

Folding 101

The most important thing to know about printing is that it is not perfect. It is among the least accurate processes involved with finishing your project. If one fold is off, even minutely, each fold following will also be off to a slightly greater extent.

Acceptable tolerance for these inaccuracies is $1/16^{\text{th}}$ of an inch in either direction (or $1/8$ of an inch total). If you use this knowledge when designing your publication, you can avoid unacceptable errors before they occur.

Recommended Practices for Designing a Document with Folds:

- If you have any pages that will cross-over the spine / fold, put them in the center-most position of the document..
- Keep all type and important content at least $3/8$ " from the trim. Avoid having any content that lies too close to the edge of the paper.
- If your document will be saddle-stitched, be aware of "creep or shingling." The content in your centermost pages will be significantly closer to the middle seam than content in the same position throughout the book. Discuss this with your printer, and they will advise you how to adjust for it.
- If producing a barrel-fold brochure, adjust your design for slightly shorter inside panels. (Your printer will be able to give you specifics for your project.)
- Do not design any document with over five folds.
- If you're unsure of how folding will affect your project, get advice from your printer (before it's time to print).