Are you Bleeding?

Many novice designers just leave their document size on the default letter dimensions of 8½″ x 11″ which can cause numerous problems throughout the design and printing process. Sometimes even experienced designers forget to include "bleeds" with their projects. Camera ready art is set to the correct measurements of the final trim size of the printed piece.

Inside and outside of your document edges are two important areas in creating a camera ready document: the "*bleed* " zone and page margins (*or safe zone*). The easiest way to be certain that your bleeds and margins are set up correctly is to drag guides to mark their position.
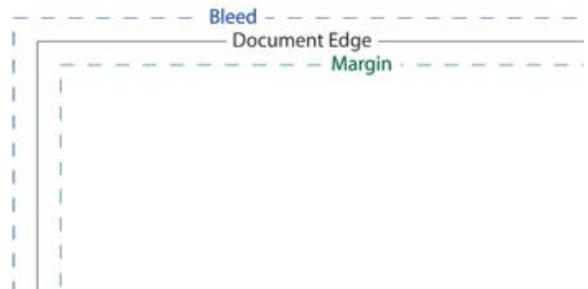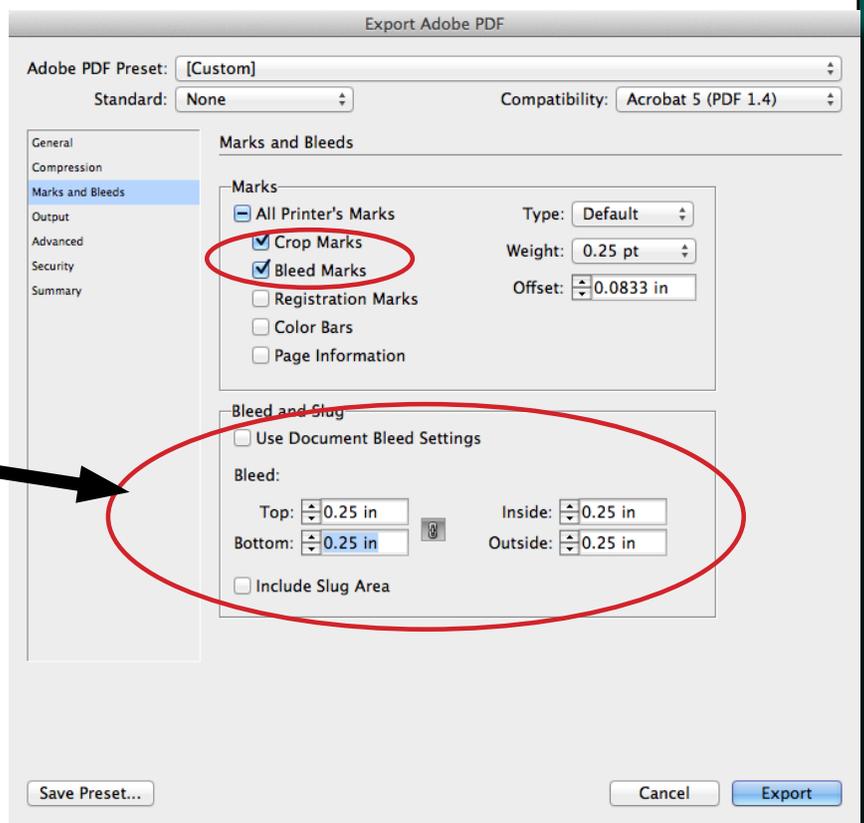
A *"bleed"* is anything that you want to print to the very edges of the finished product: a line, photo, illustration, background, etc. that will "run off the edge" of the paper. Whatever you want to *"bleed"* must be positioned PAST the document edges where you want it to bleed.

The "*bleed"* zone compensates for minor inaccuracies of the printing, trimming and folding equipment to ensure that there are no white cracks (unprinted paper) on the edges of the finished pieces. The industry standard *"bleed"* zone is 0.125″ (⅛") past the document edge, although registration is rarely that inaccurate. We would prefer it be .25" (1/4") to insure the maximum accuracy.

So if you need your document to print to the edge of the paper make sure your image extends past the edge of the final size.

Finally, to ensure that your piece arrives to your printer with the intended *"bleeds"* make sure that your High-Res PDF has crop and *"bleed"* marks and that you asked for that .25" in your *"bleed"* dialog box.

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