

Specifying page size correctly

To ensure that your next print job is completed accurately, quickly and economically, pay close attention to how the project's page size is defined.

This critical aspect of file setup is often done incorrectly. Simply put, all pages should be created at their final “trim” size. For example:

- A 4-inch x 6-inch postcard should be created on a 4-inch x 6-inch page, not centered on a letter-size page.
- A 2-inch x 3-inch business card should be created on a 2-inch x 3-inch page, not centered on a letter-size page. Even though the print provider will likely print the cards 8 or more to a sheet, they will prefer to do the arranging of the multiple cards on a page.

Page size can be specified in PageMaker, InDesign, QuarkXPress, and Illustrator in *File > Document Setup*. In Microsoft Publisher use *File > Page Setup*, and in CorelDRAW choose *Layout > Resize Page*.

When you design complex or odd-sized projects such as CD-ROM labels, packaging, die-cut labels, or pocket folders, check with your print provider to see if they provide a custom template for the product to use in your page layout soft-

ware. These templates often will contain not only the correct page size, but also die lines and guides indicating where you are allowed to place text and graphics.

Keith Gilbert provides training & support services to help graphic designers and communicators convey print and Web messages effectively. Gilbert Consulting, 651 633-7148 www.gilbertconsulting.com