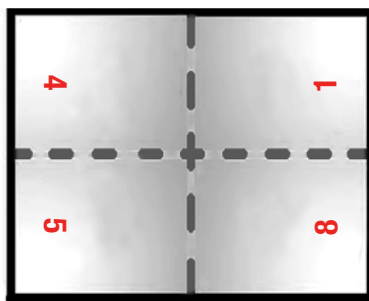


Color Planning your Publication

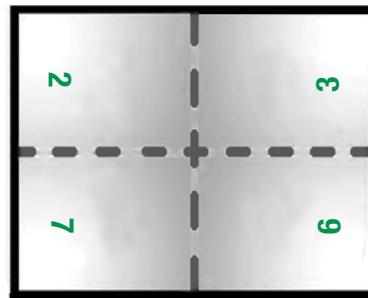
Sundance Press pioneered the production of sheetfed publications via 8-page signatures printed in two 4-page forms. Prior to this, the industry standard for short run production was 16-page signatures. By using 8-page signatures we allow our publishing clients 4-page incremental flexibility, not only in page count (additional pages can be added in 4-page multiples), but also in color page placement within the publication. Achieving an efficient mix of color and B&W pages is a part of edition planning known as **imposition**, or “flat planning” which is the process of mapping out a publication’s pagination based on press forms.

An easy way to establish an imposition plan is with a color pagination list, referred to as a page **ladder**, with the help of a pagination **dummy**. Since we saddlestitch either 4-page or 8-page signatures at Sundance, it is very easy for customers to make such a dummy by hand-folding and gathering “nested” forms using just office paper. By folding an 8-1/2” x 11” piece of paper into quarters (using a simple “french fold”), you can assemble a dummy which will help you map out your color plan.

Basic 8-page signature illustrated as two 4-page press forms

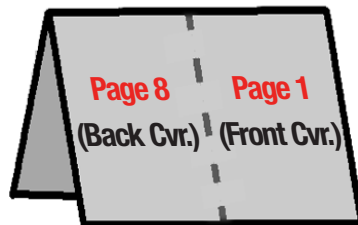


FRONT: pages 1, 4, 5 and 8



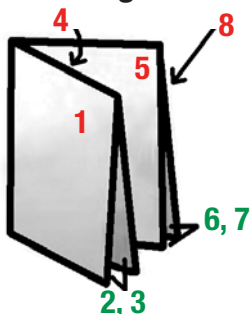
BACK: pages 2, 3, 6 and 7

Fold sheet into quarters using a French Fold



You can add pages to your dummy by assembling additional 8-page or 4-page folded signatures, depending on the final page count you have targeted. Nest these signatures inside one another and then number the pages consecutively. When you unfold the pieces of paper you will now be able to compile an imposition plan based on each side of the press sheet. A 4-page signature would contain *both* sides of the press sheet.

Nesting consecutive signatures to make a 16-page and a 20-page dummy



8 pager: One 8-page sig

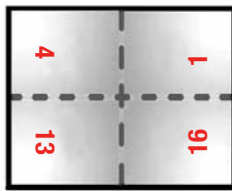


16 pager: Two 8-page sigs

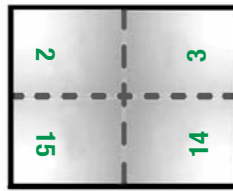


20 pager: One 4-page+two 8-page sigs

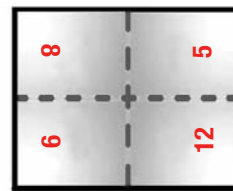
After unfolding your dummy signatures, it is just a matter of listing the pages that fall on each form to make a page ladder for easy reference. Thus, a 16-page ladder would contain *four* forms:



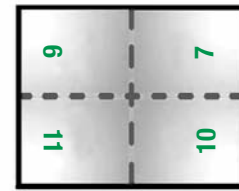
Sig 1 Frt.



Sig 1 Bk.



Sig 2 Frt.



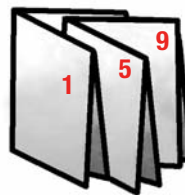
Sig 2 Bk.

16-page ladder: 2 signatures, 4 press forms

1.	FRONT	Sig 1.	BACK	2.		
4.					3.	
5.				Sig 2.		6.
8.						7.
9.				Sig 1.		10.
12.						11.
13.						14.
16.						15.

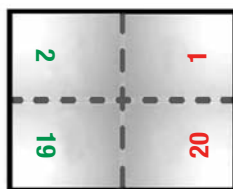
Sig #1 Frt.: 1, 4, 13, 16
 Sig #2 Frt.: 5, 8, 9, 12

Sig #1 Bk.: 2, 3, 14, 15
 Sig #2 Bk.: 6, 7, 10, 11

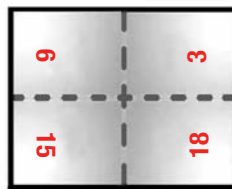


Adding a 4-page signature to make a 20-page publication means most of the pagination would need to be re-numbered. The front and back of a 4-page signature run together to make one stand-alone press form. If we add the 4-page signature to the outside, the new ladder is now comprised of *five* press forms.

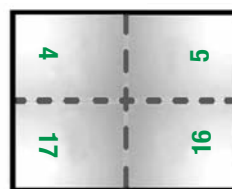
If this publication is to be a **self-cover** (all pages printing on the same paper stock), then the 4-page additional form can be added anywhere *between* the other signatures. If it is to have a cover printed on a different stock from the body pages, then those 4 pages would need to be a stand-alone press form placed on the *outside*—around the other pages.



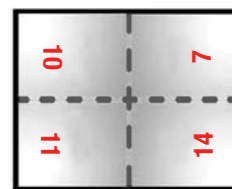
Sig 1 Frt.& Bk.



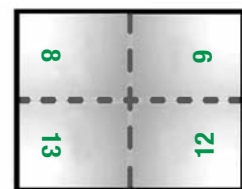
Sig 2 Frt.



Sig 2 Bk.



Sig 3 Frt.



Sig 3 Bk.

20-page ladder: 3 signatures, 5 press forms

1.	FRONT	Sig 1.	BACK	2.		
3.					4.	
6.				Sig 2.		5.
7.						8.
10.				Sig 3.		9.
11.						12.
14.						13.
15.				Sig 2.		16.
18.						17.
20.				Sig 1.		19.

Sig #1 Frt& Bk.: 1, 2, 19, 20
 Sig #2 Frt.: 3, 6, 15, 18
 Sig #3 Frt.: 7, 10, 11, 14

Sig #2 Bk.: 4, 5, 16, 17
 Sig #3 Bk.: 8, 9, 12, 13



The art of edition planning, which entails deciding on the best proportion of editorial to advertising, can also save a publisher significant printing expense if she chooses to intersperse the color pages (either 4-color process or Pantone spot color) with a mix of B&W pages—as long as the mix is comprehensively planned. In the sample page ladders below one can see that there are quite a few possible mixes.

32-page ladder: 4 signatures, 8 press forms

1.		2.
4.	Sig 1.	3.
5.		6.
8.	Sig 2.	7.
9.		10.
12.	Sig 3.	11.
13.		14.
16.	Sig 4.	15.
17.		18.
20.	Sig 3.	19.
21.		22.
24.	Sig 2.	23.
25.		26.
28.	Sig 1.	27.
29.		30.
32.	Sig 1.	31.

If this publication is a self-cover, then a 4-page signature could be added anywhere *between* the other signatures to make a 36-page publication. If it is to have a **separate cover** then a 4-page cover would be nested *around* the outside (as we did on the 20-page imposition) making 9 press forms, and repaginated accordingly.

Sig #1 Frt.: 1, 4, 29, 32
Sig #2 Frt.: 5, 8, 25, 28
Sig #3 Frt.: 9, 12, 21, 24
Sig #4 Frt.: 13, 16, 17, 20

Sig #1 Bk.: 2, 3, 30, 31
Sig #2 Bk.: 6, 7, 26, 27
Sig #3 Bk.: 10, 11, 22, 23
Sig #4 Bk.: 14, 15, 18, 19

40-page ladder: 5 signatures, 10 press forms

1.		2.
4.	Sig 1.	3.
5.		6.
8.	Sig 2.	7.
9.		10.
12.	Sig 3.	11.
13.		14.
16.	Sig 4.	15.
17.		18.
20.	Sig 5.	19.
21.		22.
24.	Sig 6.	23.
25.		26.
28.	Sig 5.	27.
29.		30.
32.	Sig 4.	31.
33.		34.
36.	Sig 3.	35.
37.		38.
40.	Sig 2.	39.
41.		42.
44.	Sig 1.	43.
45.		46.
48.	Sig 1.	47.

Sig #1 Frt.: 1, 4, 45, 48
Sig #2 Frt.: 5, 8, 41, 44
Sig #3 Frt.: 9, 12, 37, 40
Sig #4 Frt.: 13, 16, 33, 36
Sig #5 Frt.: 21, 24, 25, 28

Sig #1 Bk.: 2, 3, 46, 47
Sig #2 Bk.: 6, 7, 42, 43
Sig #3 Bk.: 10, 11, 38, 39
Sig #4 Bk.: 14, 15, 30, 31
Sig #5 Bk.: 22, 23, 26, 27