

Bleeds

(an excerpt)

CS Digital:
A Practical Guide to CS Digital Possibilities

2011
One-Off Press

Ricardo Trzmielina, HP Indigo North America and Gordon Pritchard (<http://qualityinprint.blogspot.com/>) provided guidance, confirmation, and moral support. Michelle Lovi and Steve Johnson reviewed the Bleeds pages. Regardless the help, all mistakes are entirely the author's.

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The goal of this book is to demonstrate various graphics issues vis à vis CreateSpace's digital printing capabilities. Not everything will print well, and that is the point: to see where the limitations are in practice.

I believe that CS can print great art, photography, and illustrated books. But to commit the time, energy, and resources necessary, you have to know what is possible.

The conclusions, pages 94-99, are based on my observations—qualitative and subjective, not quantitative and objective. The tests and demonstrations may or may not tell the same story to you, but with *CS Digital*, your decisions will be based on what you observe, not what you read online or guess. Proof everything: all images are different and our definitions of “good printing” probably vary from person to person.

Perhaps most important for *CS Digital* to be an effective working tool, download the test images used on pages 44-45 and 48-49 from <http://www.12on14.com/pages/createspace.htm>

Please let me know if you experience something different from what is in this book.

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Cover Templates: As of summer, 2011, the CS cover templates changed. They now show both the bleed and the no-live element zone* in red. The no-live element zone has also changed from 0.25" to 0.125"; however, this is for covers only—the interior pages still require a 0.25" margin.

This new template† also shows that text on the spine:

- may only be used on books over 100 pages
- is recommended for books over 130 pages
- must have a 0.0625" clearance or variance (no part of any glyph) to each fold line

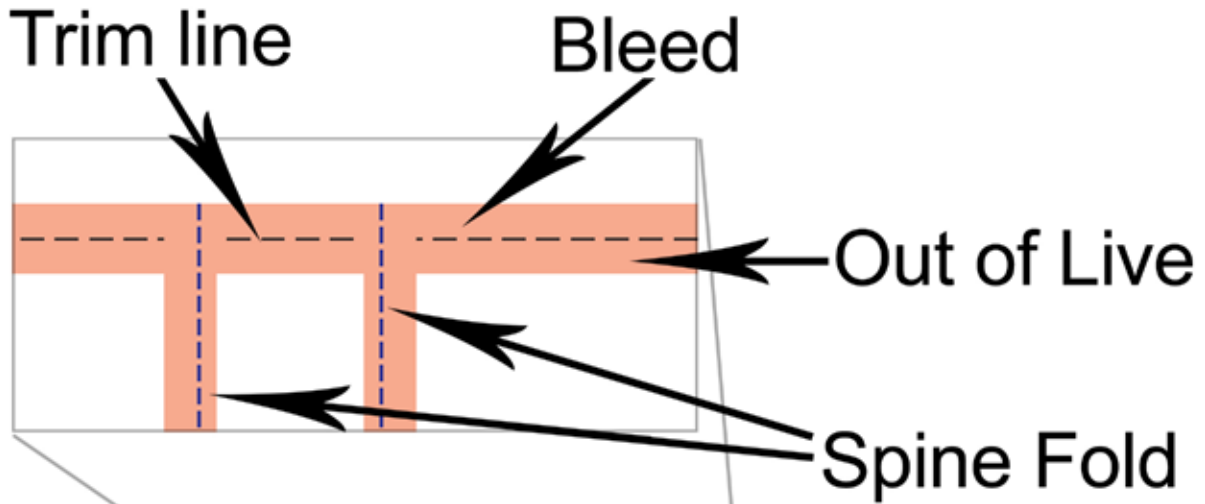
Note: the template downloads on a 19" x 13" white field. If you use the template, you can keep the cover on that field. It can be cropped away, and if you create your own cover without a template, you do not need to make in any bigger than the cover art itself (no white background).

The following illustrations (pages 103-115) use the old cover template colors: red for the bleed/trim zone, and blue for the no-text zone. Most of these pages illustrate interior pages, where the no-text zone remains 0.25" and the need to see the two different zones is important. (CS's Interior Templates, set in Word, are not other than the specific differences between covers and interior pages (the physical differences, all covers bleed four sides, and the size of the no-text/no-live element zone), how to have elements bleed or not bleed and what CS will accept or reject are basically the same.

* This inner zone has had several names: title-safe zone, no-live element zone, out-of-live zone, and I call it the no-text zone. Given CS's idiosyncratic definition of "live element," no-live element zone is probably best.

† Each template is designed to fit your total page count plus or minus up some number of pages within a ten page range: for example, the ranges are 92-100 pages . . . 292-300 pages, 302-310 pages, 312-320 pages . . . The download file name will be, for example, *BookCover6x9_Color_300.zip*; that is, CS uses the same zip file for 292 to 300 page interiors. The actual template will say, in this case, "294.0 page" (always the file name number less 6), because that size/page count is used to create the template. Remember all books must end with an even number of pages because each piece of paper (leaf) has two sides and each side is a page.

Bleeds



Page Layout Size = Print Sheet Size
19" x 13" (482.6mm x 330.2mm)

Black Dotted Line = Trim Edge
The trim size of this book including spine -
12.66" x 9.0" (321.56mm x 228.6mm)

Blue Dotted Line = Spine Fold
Fold placement may vary slightly.

White Area = Live Area
Position logos, text, and essential images in this area.

Red Area = Out of Live/Bleed
Your background artwork must fill the red area. Do not place logos, text, or essential images in the red area. If your artwork does not meet these requirements, it may be rejected.

**CreateSpace
Paperback Book
Cover Template**

6.0" X 9.0" Book
(152.4mm X 228.6mm)

294.0 Page

0.66" Spine Width
(16.76mm)

White Paper

**Barcode
Location & Size
2" X 1.2"**

Back
6.0" x 9.0"
(152.4mm x 228.6mm)

Spine Width 0.66" (16.76mm)

**Turn off
guidelines
for final art**
Whatever is visible in your digital artwork
will also be visible in your printed artwork.

Front
6.0" x 9.0"
(152.4mm x 228.6mm)

Page Margins: Aside from the inner margin, the minimum size of which depends on the book's page count, every page has two margins that must be observed. These margins are the same regardless of the page or trim size. Using CS's names:

Title Safe Zone (on cover) or *No-live Element Zone*—this is a 0.25" margin.* No text may encroach it. No image may be partially in it. Most templates show this as blue.

Trim area (bleed)—this is a minimum 0.125" area that extends beyond the trim line.

Covers—all covers print in color, and all covers are presumed to bleed, even if they don't.

That is, the dimensions must include a bleed, even if no image or background color actually bleeds.

Interior pages—if one side of one page has an image that bleeds, the book interior bleeds.

Thus if your trim size is 6" x 9" the actual page size of your PDF must be 6.125" x 9.26".

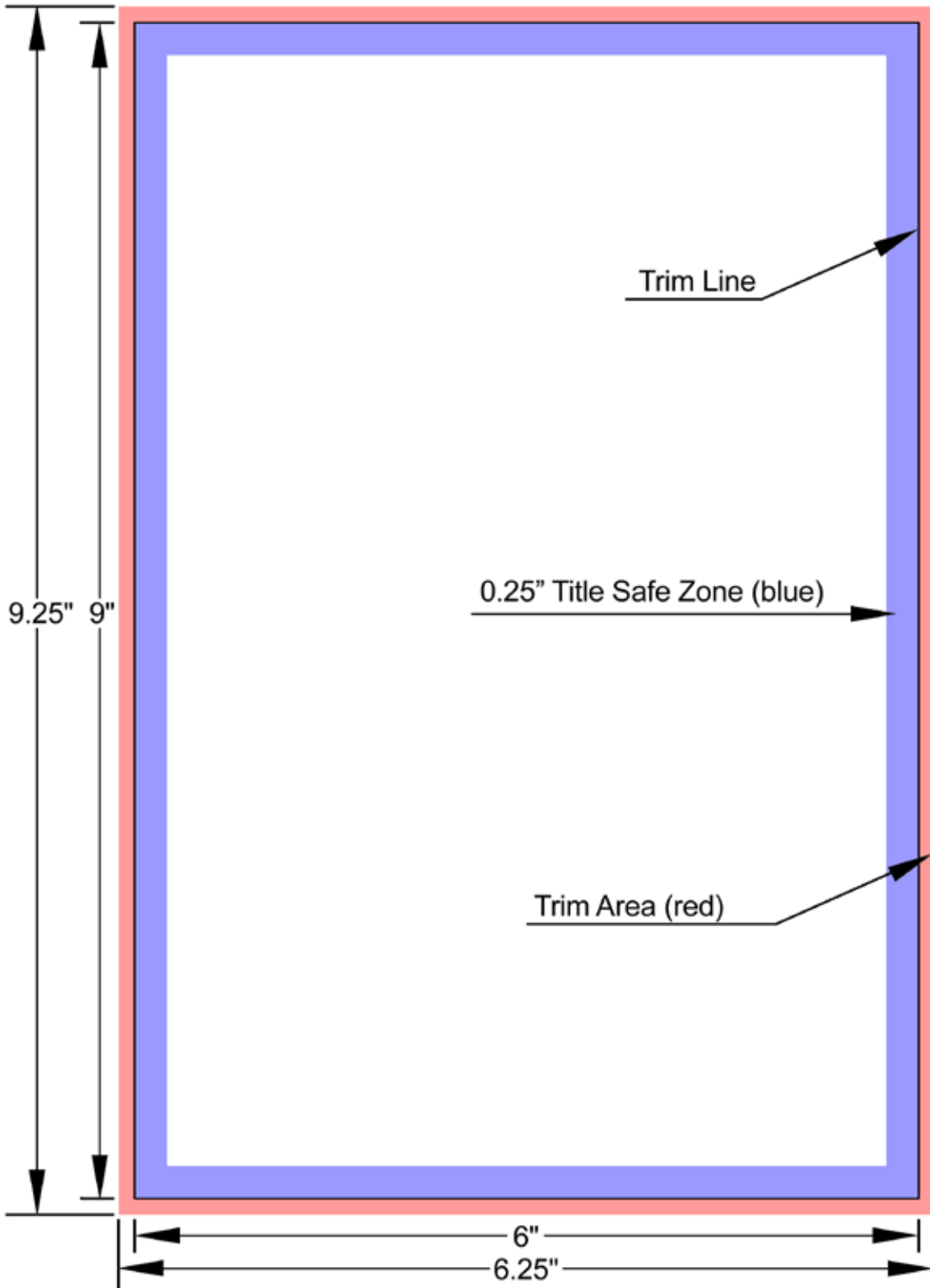
If you use a cover template, it may use these colors if it is old and the inner title-safe zone will be shown 0.25", or just red if it is new and the title-safe zone will be shown as 0.125". Normally, the template is disposable. The colors are a convenience.

Because the CS submission guidelines are fairly simplistic, it is difficult to extrapolate most possibilities from them, and I've relied on experience and comments of other member/designers.

Covers: With the addition of the spine, cover templates and guidelines follow those indicated in these examples.

Page Margins

6" x 9" Page



Bleeds: Ignoring the inner margin, if you want an image or background color to extend to the very edge of the paper, which has to be trimmed, the image must extend beyond the edge. The image must bleed. The complete guideline for interior bleeds is:

If you want your images to bleed to the edges of your book, ensure that they extend at least .125" beyond the final trim size from the top, bottom and outer edges and submit your PDF .25" higher and .125" wider than your selected trim size to accommodate the full bleed area.

Keep in mind all live elements must be at least .25" away from the trim lines, so if your file is formatted to be full bleed all live elements should be .375" away from the edge of the page.

In other words, CS does not want a bleed on all four sides, which would make the page 9.25" x 6.25"; thus no bleed on the inside. (Michelle Lovi has a technique for images that bleed across the spin that does use a bleed on four sides, see page 112.)

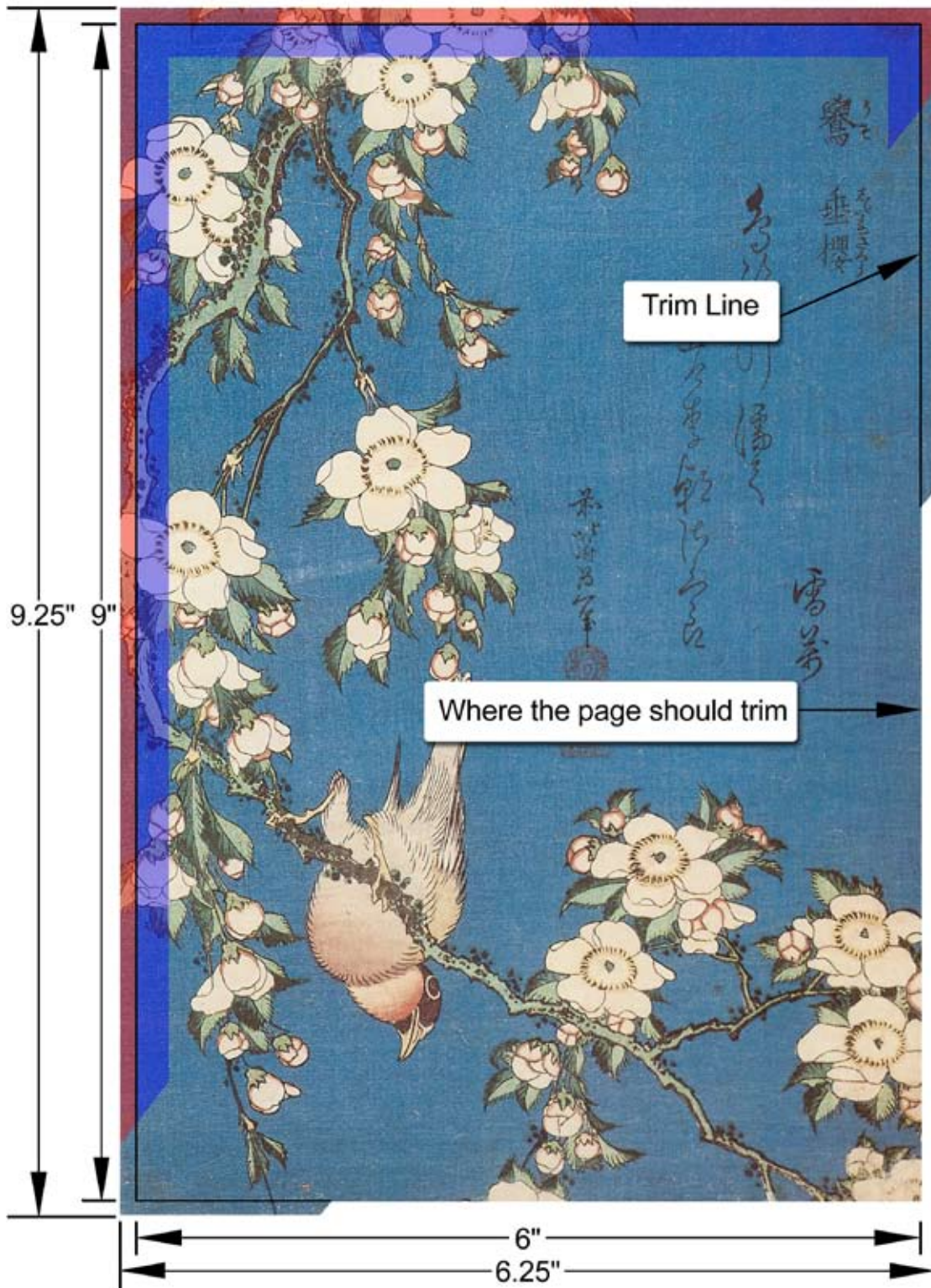
The Trim Line is the edge of the sheet where it is trimmed. If all goes right, it will look like the following example (lower right corner). When the book's pages are gathered they must be jogged, the spine of the cover is glued to the spine edge of the interior page, it is clamped, folded and trimmed. The bleed or trim area is insurance that if things are off a little there won't be a sliver of white, unprinted, paper showing. Printers typically ask for a bleed of 0.125" to 0.25".

The following image bleeds four sides (4S).

For information on other margins and submission guidelines in general, please consult the Publish > Books on Demand > Interior and Cover tabs on www.createspace.com.

Bleeds

6" x 9" Page



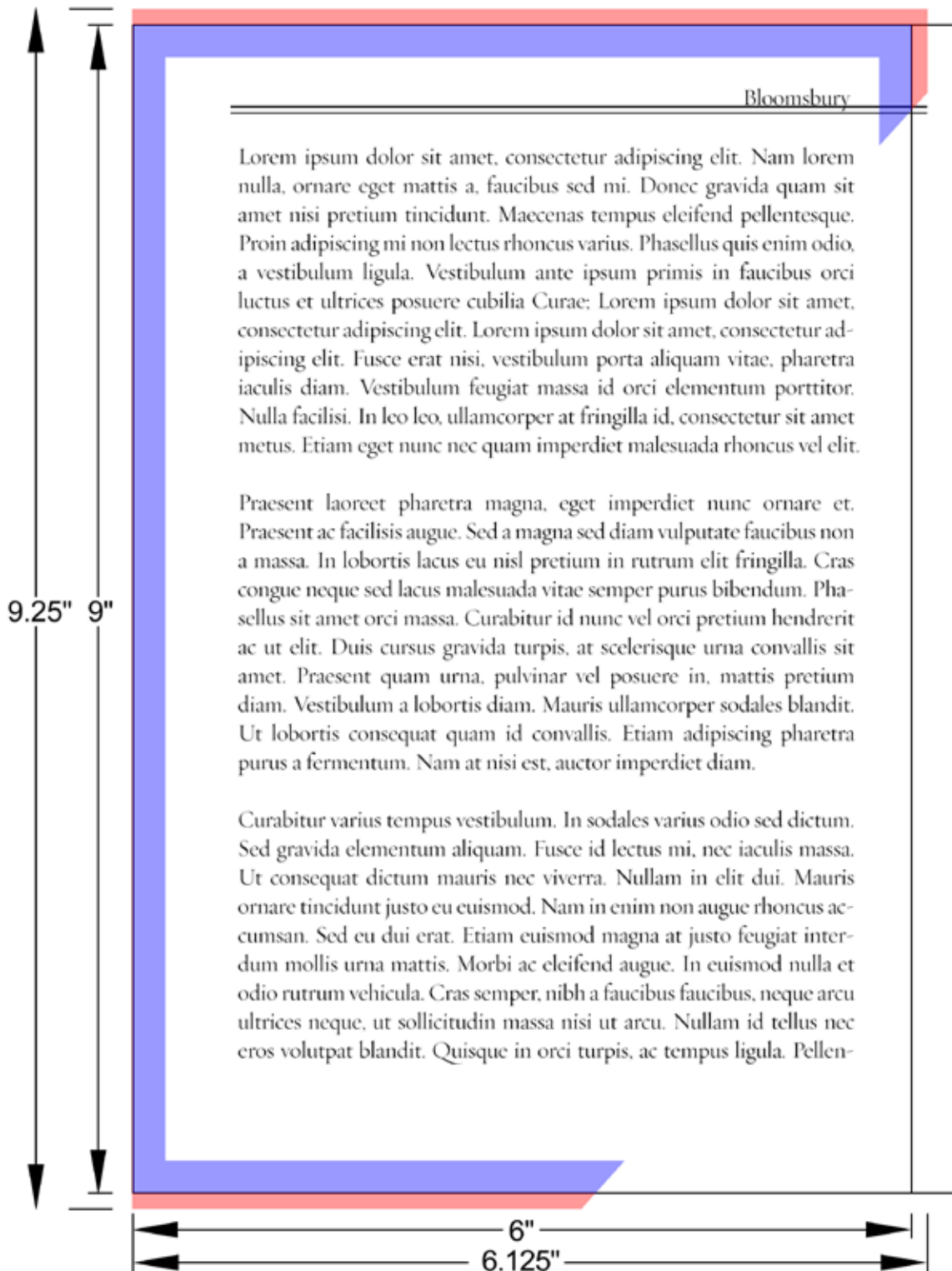
Bleeds: Whether it's an image, a background, or a graphic element, if it bleeds it must extend all the way through the 0.25" no-text zone, across the trim line, and at least to the outer edge of the trim area.

Here is it two decorative lines under the header that bleed.

This page bleeds on one side (1S), and even if this were the only bleed, you must add 0.125" to the top and bottom as well as the bleed side. (See instructions on previous spread.)

Material can bleed on any side.

6" x 9" Page

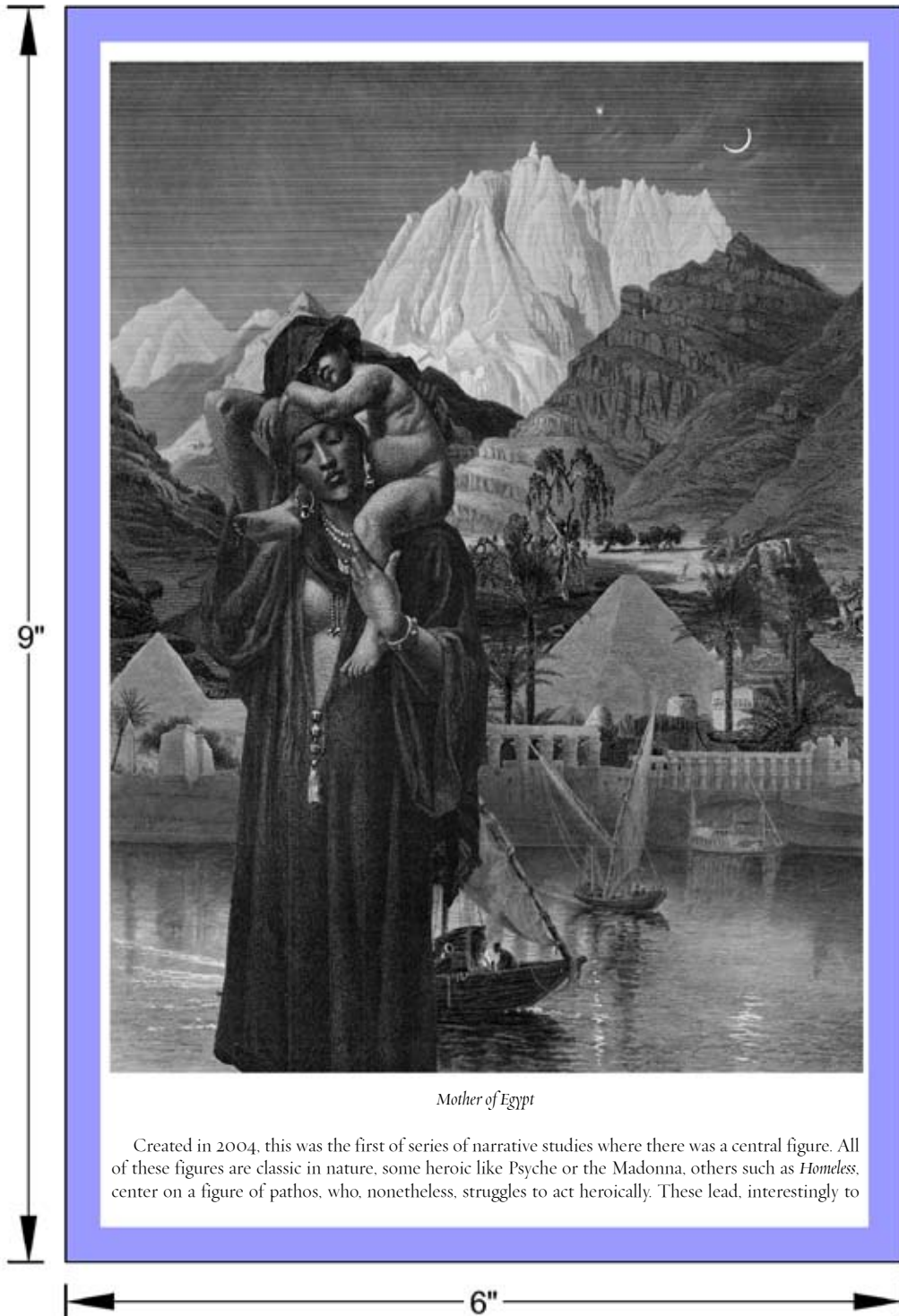


Bleeds: (Excluding the inner margin, which doesn't exist here) nothing on this either bleeds or violates the margins. If all the pages in the interior are like this, do not select Bleed when uploading your book: it would not bleed.

Right: *Mother of Egypt*, by Walton Mendelson

Bleeds

6" x 9" Page



Bleeds: Here the image “bleeds” across the spine. Done this way, the pages do not bleed, and the image is split in half, positioned carefully, so that it would line up exactly from one page to the next.

Note, if you cannot work in spreads because your program does not show them correctly (here pages 16-17), remember that the left hand pages is the even numbered page (verso), and the right hand page is the odd numbered page (recto).

The image is exactly split in half. (If you wanted an asymmetrical bleed, more on one page than the other, your workflow would be the same.)

When these pages print, there will be a white strip of up to 0.125” on each page. I did a 42 page art book in which every page was completely black. Formatted this way, although there was a white strip, it was not visible unless the books were mashed down, and even then it was barely noticeable.

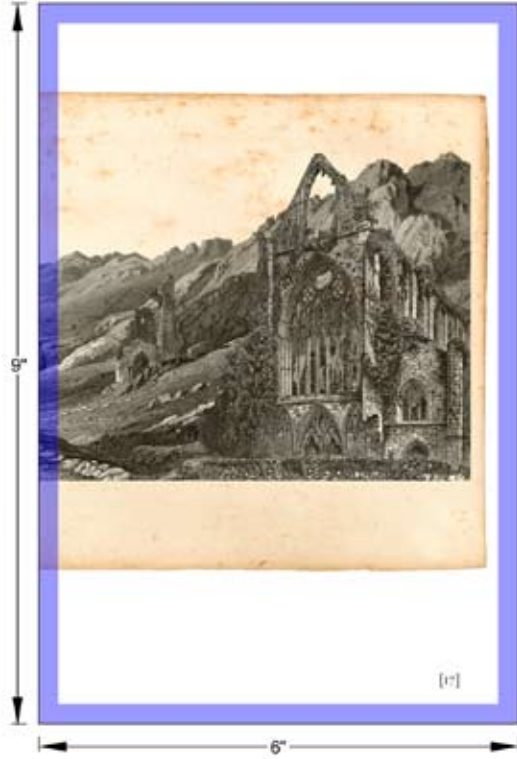
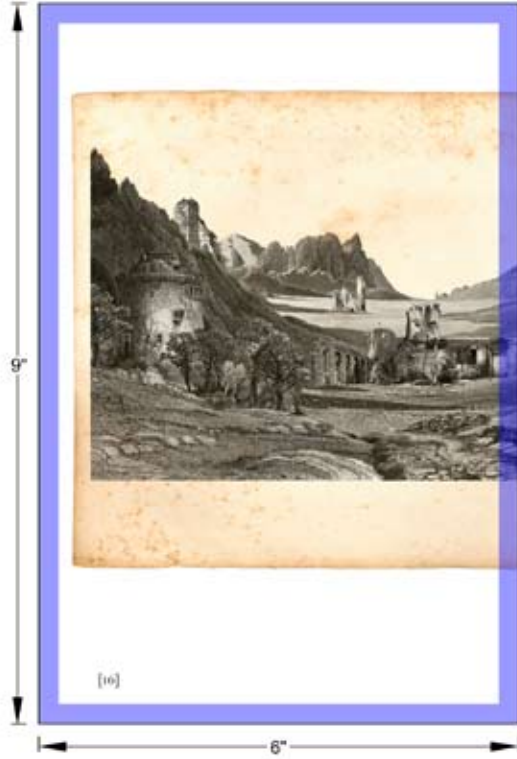
When working in InDesign, the image is placed whole and intact in position on the facing pages. When the image is converted to PDF, InDesign splits the image.

This and the following process can be done in programs other than InDesign. But planning and a very careful workflow are vital.

Bleeds

6" x 9" Page

6" x 9" Page



Bleeds: Here the image “bleeds” across the spine. However, unlike the preceding example, this does bleed, and the book interior will bleed.

The image is split in half plus 0.125". (If you wanted an asymmetrical bleed, more on one page than the other, your workflow would be the same.) Thus the trim areas overlap from one side to the other. When the book is trimmed, this overlapping excess is trimmed away. The examples I've seen have a slight jump between the two sections: but this isn't noticeable in the actual book, just as the white strip in the preceding example is rarely noticeable.

Note, if you cannot work in spreads because your program does not show them correctly (here pages 24-25), remember that the left hand pages is the even numbered page (verso), and the right hand page is the odd numbered page (recto).

This method is used by Michelle Lovi, <http://www.odysseybooks.com.au>, <http://www.bookow.com>: She works with InDesign, a desktop publishing program, which lets her place the image—whole and in one piece—in position while working in spreads (facing pages). InDesign honors the mirrored margins, and when the PDF is created and the bleeds are applied, it automatically splits the image.

(If camera ready work were submitted to a traditional non-digital offset printer for an image that bleeds across the spine, this is how it would be handled by the prep department: they would split the image with an overlapping bleed, which, when printed and trimmed, would ideally line up the two sections seamlessly as one single image.)

CS accepts and prints pages configured this way.

Bleeds

6" x 9" Page



6" x 9" Page





Bleeds: Bleeds and margin errors account for many of the file rejections by CS. Here I've added an inner margin for books 151-400 pages, 0.75".


Examples of what will cause a file to be rejected:


- A. The image extends into (but not through) the 0.25" no live element zone
- B. Text extend into the 0.25" no live element zone, even it is intended to
- C. Text on an image (albeit Japanese) that extends into the no live element zone
- D. A graphic elements that bleeds, but not to the full 0.125" required
- E. Text extends into the inner margin
- F. Test extends into the 0.25" no live element zone
- G. Text extends into the no live element zone
- H. A letter is split across the spine

Note: any character from any language in a picture, even though it is simply in the background as a sign or the label on a box—something irrelevant to the image—is considered text by CS.

A 


B A Decorative use of Type 

C 

D Title Bar 

E Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec dictum porta magna eu adipiscing. Integer in massa in erat luctus hendrerit. Aliquam diam eros, tincidunt ut ultrices vel, dignissim

F Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec dictum porta magna eu adipiscing. Integer in massa in erat luctus hendrerit. Aliquam diam eros, tincidunt ut ultrices vel, dignissim

G 

H 