

# Preparing The Final Magazine for Presentation

After investing a several months in an editorial redesign, you will want to make sure that you show your work effectively. No matter how brilliant your design, a sloppy or indifferently prepared presentation will make you and your work look bad. There are two acceptable ways to present your work: on boards or as a prototype. Both have advantages and disadvantages.

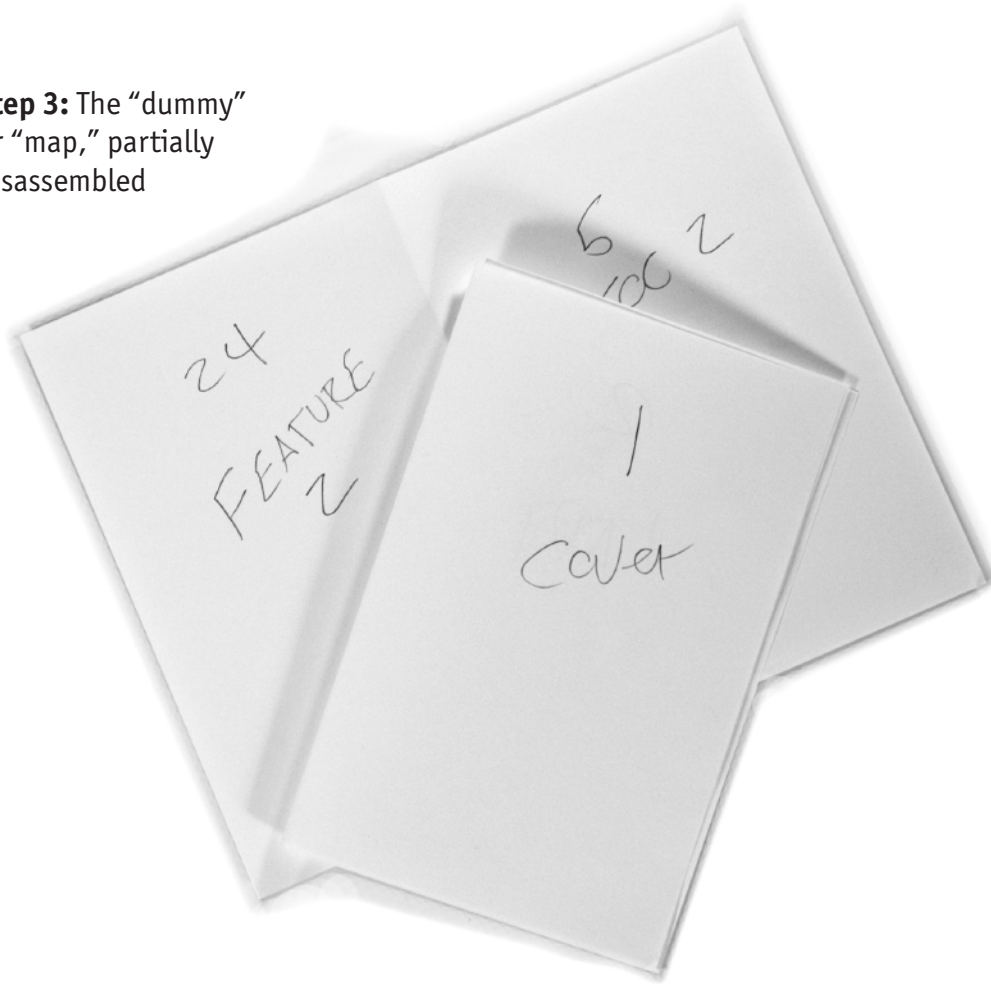
**OPTION 1: ON BOARDS.** Everyone in class has made presentation boards, you know that for the final you should get the best output possible, you know that you should use black or dark gray boards consistently throughout, and that you should carefully trim and paste together spreads as you have all semester. However, mounting a large multipage document comes with special considerations:

- 1. Every board must be the same size and hold no more than two single pages or one spread.** Boards must be the size of your spread, plus a margin of 2" on top, left, and right, and a 3" margin at the bottom.
- 2. Most of your magazine is probably made of spreads, but you must also account for single pages.** It's best if you paste single pages opposite ads from the real magazine—that would show your client that your design would work with the advertising he or she already gets. However, for class, you may paste two *related* single pages next to each other on the same board with a 1/2" gap between them (steal that space from the outer margins). However, do not combine pages that don't logically go together. For example, don't put a column or feature page next to a cover.
- 3. Stack your boards in the order a reader would see the pages.** This will help you make an orderly, organized presentation. For most students, the order will be covers, contents, briefs, column, and finally features. (Note that magazines tend to be structured with shorter features in the front, see chapter 28.)
- 4. Burn a CD—**Your final turned-in package must include a CD that includes original Quark or InDesign Pages, Supporting files (images, illustrator files, non-standard fonts) and the PDFs you used for printing. You may find it helpful to use the "collect for output" function (under "File" in QXP).

**OPTION 2: MAKE A PROTOTYPE.** Making a prototype allows you to simulate what the printed magazine would look like, making it easier for a client to imagine your design in action. You will also save \$\$ on boards. However, your printing costs will likely go up—your pages must be output on a large-format printer, and booklets come with several technical challenges:

- 1. Learn about imposition.** Take apart a saddle-stitched (stapled) magazine or one of the supplements that come with a Sunday newspaper, and look at which pages are printed opposite each other. If you are looking at a 28 pp booklet, you'll note, for example, that 1 is opposite 28, and 9 is opposite 20. Printing on the other side of 20/9 will be 10/19. These are what's called

**Step 3:** The “dummy” or “map,” partially disassembled



“printer’s spreads”—spread as they are printed and not as they are seen to the consumer—“reader’s spreads.” You will also notice a pattern: the two numbers always equal the total page count + 1, and the even number is always on the left.

- 2. Plan.** To plan your booklet, add up your total number of two-page spread and add the number of single pages. (example, 7 spreads plus 4 single pages = 11) Multiply that number by two ( $11 \times 2 = 22$ ) Now, make the shortest booklet you can that is divisible by four ( $22 + 2 = 24$ ,  $24/4 = 6$ ). In this case the booklet would be printed on 6 sheets. Your magazine prototype will probably be 20, 24, or 28 pages, printed on 5, 6, or 7 pieces of paper.
- 3. Make a paper “dummy.”** Using laser paper, make a little booklet of the determined length. Clearly write a page number and the contents of that page on each booklet page. Put ads next to single pages, leave any extra pages in the back blank or add a colophon. Put an ad on the back cover.
- 4. Export all your designed pages as single-page pdfs, scan in enough ads from your printed magazine to fill all your ad positions.** When you make pdfs, make sure crop marks are turned on, art is high-resolution and fonts are imbedded. Give your pdf files clear names that specify page number. Example: 08\_mymagazine.pdf. Choose ads that will look good next to your content.

- 5. Using your pdfs, scans and your original template (this will help because pages will be the same size and grid will align) build file(s) with printer spreads.** I suggest you create multiple files, one for each “form.” In this case a form would be a pair of two-page spreads that will print back-to-back, and will make four pages in your magazine. If you keep separate forms in separate files, that *should* make it easier for your printer to keep track of what goes with what.
- 6. Test it.** Print out your imposed magazine on the lab laser or your home printer to make sure the pages sequence as you intend. If it all works, Export again as pdfs using same settings as above but with the “spread” option turned on.
- 7. Get it Printed.** When you make (or your printer makes) pages, make sure the opposite sides align (crop marks match, tops match). Trim, fold and assemble. You may want to trim the right edge after binding for a cleaner look. The easiest, neatest way to bind is to sew along the spine with any white or clear nylon thread.
- 8. About those two extra covers**—your prototype will use one of your three covers, mount the other two on a board following proportions outlined in Option 1, above.
- 9. Burn a CD**—Your final turned-in package must include a CD that includes original Quark or InDesign Pages, Supporting files (images, illustrator files, non-standard fonts) and the PDFs you used for printing. You may find it helpful to use the “collect for output” function (under “File” in QXP).

## FAQ's

**Doesn't InDesign impose automatically?** Yes, and you may use that feature, although it is only works if all pages are in a single document, the pages are in the right order and there are the correct number of pages.

**Can I save all this hassle next time and just design in printer spreads?** You could... but don't. You'd be letting yourself in for a world of hurt (trying to anticipate what two pages will look like next to each other, transferring measurements around so things line up, general confusion) worse than what you'd be avoiding. You are a designer, not a printer, if you focus on technical issues, the less time and attention you'll have for what's important. Imposition is nice to know about, but it doesn't come up much for the pro.

**Would it be smart to wait until the last minute before printing and then mounting or binding my final?** Students are always exceedingly complimentary about how helpful and dependable Kinko's, Printer Services and other providers are. You can easily wait until the last minute, confident that they will go above and beyond the call of duties to smooth out any wrinkles, that nothing could go wrong, that you won't forget files and that you'll have purchased adequate supplies. Only an insecure student would get pages printed as soon as they are finished or mount pages at a time ahead of time. Good luck, and remember, it's almost done.