



Desktop Publishing

Cover for a ZIP Disk

Designing a cover for a personal ZIP disk permits great individual freedom to express oneself.

Personal messages and images of mementos may be incorporated to create a highly personal design statement.



The Assignment

Use scans and quality typography to create a personal ZIP disk cover. A template showing the dimensions to fit a cover into a standard ZIP disk case are shown below. The illustration on this page has been reduced 50% from full size.

Begin this exercise by creating a new page that is 8 inches wide by 3.813 inches high and dragging guides to locate the fold lines.

Bleeds

A bleed is defined to be artwork or type that runs off the paper on which it is printed. A bleed is

always created by making the artwork or type slightly larger than the page, printing on a slightly larger piece of paper, and then trimming to the correct size. If artwork is aligned perfectly with the page edge, then the imperfect cutting operation can result in unsightly white gaps between artwork and the cut edge. Making the artwork overlap the page prevents that from happening.

If you choose to create the artwork with a bleed, be sure to extend the artwork or type about $\frac{1}{8}$ inch beyond the page

edge so that it can be trimmed to final dimensions properly.

Scans

If you use scanned images or other bitmap images in your Quark document, be sure to keep a copy of the file where Quark can find it. Because Quark does not store graphics within a page layout file, the image files must be available at print time to get the best quality. When Quark can't find an image file because it has been moved or deleted from the original location, it sends just the lo-res screen preview to the printer.

Also be sure that your scans have sufficient resolution to print without pixelation. Most laser printers use an 85 lines per inch screen for rendering halftones, so grayscale or color images with a resolution of twice the line screen value should be used. Remember that scaling the image in Quark changes the resolution of the image.

