**DESIGN BRIEF: THE BIBLE EXHIBITION BOOKLET**

**NOTE: This project is only for those who have press ready print experience.**

**Task:** Provide a creative design through to press ready artwork of a 32 Page A5 Landscape saddle stitched booklet.

**Purpose:** To give Bible Exhibition visitors a summary document of the exhibition content.

**Style:** Stylistically compatible with the Exhibition display panels utilising the colours indicated in the colour guide document provided. The general artistic style should be contemporary, clean. The document should be perceived as serious but friendly.

**Details:**

* + The front cover will include the Exhibition Logo. It should also be a “clean” style.
  + The back page should also be ‘clean’ and have contact details inc. QR code
  + Internal pages: The booklet internal background should mainly be white, with colour used to enhance the feel, perhaps using consistent graphical elements throughout. (A few solid colour pages or background images would be acceptable).
  + Each page will be numbered at the bottom.
* Generally pages will have text – the booklet is text heavy. Most pages will have one or two existing artwork elements. These will need to be extracted from existing exhibition panel artwork as indicated in the Graphic/pictures content document. These elements are available from both PDF and Indesign files. Due to their size the files are available at -

drive.google.com/drive/folders/0B2ng-ziG6rUdX1FBNWlXcDQ2Sk0?usp=sharing

* + A two column text layout per single page is anticipated.
  + Font Style is - Geogrotesque Slab
  + The text content has some formatting applied eg bold, italics. This should be changed to reflect the deign proposed. We suggest that adopting the design for headings and colour scheme used in each section of the relevant exhibition panels

**Artwork:** Artwork to be to printers specifications as available from http://www.cmykonline.com.au/Customers-Resources/Artwork-Checklist.aspx

Please refer and comply with all the relevant A5 Saddle Stitched 32 page printing guides. Some of the key points are outlined below.

* + Artwork is to be supplied in CMYK
  + All rich blacks are set to C =20%, M = 20%, Y = 20%, K = 100%.
  + All fine black text is set to C=0%, M=0%, Y=0%, K=100% and is set to overprint.
  + All fonts are outlined (converted to curves) or embedded.
  + All links are embedded.
  + Ink coverage does not exceed 300% (240% for uncoated stocks).
  + All lines in your artwork are at least 0.3pt and all text should be at least 8pt using a non-narrow, non-ultra light or non-thin style font.
  + All borders in your artwork are at least 5mm wide.
  + All images in your artwork are 300dpi when placed at 100%.
  + All transparencies are flattened
  + Text should no smaller 8pt using a non narrow, non ultra light and non thin font.
  + Ensure all borders are a minimum of 5mm wide. Due to automated cutting systems there can be a +/- 2mm trimming variance, if borders are too narrow this can result in uneven borders after trimming.
  + Artwork should be supplied as a 1-Up multiple page file (press ready PDF file) with the front cover as page one, and the back cover as the last page. For example, a 32 page magazine should be supplied as one file with 32 pages – NOT as 32 separate files. Please do NOT supply artwork as the following: Multi-page spreads or Pages imposed 2-Up or Separate files for each individual page
  + The front cover should be the first page and the back cover should be the last page.
* Files submitted should be both PDF format and InDesign files with all links and fonts embedded (.indd or .idml)

Documents attached –

1. Design Brief (MS Word)
2. Text Content. (MS Word)
3. Graphics/Pictres Content guide. (MS Word)
4. Design Colour Guide, Fonts and LOGO
5. Printers Guide.

PDF Template PRINTERS INSTRUCTIONS

InDesign Template PRINTERS INSTRUCTIONS

1. Printers Template

PDF A5 Template

**32pp A5 InDesign Template**

1. Folder of Pictures (23 items)

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