

## **2.12 31532 BOOK DESIGN AND PRINTING PRODUCTION**

### **UNIT-1 SELECTION OF BOOK FORMAT**

- 1.1 Standard and non-standard formats: International ISO range,
- 1.2 US/European Standard, metric book publishing format.
- 1.3 Making the right choice for book format.

### **UNIT-2 PREPARATION OF TEXT**

- 2.1 Copy preparation, Presentation, copy editing, house style, defining the structure.
- 2.2 Designing the Text, Selection of type face, type area, page margins and text type size,
- 2.3 Heading styles, subsidiary text and illustration captions, Prelims and end matter.

### **UNIT-3 PREPARATION OF ILLUSTRATION**

- 3.1 Line art work, tone illustration and the process of picture research,
- 3.2 Assessing originals for reproduction, line illustrations and tone illustrations.
- 3.3 Digital Image Editing

### **UNIT-4 PREPARATION OF COVER AND JACKETS**

- 4.1 The cover/jacket brief; reviewing rough,
- 4.2 Drawing up and assessing finished art work- specifying the art work size presentation.
- 4.3 Bar codes-1 D and 2 D, QR Barcodes

### **UNIT-5 TEXT SETTING**

- 5.1 The type setting cycle: Steps in text processing,
- 5.2 Front end operations and page make-up techniques, output.
- 5.3 Marking proofs and controlling quality.

### **UNIT-6 ORIGINATING AND PROCESSING THE ILLUSTRATIONS**

- 6.1 Scanning of mono-colour and multi-colour illustrations.
- 6.2 Proofing and proof checking; Single colour integrated books, colour books.

### **UNIT-7 PROOFING THE COVER/JACKET**

- 7.1 The originating stages.
- 7.2 Quality control.

### **UNIT-8 PAPER AND INK**

- 8.1 Selection of paper for different types of books, paper measurement and calculation defects in paper.
- 8.2 Printing Inks: Specifying inks and process colour inks,
- 8.3 Calculation of ink consumption/milage.

### **UNIT-9 BOOK PRINTING**

- 9.1 Suitability of selection of printing processes.

- 9.2 Selection of printing process: Letterpress, offset,
- 9.3 Digital prepress and other processes.
- 9.4 Planning and plate making, selection of cover boards and jacket.
- 9.5 Total quality control management.

### **UNIT-10 BINDING AND FINISHING PROCESS**

- 10.1 Different types of book binding.
- 10.2 Varnishing lamination, Foil stamping embossing, Trimming,
- 10.3 UV coating spot lamination and spot UV.

#### **Reference Books:**

1. Trevit, j., book design, Cambridge university press.
2. Williams, h. methods of book design, Yale University press, USA.
3. baker, d, publishers guide to copy preparation, blueprint,

