Research and Resources

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# Research

During my research, I learned rules of desktop publishing, margins, creeping, and imposition.

The rules I tried to follow were:

1. Use only one space after punctuation.
2. Don't use two hard returns after paragraphs.
3. Stay at 4 or less typefaces.
4. Use ragged-right text.
5. Use center text sparingly.
6. Use more white space.
7. Use graphics with a purpose.
8. Do not use the same size margins on all sides of the pages.

For margins, the recommendation was to be sized from smallest to largest in order of inside, top, outside, and bottom. I followed this guideline in general. The part of the guideline that I chose not to directly follow was to have a top margin half the size of the bottom margin. That made my bottom margin too big, so I modified it. I made sure to put space around my images so that the graphics were not too close to the text and it provided more white space.

Booklets that are saddle-stitched can have creeping occur. Creeping is where the outer margins are narrower toward the center of the booklet once the pages are trimmed. Creeping could cause text or images to be cut off. InDesign allows you to compensate for creeping. However, since our booklet is only 8 pages and my margins are wide enough, I didn't need to adjust for creeping.

Imposition is where the pages are arranged for printing so that when the book is put together all the pages are in the correct order. Printing a booklet in InDesign can be done by using the Print Booklet menu item. You can preview the pages that will be printed in the Print Booklet dialog. The software automatically did the impositioning for me.

# Resources

http://desktoppub.about.com/od/glossary/g/Booklet.htm?p=1

http://desktoppub.about.com/od/glossary/g/creepallowance.htm

http://desktoppub.about.com/b/2006/10/12/calculating-creep-compensation.htm

http://desktoppub.about.com/cs/basics/f/dtp\_rules.htm

http://desktoppub.about.com/cs/pagelayout/g/margins.htm

http://desktoppub.about.com/cs/basic/a/margins.htm

http://desktoppub.about.com/cs/basic/a/margins\_2.htm

http://desktoppub.about.com/od/booksmanuals/a/Publications-Books-Manuals.htm

http://help.adobe.com/en\_US/indesign/cs/using/WSa285fff53dea4f8617383751001ea8cb3f-704ba.html

http://desktoppub.about.com/od/imposition/a/imposition.htm