A good article on bindings: <https://www.designersinsights.com/designer-resources/choosing-the-right-binding-type/>

We are Aspect Press. A specialist and innovative London-based litho & digital printer with clients all over the United Kingdom.

ASPECTS PRESS

INFO FROM THE PRINTING SHOP

WHAT YOU CAN PRINT

Aspects press can help you with printing booklets and need .pdf files to make your layouts. This we can do.

LEAD TIMES: STITCHED

For Saddle stitched booklets they need min 3 working days notice.

BINDINGS AVAILABLE

They can help you by supplying saddle stitched, perfect bound and ring bound booklets. Saddle stitch in house, perfect and ring bound out of house.

LEAD TIMES: PERFECT

For perfect bound and ring bound they need a minimum of 5 working days notice.

A glowing blue neon Christmas tree is the central focus, set against a dark red background. The tree is composed of several interconnected neon tubes that form its branches and trunk. The word "WARNING" is written in large, white, bold, sans-serif capital letters across the middle of the tree. Below the word, a line of smaller white text reads: "DON'T LEAVE YOUR PRINTING TO THE LAST MINUTE! YOU WILL NEED A TIME FOR THIS!". The overall lighting is dim, with the primary light source being the neon tree itself.

WARNING

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WILL NEED A TIME FOR THIS!

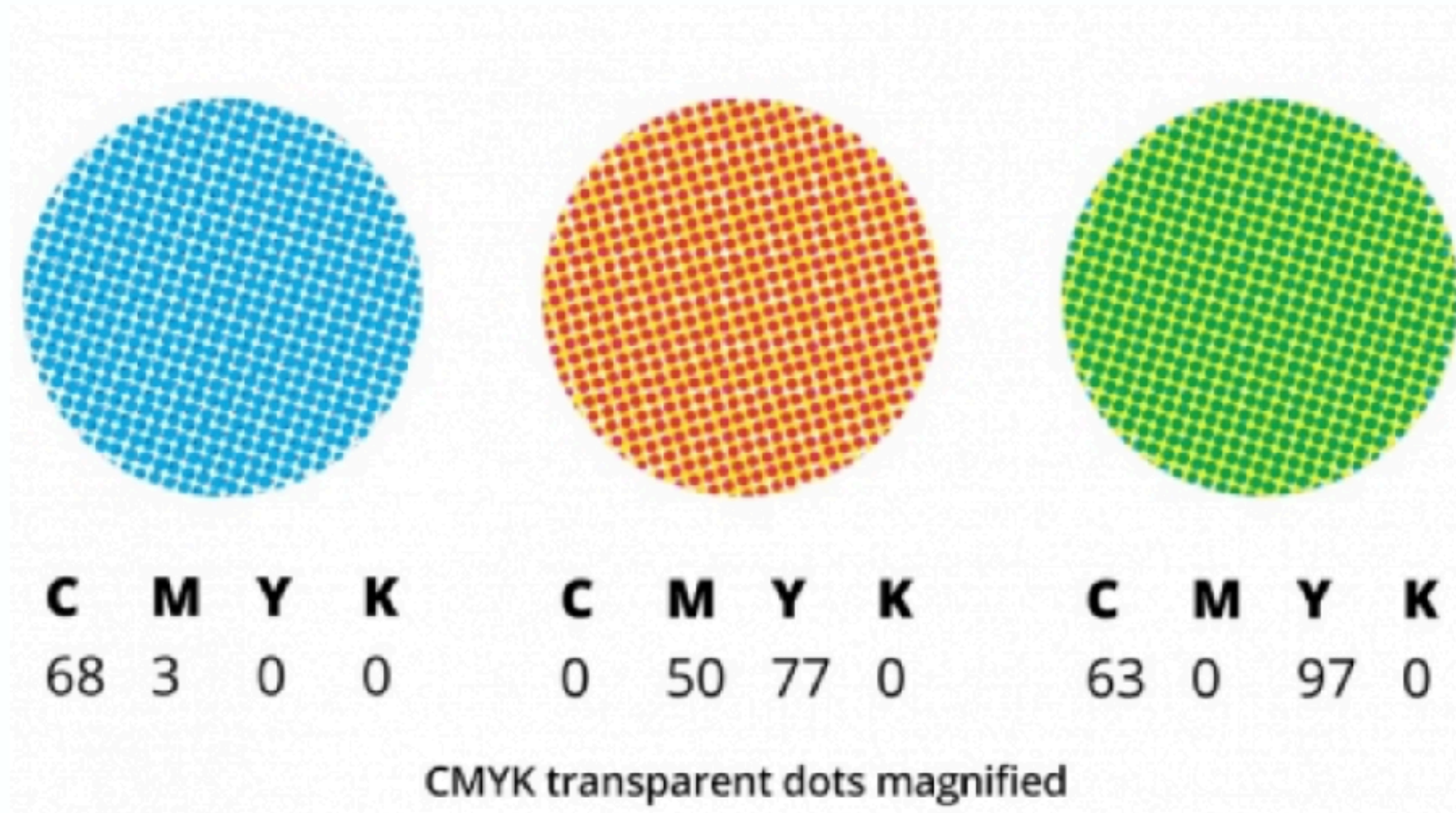
LET'S TALK COLOURS

RGB & HEX VS CMYK & PANTONE & DIFFERENT TYPES OF BLACK



CMYK vs PANTONE?

WHAT'S THE DIFFERENCE BETWEEN THE TWO?



CMYK & PRINTING

CMYK is also known as 4 process colour. These colours are reached by printing thousands of translucent 4 colour dots to get the final mix. Cyan, Magenta, Yellow & Black. They really look like this

PANTONE & PRINTING

As Pantones are premixed colours, when they print, every single dot of colour that is laid down is only that pre-mixed colour. Hence the better colour match!

PANTONE

Pantone are privately owned, standardised, patented colours that are supplied premixed to printers. When you choose a Pantone colour, it will print exactly the same.

COATED OR UNCOATED

Typically coated colours are designed to be printed on glossy stock paper and uncoated colours are to be printed on non-gloss. That's why I asked you to think about your printing outputs last week.



BLACK, BLACK & MORE BLACK

WHAT'S THE DIFFERENCE BETWEEN REGISTRATION BLACK AND A RICH BLACK?

REGISTRATION

In the CMYK colour world we have 4 colour channels to play with: Cyan, Magenta, Yellow & Black. And with these there are a number of ways that we can achieve Black.

REGISTRATION BLACK

In each Indesign files you have you will have Registration Black as a default. This is 100% of every colour. This prints well as a colour but will blur single lines as ink jet prints on top of ink jet. You can also distort paper this way.

BLACK

If you want an easy black only using on colour channel, you just have 100% "K" or black. This means your lines will be sharp but this black does not print very well (it lightens in print)

RICH BLACK

The compromise is to create a rich black, a black with some Cyan, Magenta and Yellow tones to enrich your black but not cause too much ink to build up to prevent accuracy. Let's play with this quickly.

