

Production jargon-buster

Like all industries, print and electronic media production is littered with trade-speak and jargon. This can seem confusing, but never fear - we've put together some pointers for easy reference.

1. Page numbering

If you're commissioning a magazine, booklet or newsletter that will be printed on a traditional press, remember the number of pages has to be divisible by 4. In fact, it's most cost-effective if your publication's page count is divisible by a *multiple* of 4, especially 16 or 32. Printers refer to a publication's page count as its 'extent'.

2. Flat planning

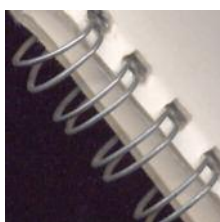
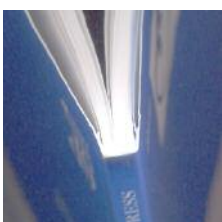
When putting together a magazine, book, journal or newsletter, it's essential to produce a 'flat plan'. This is simply a schematic view of the order of pages, but vital in planning the content and flow of the publication - eg, where to place adverts or how to start and end sections. Kava will always maintain a flat plan for you and keep you up-to-date with its progress.

3. Spine tingling

There are a number of ways of binding a publication. Here are the most common:

- Saddle-stitched** printer-speak for stapled
- Perfect bound** when you have enough pages for a spine (this will depend on paper weight). This is glued or stitched for extra strength
- Wiro** coils of wire as you get on notebooks, wrapped mechanically through punched holes
- Comb** a plastic 'ladder' which wraps mechanically through punched holes
- Half-Canadian** a combination binding in which wiro is set into a cover to allow a printable spine

Documents can also be presented in customised ring binders or folders



A few examples of methods of binding, from left to right: perfect, wiro, half-Canadian

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4. Coding

If your publication is for public consumption, it's good practice to have it coded for library archiving. This will help ensure its inclusion in a range of international directories and databases. You will need either an ISSN (international standard serial number) code for a series such as a regular magazine or an ISBN (international standard book number) code for a one-off such as a handbook. Kava Media can obtain these for you.

5. Paper

sizing

The most common system of paper sizes in Europe is the ISO A, B and C standard. A4 is the most common paper size (210 mm x 297 mm). For applications where the A series does not provide enough flexibility, the B series has been introduced to cover a wider range of paper sizes. The C series defines envelope formats.

Sheet Size	A	B	C	<i>in millimetres</i>
0	841 x 1189	1000 x 141	917 x 1296	
1	594 x 841	707 x 1000	648 x 917	
2	420 x 594	500 x 700	458 x 648	
3	297 x 420	353 x 500	324 x 458	
4	210 x 297	250 x 353	229 x 324	
5	148 x 210	176 x 250	162 x 229	
6	105 x 148	125 x 176	114 x 162	
7	74 x 105	88 x 125	81 x 114	
8	52 x 74	62 x 88	57 x 81	

folding

Documents can also be folded in many ways: half, letter (to fit a DL envelope), gatefold, concertina and roll-folded are common.

types

Paper – or ‘stock’ – is available in a myriad textures, colours and finishes. It can be coated or uncoated and in various grades of recycled content and chlorine usage. Prices vary widely, too, with environmentally-friendly kinds still sadly more expensive than standard, smooth, bleached white.

finishes

There are numerous special finishes available for printed products, including embossing, spot varnishing, foil blocking, die-cutting and die-stamping. However, all such effects come at a price – sometimes a very high price – and require building more time into the production process.

6. Proofing

You'll need to review a number of proofs in the progress of a project. This means allocating time and resources - Kava can provide clients with a comprehensive production timetable. Initially, you may just be looking at raw material - eg, copy for an advert or the text for a magazine feature. Later you'll assess text and images in context - eg, in the layout for a brochure or poster - and have an opportunity to approve look & feel and content.

It's worth remembering radical changes can be time-consuming and sometimes costly. If you want something changed, *sooner rather than later* should be your maxim. Don't forget to consult your colleagues, but learn to trust your own judgement. Creating by committee can mean no one is really happy with the final result.

Don't feel you always have to change something. Altering a few words can throw the balance of a paragraph. You're paying for our expertise in copywriting and design so sometimes it's best just to sit back and relax!

We check everything very carefully and employ our own editors and proofreaders. However, you should always look out for the following: spelling & grammar, consistency - eg, how numbers are expressed, use of upper and lower case - adherence to your organisation's house style, factual accuracy, tone, captions for photos, contact information. If you don't have an established house style, a standard reference volume like *The Oxford Style Manual* by Robert M. Ritter (Oxford University Press) can be an extremely useful alternative.

These days, most proofing can be accomplished via email and PDFs. If you haven't installed Adobe Acrobat Reader software to access PDFs, you can download it here:



www.adobe.com/products/acrobat/readstep2_allversions.html

If you have access to the full Adobe Acrobat program you will be able to add electronic notes and comments to your files to send back to us.

At the final stage of production you may be sent printed proofs on which the pages will be 'imposed' ready for printing. This means the pages are in what looks like nonsensical order. However, once the section is folded and trimmed they will appear in the correct sequence. It's also possible for you to visit the printers to approve the first running sheets hot off the press.

Like print products, websites and online projects require a thorough proofing process. Developing projects will be hosted in a private area - normally in our web space - until the web pages have been proofed, approved and ready to be viewed by your public. We test sites on a wide range of browsers and platforms. Examples of browsers are Internet Explorer, Mozilla Firefox, Safari, Opera, Netscape and AOL's proprietary browser.

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7. Best imaging

Images for websites, DVDs, presentations and other electronic media should have a resolution of 72 'dots per inch' or 'dpi'. For printing, images need to be 300 dpi. You can check resolution in picture editors like Adobe's Photoshop and Microsoft's Image Editor. High resolution (hi-res) images can be downsized for the web, but 'lo-res' web images cannot be used for print. For short print runs, we usually use a digital press and these require a resolution somewhere in the middle. Generally, it's best practice to start projects with hi-res pictures, in case you ever need to re-use the images for litho printing or for large items such as posters.

8. Illustrating

There are many ways to enhance your marketing material or vary the look of your company magazine which needn't break the bank. Simple graphics and type can be used imaginatively, royalty-free images can be cropped or manipulated, and collages are easily made. When commissioning bespoke illustration or photography, being upfront about how frequently you may want to use the image will save re-usage fees.

9. Copywriting

Be realistic about timelines and costs. Remember a few words on a poster can take as long to compose as a 2000-word feature. For example, composing effective product copy should involve in-depth understanding of the product, the organisation that produces it, the competition, potential purchasers and the market into which it is sold. Don't fall into the trap of 'multi-purpose' copy. Writing for the web is entirely different to writing for the page - and just as time consuming. Conversely, writing a magazine feature might involve research, interviews, multiple drafts and approval from many sources.

10. Web updating

A website is never 'finished'. Content must be kept fresh and if you intend carrying out updates in-house your website needs to be set-up in a particular way. If you have your own web authoring software, we can supply templates as part of the deal. Alternatively, we can establish a database-driven site where you have online access to update text, change images or add extra pages.

A self-contained site that won't need changing requires less complex coding, but again foresight is much cheaper than hindsight.

11. Photo shoots and film locations

It's important to get organised. There are many people who need to be co-ordinated and briefed. It's time consuming and costly to change your mind once things have been set up, so be clear about what you want before you start. We always recommend at least one thorough pre-shoot planning meeting. And, however thoroughly you plan, expect the unexpected - eg, a downpour, scaffolding or skin flare-up! So be prepared to make decisions on the spot.

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12. Programs

There are literally hundreds of software programs employed in print and multimedia development work. These are some of the most common we use at Kava.

Web and electronic media

Macromedia Dreamweaver

A standards-based web-building tool, enabling the design, development and maintenance of websites and online applications.

Macromedia Flash

Flash is software that generates proprietary code to create interactive web content rich with video, graphics and animation.

Adobe GoLive

Adobe's html editor and a direct competitor to Dreamweaver. Tends to be used by experienced web designers.

Softpress Freeway

Web creation software for designers working in an Mac environment.

Macromedia Director

A multimedia authoring program for Windows and Macs. Content can be run, edited and switched between Windows and Mac platforms. Director includes Shockwave, a browser plug-in that allows content to be viewed on the web

Microsoft PowerPoint

If you've sat through a formal presentation you've almost certainly sat through a PowerPoint. This is the presentation software program included as part of the Microsoft Office package.

Adobe Acrobat

Most computer users can view PDFs which are an electronic and universally-accessed format for all kinds of document, often deployed as an alternative to printing. In the full Acrobat program it's possible to introduce interactivity, such as forms and hyperlinks, and even integrate movie and sound clips.

Editing suites

All the following programs enable digital film editing to professional standards (to a greater or lesser degree):

MediaStudio Pro

Premiere Pro

Final Cut Pro 5

Avid Xpress Pro

DTP and graphics

QuarkXpress

A market-leading desktop publishing package enabling layout and pre-print development.

Adobe InDesign

The other market-leading desktop publishing package enabling layout and pre-print development. InDesign integrates with Adobe's Creative Suite of related publishing programs.

Adobe Illustrator

A commonly employed graphics illustration software package used by design professionals.

Macromedia Freehand

Another commonly employed graphics illustration software package used by design professionals.

Adobe Photoshop

Probably the most commonly employed image editing software package used by design professionals for both print and screen-based products.

Found some inspiration? Got an idea for a new promotion? Contact us for a free quotation and some initial advice: call Richard Kennedy on 0845 644 5823 or email richard@kavamedia.com.

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