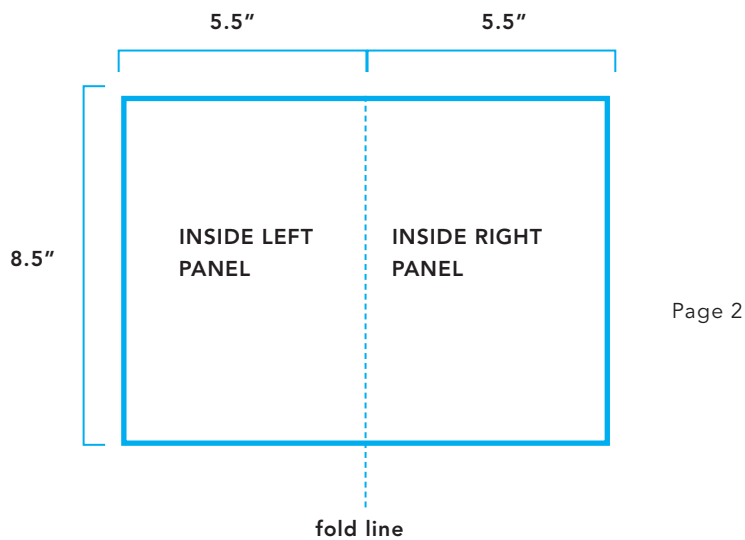
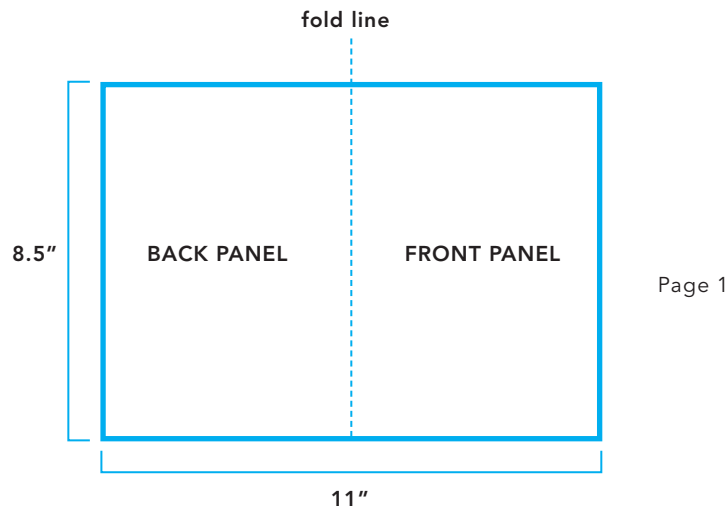


Half-fold Brochure

Trim Size

When setting up your file it is important to be aware of your design areas. The first area we will cover is your overall trim size. The trim area should establish the size of your greeting card. This is a sample for a 5.5"x8.5" folded brochure. The flat size of twice horizontal folded card is twice the height by the width. For example the flat size for a 5.5"x 8.5" card is 11"x 8.5". The flat sizes determines the trim size.

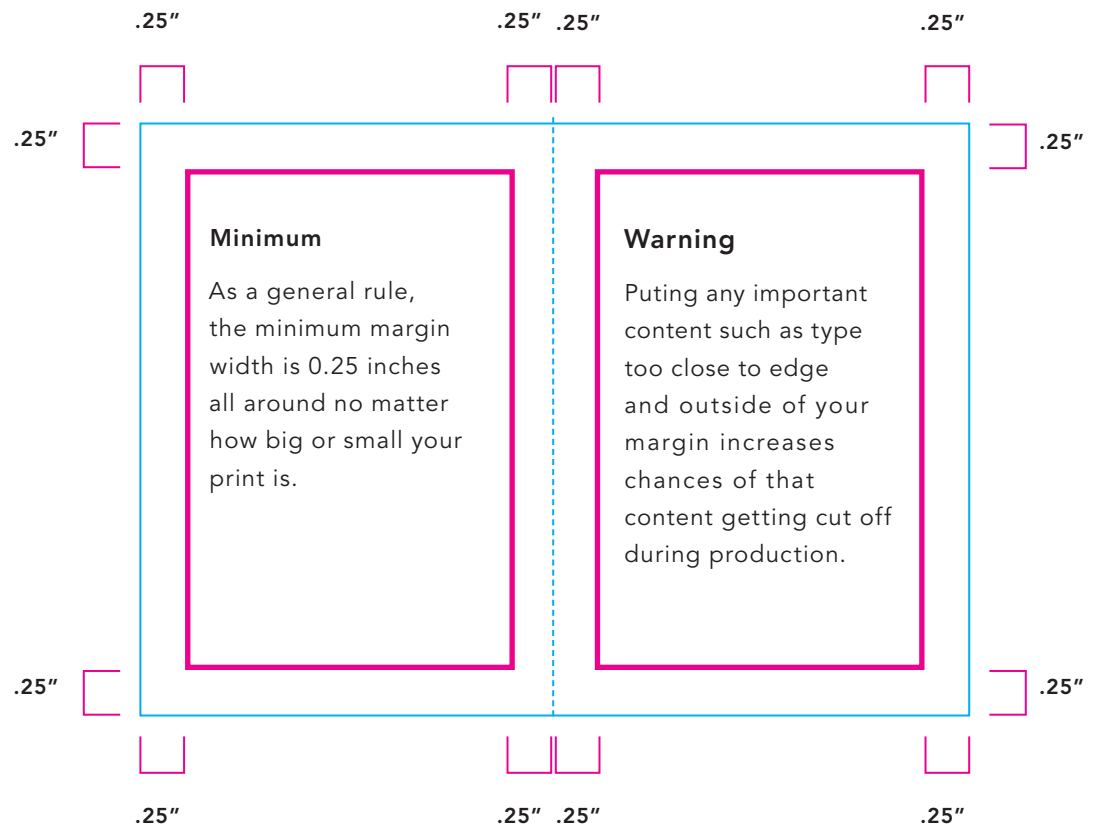
5.5" x 8.5" brochure = 11"x8.5" flat size



Half-fold Brochure

Margins

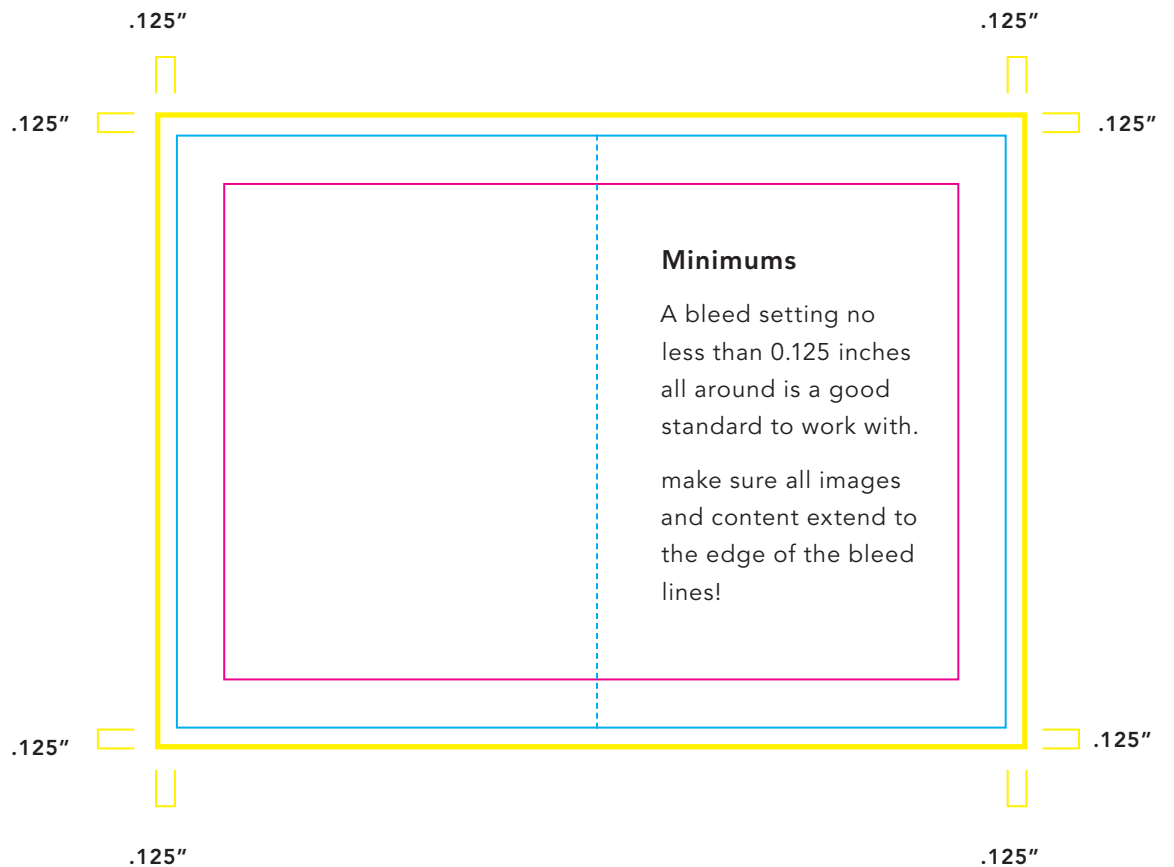
Margins are the parts of a page that are above, below, and the side of the main printed area. Though there are times when printing beyond the margins is acceptable, such as for full bleeding images, the margins are used as a buffer so content doesn't get too close to the edge. Calculate the margins and use guides to help you mark the margins.



Half-fold Brochure

Document Bleeds

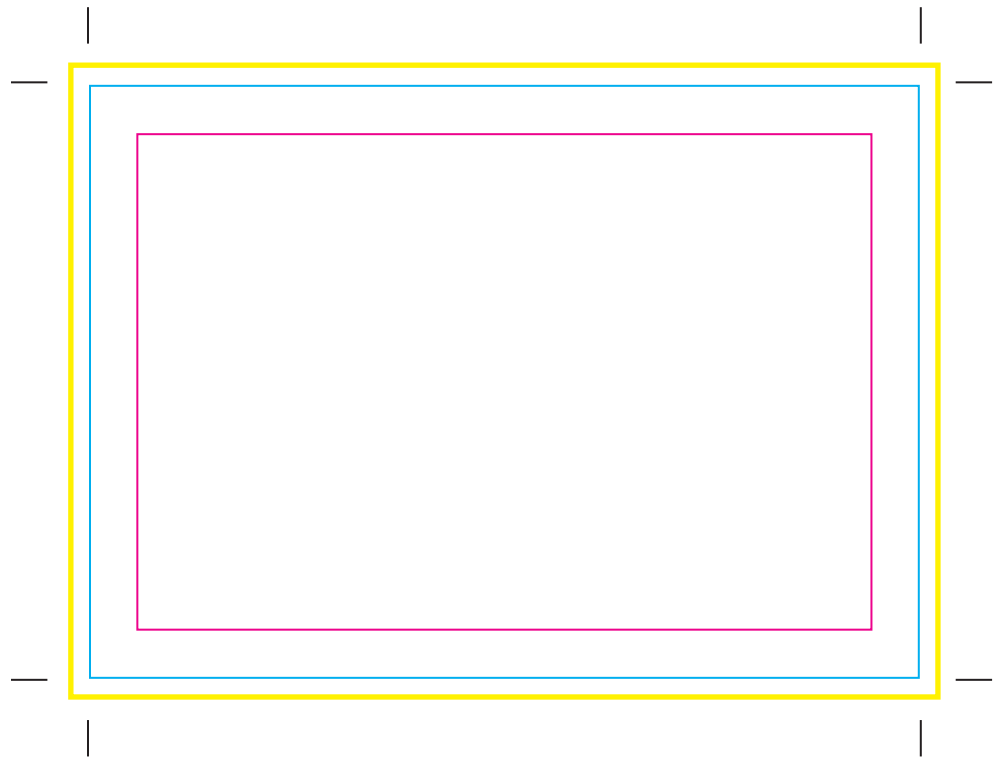
When you set up your document it is highly important to include bleeds. Bleeds allow extra space for images or any content to extend over your trim lines to avoid white spaces around your greeting card after trimming.



Half-fold Brochure

Crop Marks

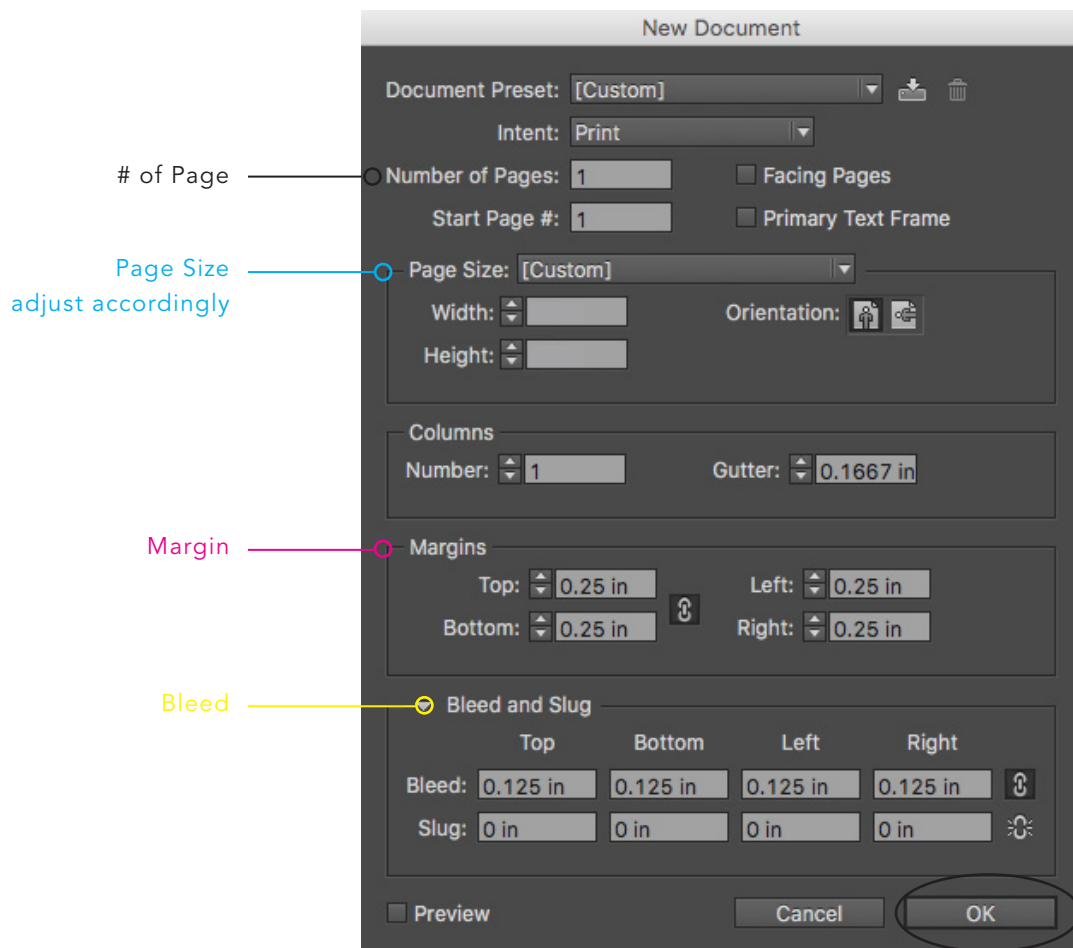
Since you are using bleeds, crop marks are necessary to make sure the greeting card comes out the correct size. The crop marks tell the printer where to cut your card so your finished product matches your trim size and any excess content gets cut off.



Half-fold Brochure

InDesign File Set Up

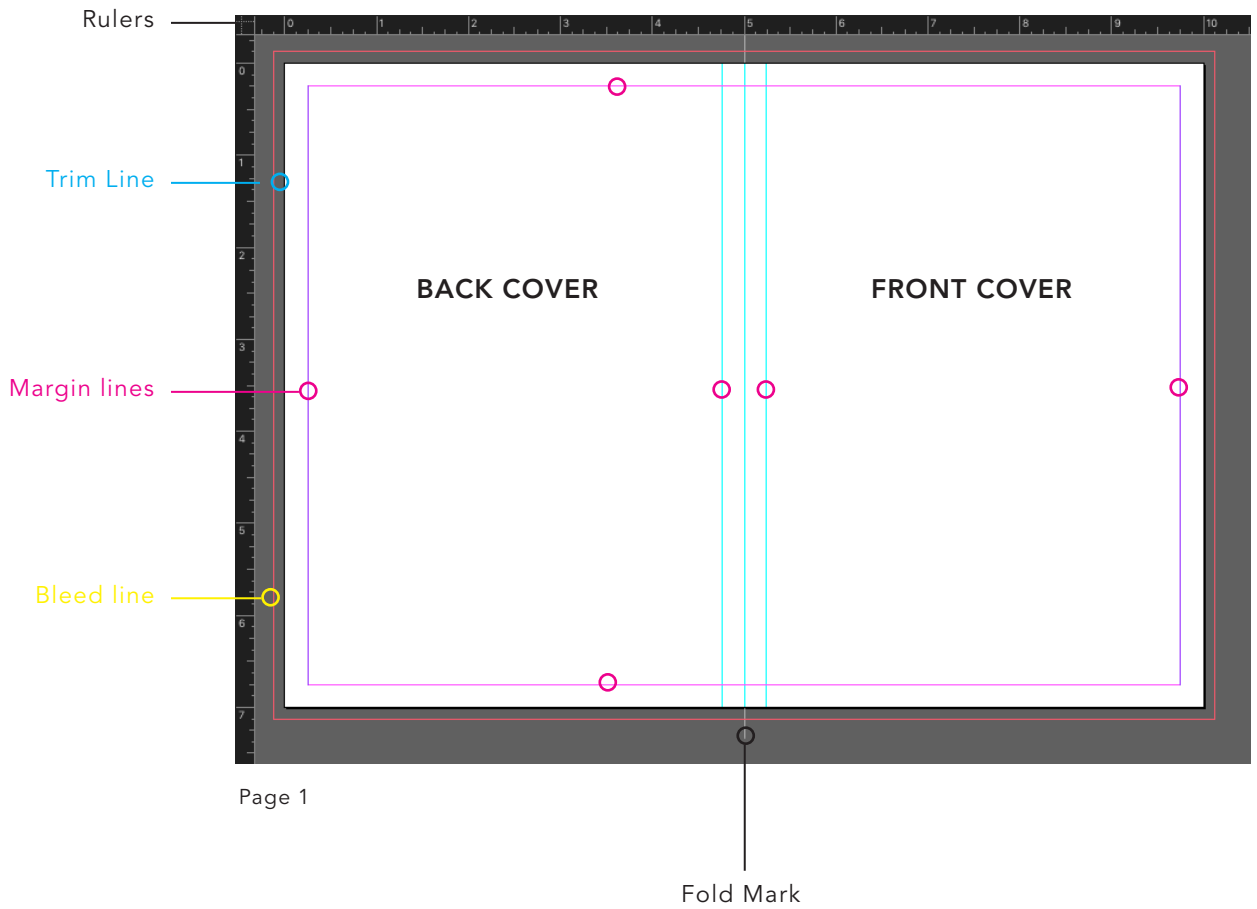
1. Open InDesign
2. Go to File // New // Document (this will bring up the dialogue box below)
- 3. Set the **number of pages** (1 pg. for single sided cards, 2 pgs. for double-sided cards)
- 4. Set the **page size** (this is your trim size, adjust according to desired card size)
- 5. Set your **Margins** (minimum 0.25 in.)
- 6. Set your **Bleeds** (minimum 0.125 in.)
- 7. Once you have set up your document click **OK**. Now you are ready to design.



Half-fold Brochure

InDesign File Set Up (cont.)

1. Locate the fold mark. Since the flat size is 11"x 8.5" and I want my brochure to be 5.5" x 8.5" I will use the rulers to find the 5.5 inch mark.
2. Place a guide at 5.5 inches. Then measure to find the remaining margins. Place guides to indicate the markings. at this point you should have 3 guide lines.



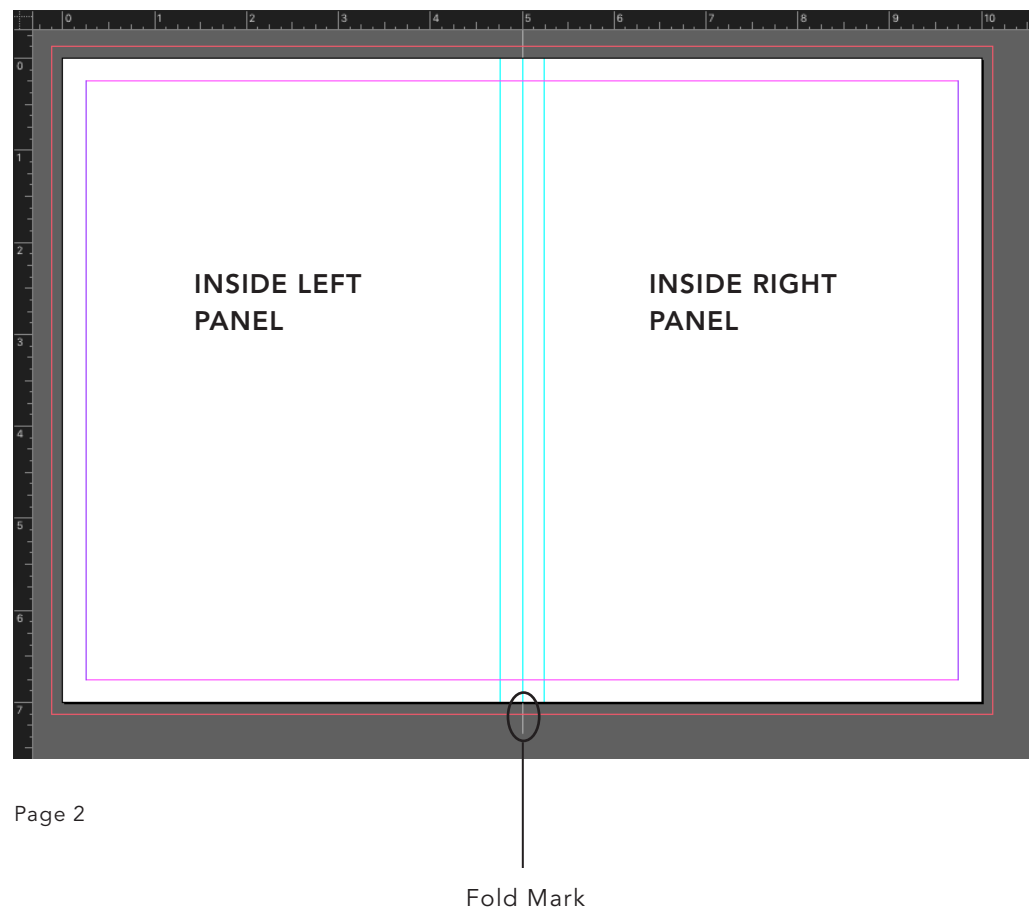
Half-fold Brochure

InDesign File Set Up (cont.)

3. Place a thin line on your bleed to indicate where the folding will occur. Make sure the fold mark does not extend to the inside of your document. Remember, your bleeds will get cut off, so no need to worry about the fold mark showing up on your card if you place it correctly.

4. Repeat steps 1-3 for page 2 (interior of greeting card) or do them on a master page!

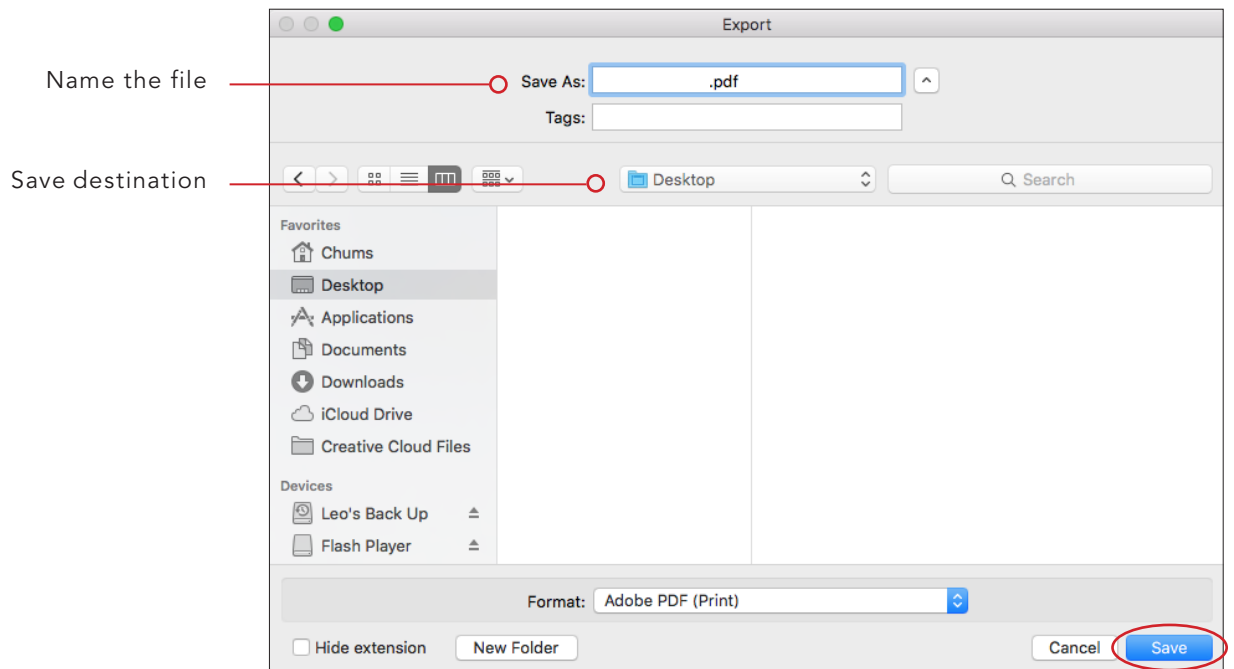
Now you are ready to design!



Half-fold Brochure

Exporting as PDF

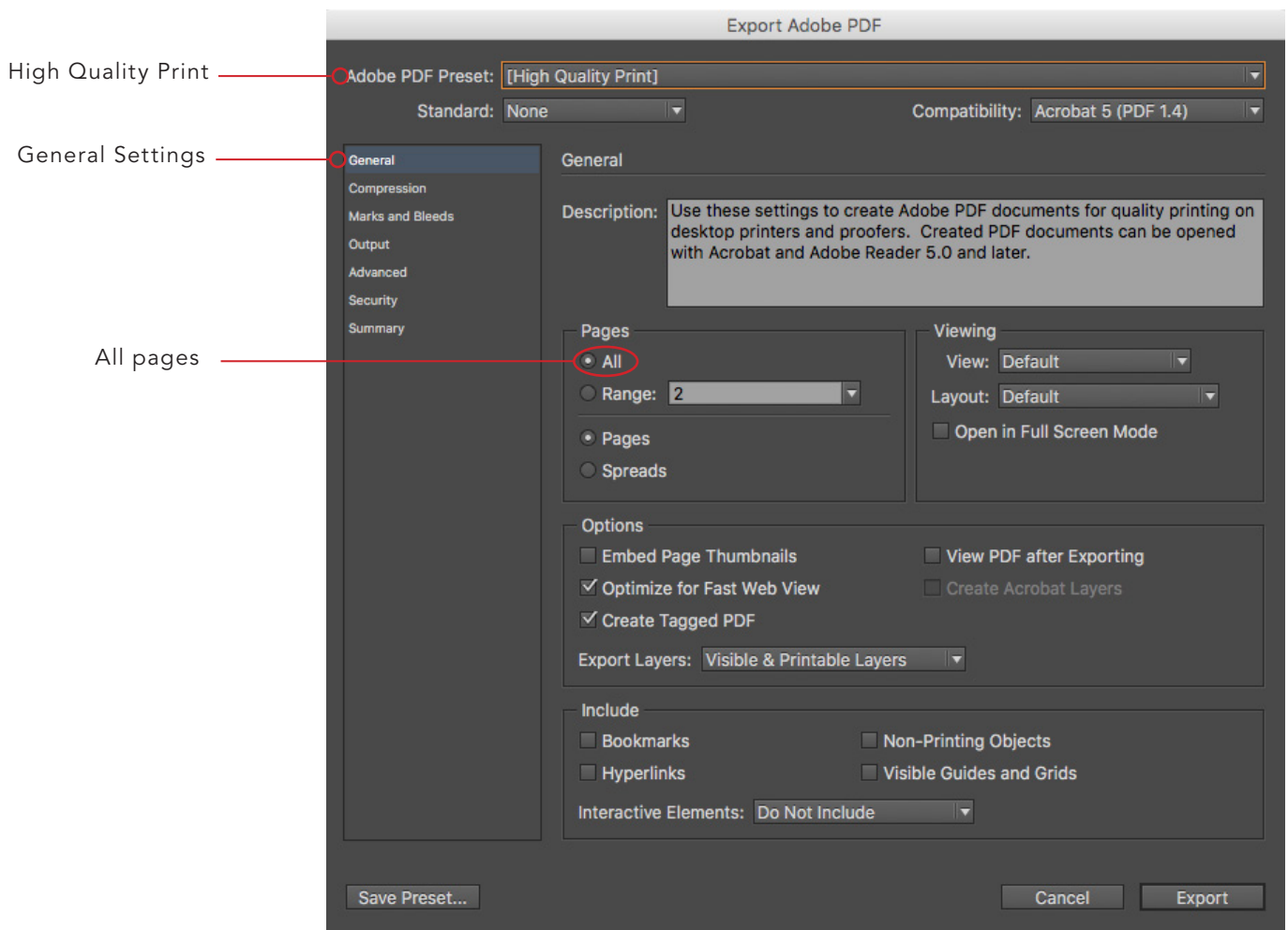
1. Go to File // Export (this will bring up the dialogue box below)
2. Give the PDF a name (ex: BirthdayCard_Print...)
3. Chose destination where you want to save the new PDF file.
4. Click Save (this will bring up the exporting options window)



Half-fold Brochure

Exporting as PDF (cont.)

5. In the General settings Select High Quality Print for Adobe PDF Preset
6. Select All for the Pages options



Half-fold Brochure

Exporting as PDF (cont.)

7. In the Marks & Bleeds setting make sure to have Crop Marks checked out
8. Select Use Document Bleed Settings. This will automatically include the bleeds you previous established when setting up your document.
9. Click Export and you are all set for printing!

