

Booklet artwork planner

Pages, binding, spine and proofing

This guide helps you prepare a clearer brief and a more reliable production file. Use the agreed job specification for final dimensions, finishing and colour targets.

| Choose the reading format

Start with the finished page size and whether the booklet is portrait, landscape or square. Identify cover stock separately from inner pages, and decide whether the booklet will be stapled, perfect bound or another construction.

| Count pages correctly

A saddle-stitched booklet is made from folded sheets. Its total page count is normally a multiple of four, including the front and back cover. An eight-page booklet has front cover, six inside positions and back cover. Add intentional blanks before artwork is final, not during imposition.

| Single pages and crossovers

Supply single pages in reading order unless the production team asks for spreads. A photograph crossing a fold or gutter can lose detail or shift slightly; keep faces and essential text away from the centre. A perfect-bound booklet needs more inner margin because the pages do not open flat.

| Spine and creep

A perfect-bound spine depends on the exact paper caliper and number of leaves; obtain the measured width from the printer. For thicker saddle-stitched work, inner sheets can creep outward before trimming. The printer can compensate during imposition, but the artwork still needs generous safe margins.

| Final proof

Print a low-cost folding dummy in page order. Read it from cover to cover. Check running headers, page numbers, contents references, photo captions, sponsor credits and the last page. Export one production PDF with the agreed bleed and keep a separate signed-off proof record.

Need a specification for your job?

Tell us the finished size, quantity, use and deadline. Call 01925 632717 or visit theprintcentrewarrington.co.uk/contact.