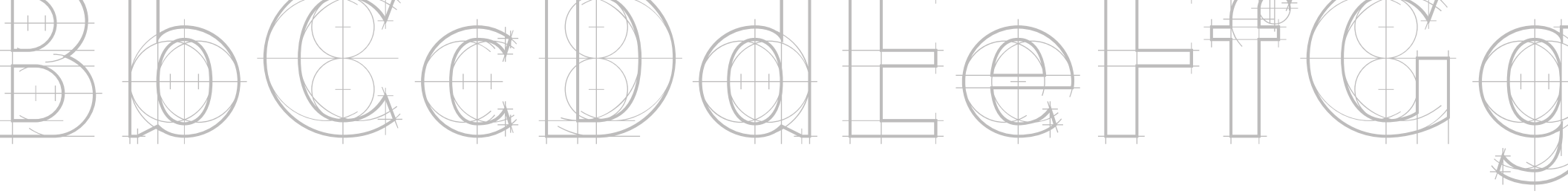


Page Layout Terms and stuff



So, that purple box that you have been leaving inside your InDesign documents to let you know where the printer grabs the paper...

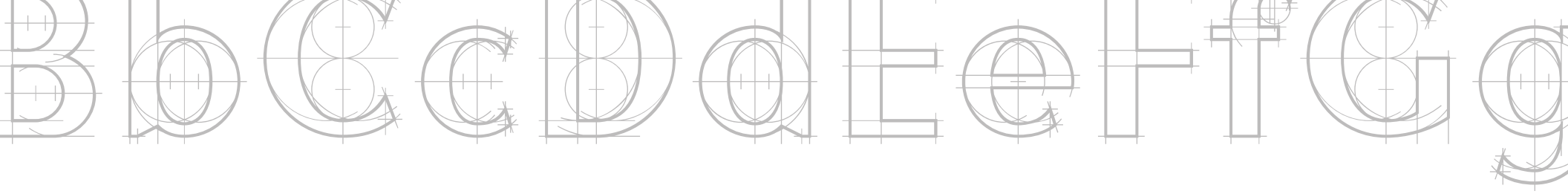
It serves a purpose.

It's called the **BLEED** line.

The **bleed** is used when an image goes off the page (or to the edge of the page).

Printers will tell you how far off your artboard your bleed should go. The image is then larger than the page to allow for trimming down to the proper size. This prevents any chance of a white or paper colored border that can be overly distracting.





What about **REGISTRATION BLACK?**

Registration black is made up of every color that goes into a project. This includes the 4 colors of process printing, cyan, magenta, yellow and black, as well as any spot colors, and Pantones.

It is used to line up the paper on the presses in larger print runs, make a rich black, and to indicate where cuts and folds go.

Well...on screen we use RGB
or red, green and blue which ADD to make white...or ADDITIVE

This is the color that works most like our eyes when it comes to perceiving color. It is created from projected red, green and blue lights that combine to create white light

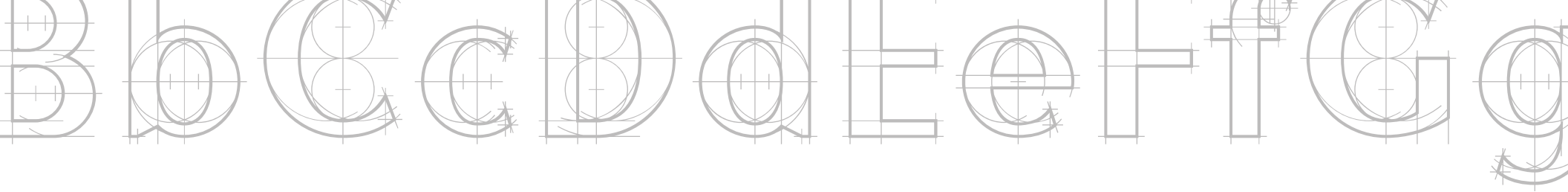
So...when all of the lights are shining at their brightest, the result is as bright as you can get. or white

It can not be used for printing
Printing reflects light off a surface and can not be made completely with light
This color scheme is measured on a scale of 0-255
the higher the number, the brighter it is:
255, 255, 255 = white
0, 0, 0 = black

RGB
On screen: additive color wheel

Color: paint, digital, production • Sarah Haig • Fall 2013

F13_Color.indd 7 | 4914 436 PPM



What about **REGISTRATION BLACK?** continued...

Registration marks are a crosshair inside a circle printed in the margin on all 4 sides of a document past the bleed.

The mark us typically placed in the center of each margin using a line with a .25pt stroke

Well...on screen we use RGB
or red, green and blue which ADD to make white...or ADDITIVE

This is the color that works most like our eyes when it comes to perceiving color. It is created from projected red, green and blue lights that combine to create white light

So...when all of the lights are shining at their brightest, the result is as bright as you can get, or white

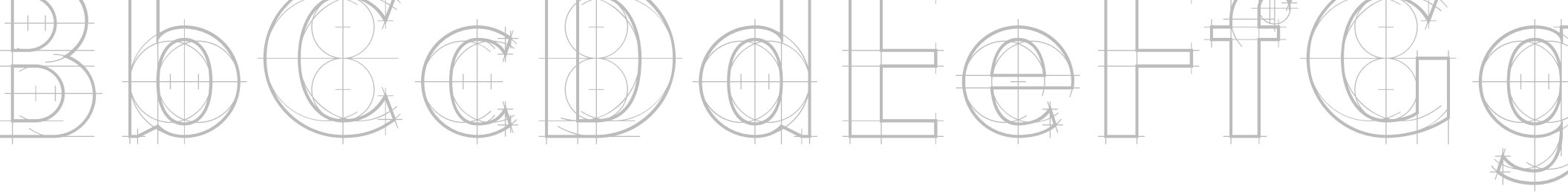
It can not be used for printing
Printing reflects light off a surface and can not be made completely with light

This color scheme is measured on a scale of 0-255
the higher the number, the brighter it is:
255, 255, 255 = white
0, 0, 0 = black

RGB
On screen: additive color wheel

Color: paint, digital, production • Sarah Haig • Fall 2013

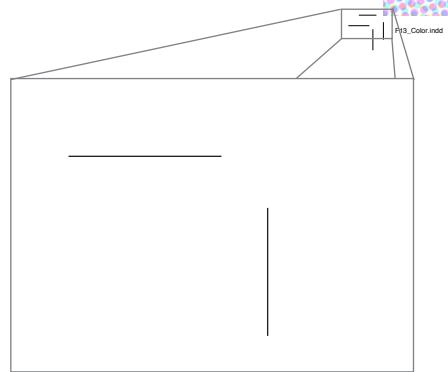
F13_Color.indd 7 4/9/14 4:36 PM



What about **REGISTRATION BLACK?**

continued...

It is also used for crop and fold marks. Crop marks go outside the main area of the document, but inside the printed bleed edge. They are a .25" line at .25pt weight that indicate where the document is trimmed.



Well...on screen we use RGB

or red, green and blue which ADD to make white...or ADDITIVE

This is the color that works most like our eyes when it comes to perceiving color. It is created from projected red, green and blue lights that combine to create white light

So...when all of the lights are shining at their brightest, the result is as bright as you can get, or white

It can not be used for printing

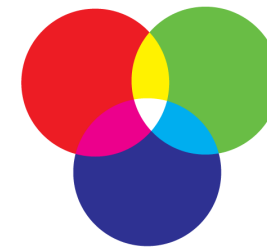
Printing reflects light off a surface and can not be made completely with light

This color scheme is measured on a scale of 0-255

the higher the number, the brighter it is:

255, 255, 255 = white

0, 0, 0 = black

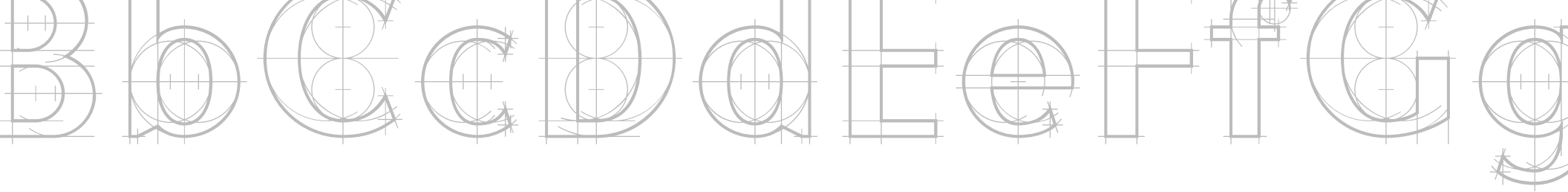


RGB

On screen: additive color wheel

Color: paint, digital, production • Sarah Haig • Fall 2013

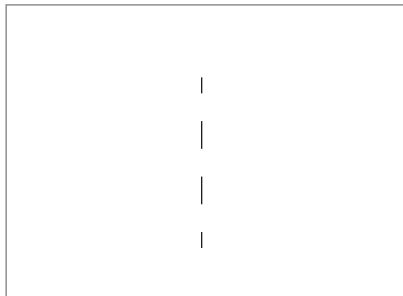
4/2/14 4:35 PM



What about **REGISTRATION BLACK?**

continued...

Similar to crop marks are the fold markers. Folds are indicated by a dashed line on each side of the fold.



Well...on screen we use RGB
or red, green and blue which ADD to make white...or ADDITIVE

This is the color that works most like our eyes when it comes to perceiving color. It is created from projected red, green and blue lights that combine to create white light

So...when all of the lights are shining at their brightest, the result is as bright as you can get, or white

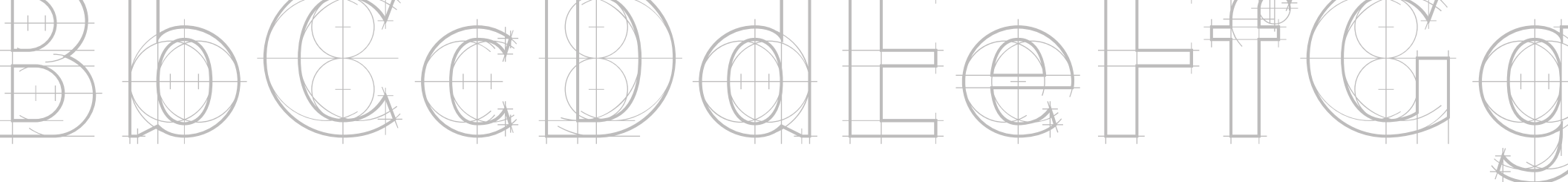
It can not be used for printing
Printing reflects light off a surface and can not be made completely with light

This color scheme is measured on a scale of 0-255
the higher the number, the brighter it is:
255, 255, 255 = white
0, 0, 0 = black

RGB
On screen: additive color wheel

Color: paint, digital, production • Sarah Haig • Fall 2013

F13_Color.indd 7 4/14 4:26 PM



What about **REGISTRATION BLACK?**

continued...

If you ever wonder what colors were used in printing, look at the color bars that are provided in the margin that will get cut off in trimming.

This is a quick way to see if the printer is using 2, 3, 4, 5 or more colors.

Well...on screen we use RGB
or red, green and blue which ADD to make white...or ADDITIVE

This is the color that works most like our eyes when it comes to perceiving color. It is created from projected red, green and blue lights that combine to create white light

So...when all of the lights are shining at their brightest, the result is as bright as you can get, or white

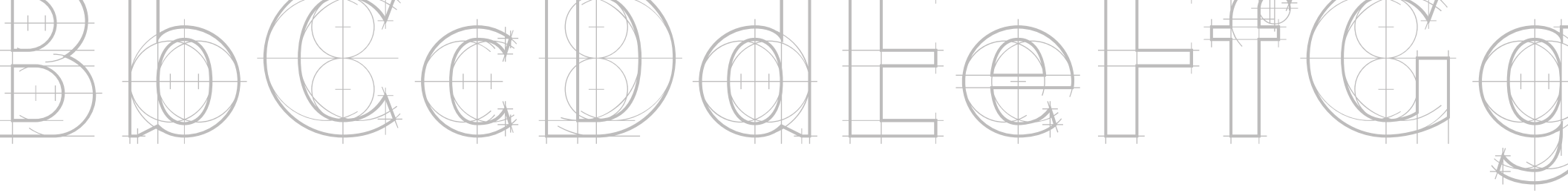
It can not be used for printing
Printing reflects light off a surface and can not be made completely with light

This color scheme is measured on a scale of 0-255
the higher the number, the brighter it is:
255, 255, 255 = white
0, 0, 0 = black

RGB
On screen: additive color wheel

Color: paint, digital, production • Sarah Haig • Fall 2013

F13_Color.indd 7 4/24/14 4:26 PM

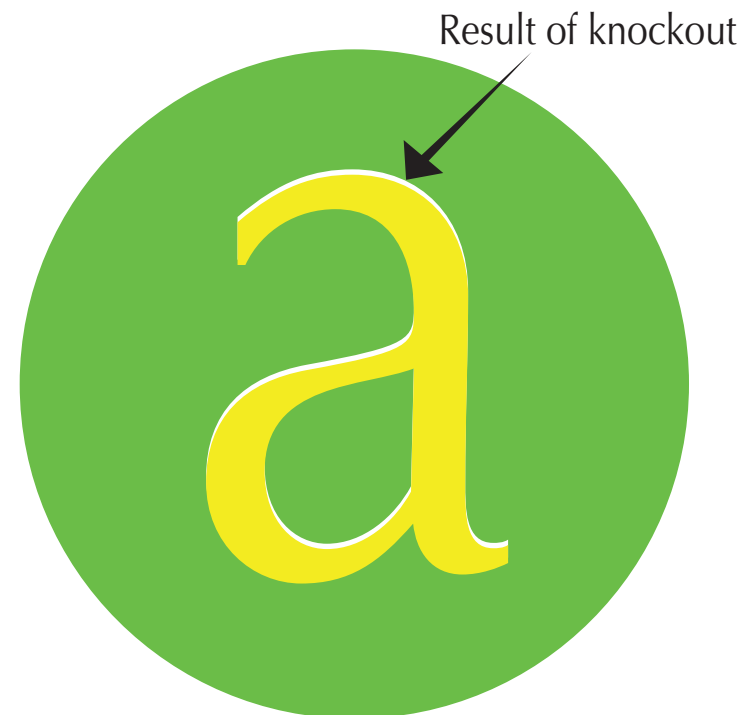


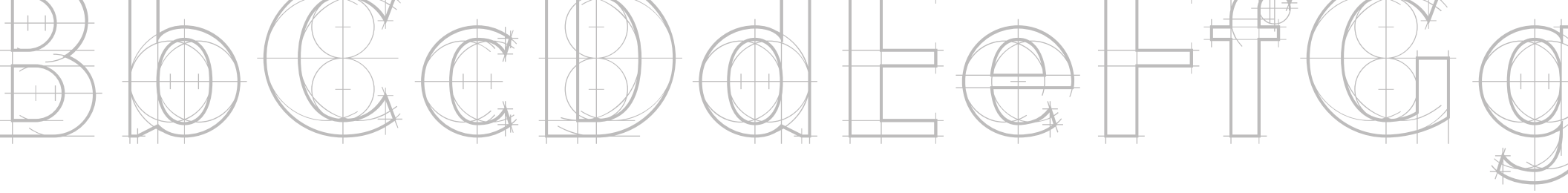
Something else to consider...Trapping

Trapping is used when 2 fields of color print up against each other (or when a lighter shape appears inside a darker shape). In order for the lighter shape to appear, it needs to print directly on the paper.

In order for this to happen, a **KNOCKOUT** is created in the darker color, leaving a place where none of that color is printed.

This can leave a hairline stroke of white around between color fields when printing...that isn't pretty.



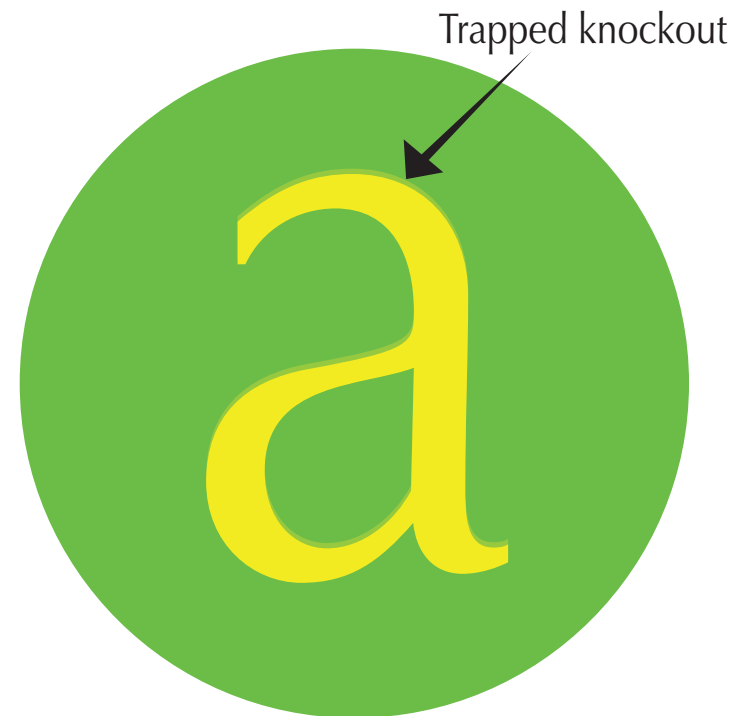


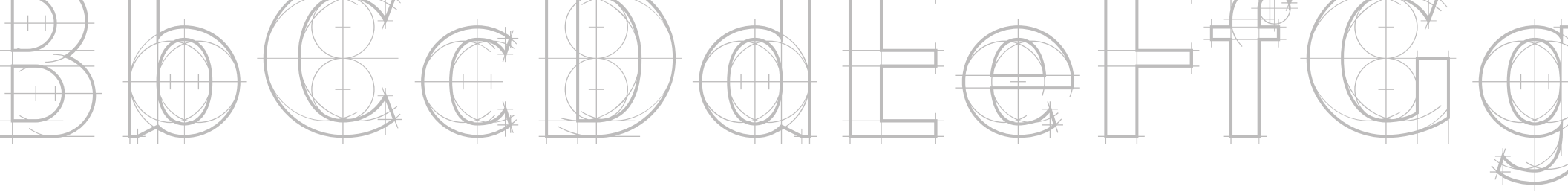
Something else to consider...Trapping

continued...

To prevent that white outline, **TRAPPING** extends the lighter color a few pixels beyond the boundary of the shape to blends in with the darker color. This creates a thin line of mixed color that is less distracting than the white outline.

To change the setting for trapping, look under Window > Output > Trap Presets.





The End.