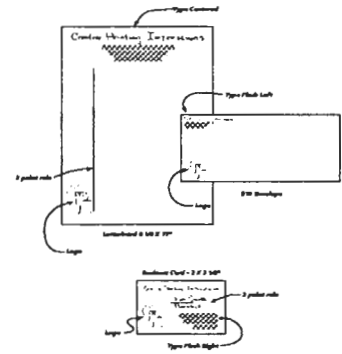


Layout and Paste-Up: A Business Stationery Set



Introduction

This activity package deals with the layout and paste-up for a set of business stationery. After a client has approved a design, based on the comprehensive, the design is given to a **paste-up artist** to prepare it for production. A paste-up artist is a person who uses artistic skills, drafting skills, and knowledge of various printing processes to prepare a piece of camera ready art, known as a **paste-up**.

A paste-up contains all of the elements of the design, package, poster, flyer, brochure, or other product to be printed. These elements include display type, body copy, line illustrations, photographs, captions, and, in some cases, spot color. For materials that will be printed in more than one color, a paste-up artist would also prepare color separation mechanicals. For this project, however, you will be doing a layout and paste-up of a single color project.

The paste-up process includes the layout of base art boards, including page sizes, image areas, margins, and page layouts. It also includes positioning all of the elements on the board, providing sizing instructions for the camera operator, and indicating the placement of photographs and color.

Paste-up artists must pay close attention to detail, neatness, and accuracy. They must be thoroughly familiar with all the basic printing processes, and understand how a piece is produced in each process. A knowledge of **typography**, color, ink, paper, and associated materials is also necessary.

Job Description

In this activity, you are going to be a paste-up artist. You will use the layout and paste-up process to create camera ready art for a set of business stationery. The stationery set will include a sheet of paper referred to as a **letterhead**, which will contain the company **logo**, address, and phone number. An envelope will also be completed, which will include the logo and a return address. You will also prepare a layout for a business card for the company that could be used by any of the employees by inserting the individual's name and title on the card.

Materials and Supplies

- 2 illustration boards, 12" x 14"
- 2 sheets tracing paper, 9" x 12"
- photographer's masking tape (black)
- rubber cement
- non-repro blue pencil
- pica rule (preferably steel)
- X-acto knife with #11 blade
- art gum eraser
- technical drawing pen with India ink #1 point or Alvin" penstix" with 0.5 mm tip
- T-square
- 30-60 triangle (with an inking edge)
- cutting board
- sheets of rub-on type, 10 & 12 point

Layout Procedures

1. Begin by studying the design sketches included with this package. Notice that the letterhead contains only the company logo, address, and phone number, while the envelope contains the logo and return address. The business card has the logo, company address and phone number, and a place for an employee's name and position.
2. If you have access to a business stationery catalog, take a look at the various layouts and designs that can be found. Letterheads, envelopes, and business cards are designed and laid out in many different ways. Very often a graphic designer will be employed to come up with a creative solution for the design of the business stationery set.
3. Begin your layout by placing one sheet of illustration board, called **base art**, on your drawing table or board in the vertical position. Use your T-square to make sure the base art is "square" with the table. Then place a small piece of masking tape at each corner, securing the base art to the table.
4. The next process is called **squaring the base**. Begin by placing your T-square at opposite corners. Use your blue **non-repro pencil** to draw a line from corner to corner. Do this very lightly. Repeat the procedure for the opposite two corners, forming an X across the sheet. Where the two lines cross is the center of the sheet.
5. Now lightly draw a horizontal line through the center of the sheet from side to side using your T-square.
6. Using your T-square and triangle, draw a vertical line through the center, top to bottom, lightly.

Note: The process of squaring the base should be done for any layout and paste-up. The center lines you have drawn on the base will be used to measure the sheet size for the printed piece. Always measure from the center.

7. The sheet size for the letterhead is 8 1/2" x 11". Begin at the center of the X mark, and measure 4 1/4" from the center to the left and to the right. Place a small blue pencil mark at each of these points.
8. Measure 5 1/2" from the center mark up on the vertical line, and again 5 1/2" from the center down. Place a small mark at these points on the center line.
9. Use your T-square and lightly draw horizontal lines with your blue pencil through the two marks at the top and bottom of your center lines.

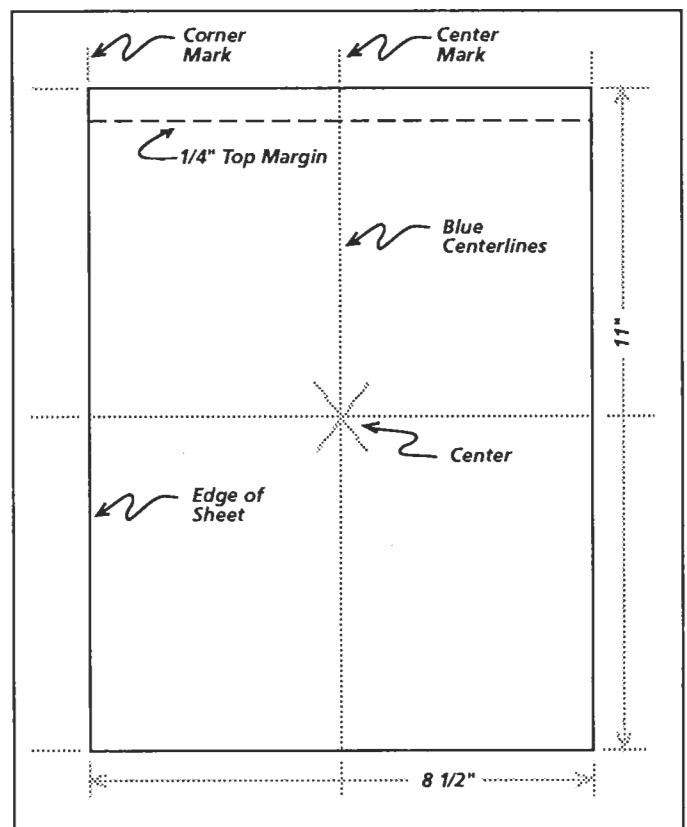


Fig. 1- Layout for Letterhead

10. Use your T-square and triangle to draw vertical lines through the two marks on your center lines. Draw lightly, allowing your lines to cross or overlap at the four corners.
11. Check your measurements. You should have drawn a rectangle 8 1/2" x 11" in the center of your base art, which is the size of your letterhead sheet. (See Figure 1.) Now pencil in a 1/4" margin at the top of the letterhead sheet, marking the limit of your image area. No copy can be placed above this margin.
12. **Corner marks** will now be placed at each of the four corners. Draw corner marks first with your blue pencil. Marks do not touch the sheet size corner, but are about 1/16" away from the corner. (See Figure 1.)
13. Now use your ink pen to ink the corner marks.
14. Place a sheet of tracing paper over the layout, making sure it covers all four corner marks. Place a strip of masking tape along the top of the tracing paper, just above the corner marks. Fold the tracing paper over neatly, as this will serve as your **cover sheet**. Cover sheets are placed on layouts to protect the layout and the paste-up elements from getting dirty or damaged. The coversheet is also a convenient place for the artist to make notes and give directions to the camera operator.
15. Trim the black photographer's tape with your X-acto knife.
16. Repeat steps 3 - 15 to create a second layout to be used for the envelope and business card. The business card will be placed above the center line on the second base art; its size is 2" x 3 1/2". Measure the sheet size for the business card from the center of the upper half of the base art. (See Figure 2.)

17. The sheet size for the envelope is 4" x 9 1/2". Place the sheet size for the envelope in the bottom half of the base art. (See Figure 2.)

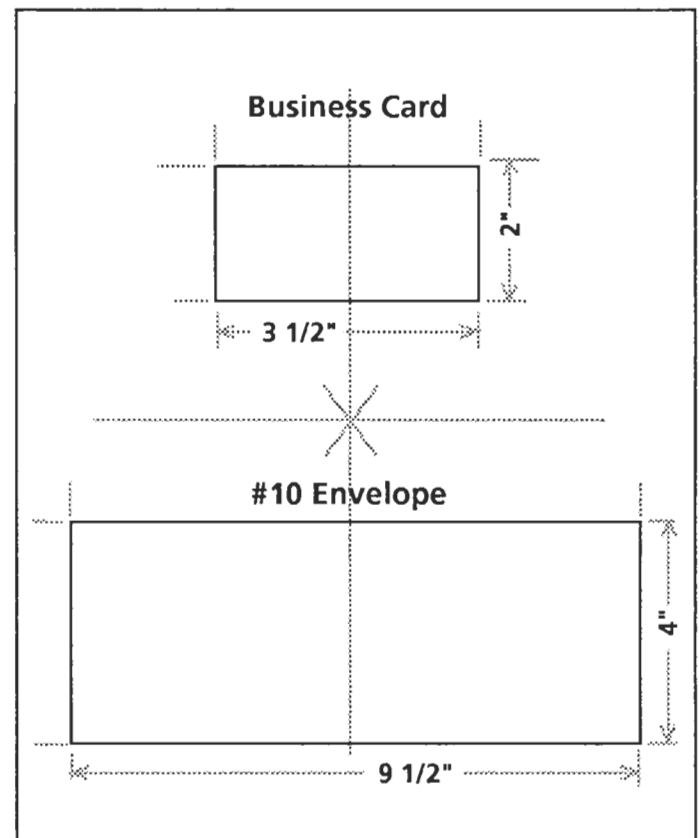


Fig. 2 - Layout for Business Card and Envelope

Paste-up Procedures

1. Select your **repro sheets** from your package. Handle these with care as they are often very expensive to produce.
2. Place the repro sheet on your cutting surface. Use your X-acto knife and carefully cut out three logos. Cut around the image, about 1/16" away from the edge of the logo.
3. Decide where you are going to place the logo on each piece of the stationery set. The larger logo should be used on the letterhead, the medium logo on the envelope, and the smaller logo on the business card.

4. Turn the logos face down on a clean sheet of paper. Brush a thin layer of rubber cement on the back of the logo and place it on the base art, in the position you want it to be. Lower the tracing paper to protect the art, and lightly **burnish** or rub the logo into place. To keep art or type from getting damaged, smeared, or torn, always use the cover sheet; never rub type or art directly.
5. Select the company **logotype** (company name) from your repro sheets. Coat the back with rubber cement. Lightly place the logotype on the stationery in the desired position and using your T-square, make sure the line of type is straight. Then burnish it into position.
6. Repeat the process, completing the paste-up. Put the address and phone number on the letterhead, using the type that is centered. The **flush left** return address goes in the upper left corner of the envelope, and the smaller type, address, and phone number go on the business card.
7. Use your blue pencil to draw the line, or **rule**, on the business card. This is a division line. The employee's name will be placed above the line, and the employee's position below the line. Ink the ruled line with your pen.
8. Use rub-on type to letter your name above the line on the card and your "position" below the line. Ask your teacher for instructions for the brand of rub-on type you are using.

Safety

Be very careful when using an X-acto knife, as these blades are very sharp. Always cut on a cutting mat or surface - not on the table or drawing board. Be sure to cut away from hands and fingers.

Ecology

A more ecological method of adhering art to the layout is to use a waxer, rather than rubber cement, as the wax will not give off fumes. When you need to move elements on a layout, they can be lifted easily, moved, and reburnished into position.

Vocabulary

base art	horizontal
element	vertical
line illustration	corner marks
non-reproducible pencil	center line
repro sheet	flush left
layout	logo
paste-up	logotype
burnish	typography
squaring the base	stationery

On Your Own

1. Make a collection of business cards, mounting a variety of designs, types (single, folded, embossed, etc.), colors, and materials on a display board. Most every business will have a card; ask for some. You will be surprised at some of the neat designs you will find.
2. You can do the same thing with letterheads and envelopes!



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TEACHER GUIDE

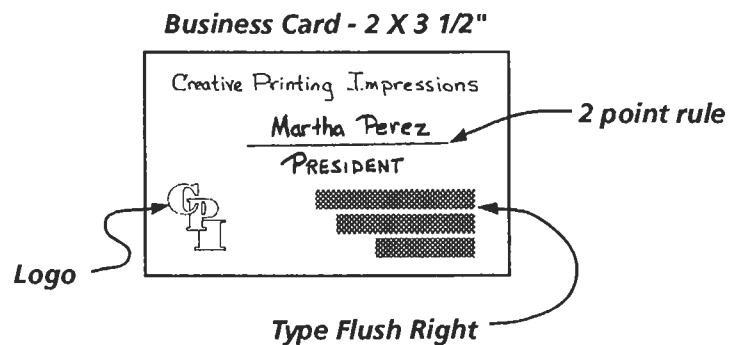
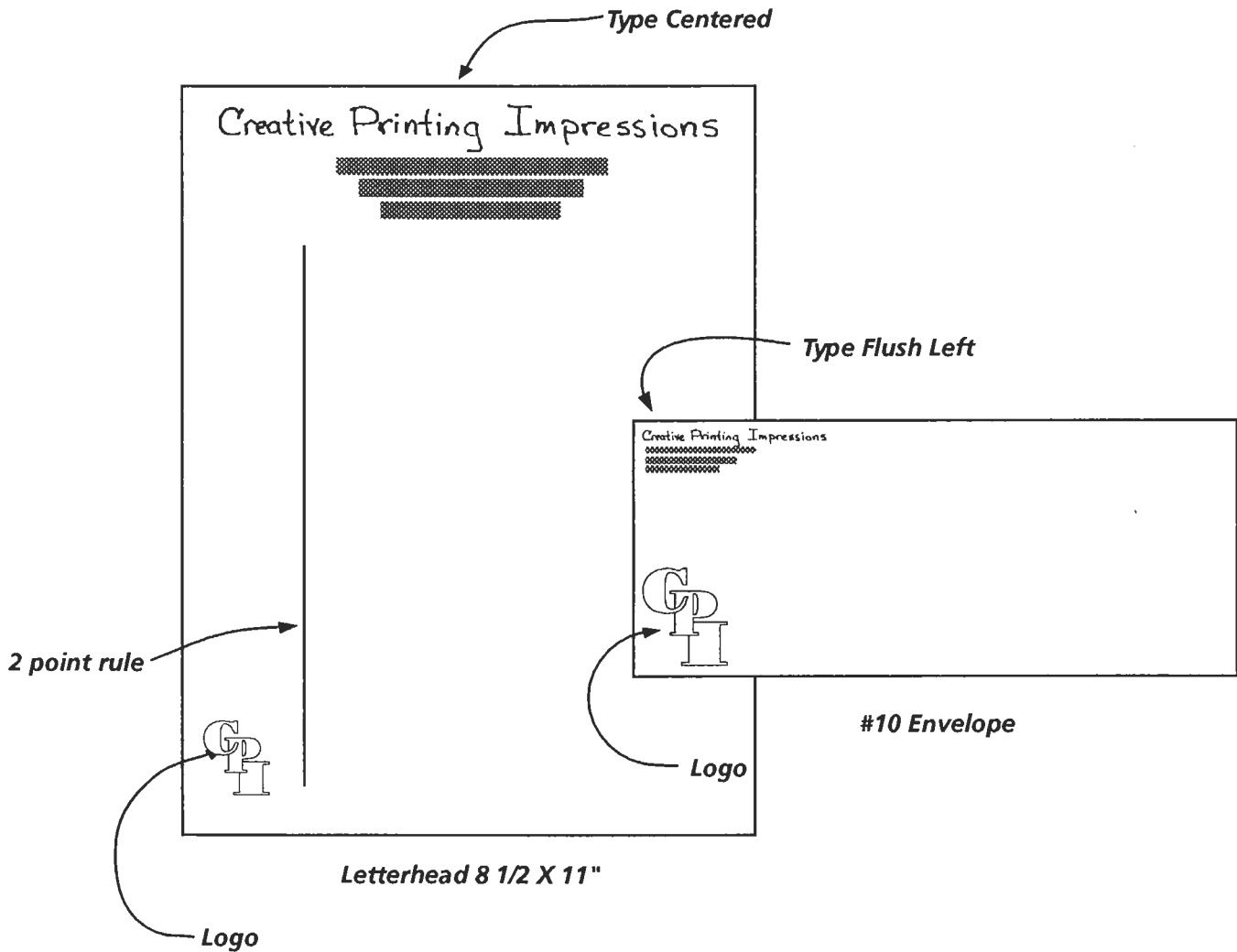
LAYOUT & PASTE-UP OF A BUSINESS STATIONERY SET

Objectives: Upon completion of this assignment, students will be able to:

- Describe the layout and paste-up process.
- Demonstrate an ability to square a base, in preparation for layout work.
- Prepare a layout for a set of business stationery, including a letterhead, envelope, and business card.
- Complete the paste-up of the stationery set.

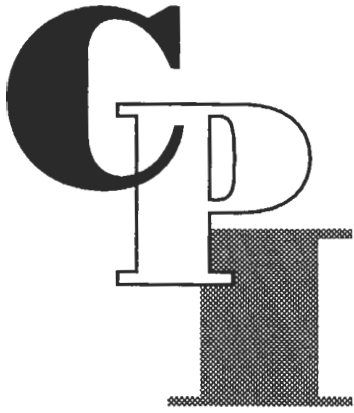
Helpful Hints:

1. Materials for this project are available in *DCPS Stores & Distribution Catalog*.
2. It would be helpful to collect several different examples of business stationery. Catalogs are available that have hundreds of examples. Refer to your local paper supplier.
3. A waxer is better for paste-up than rubber cement. In some cases, rubber cement can be considered hazardous. Read labels on all containers.
4. Illustration board is most desirable for layout work; however, less expensive materials can be used. The base art needs to be **at least** 110 lb. index.
5. Masking tape can be used to mount cover sheets. However, black photographer's tape is more "professional" looking.
6. Make extra photocopies of "repro" sheets. Students will usually make mistakes the first time they do this type of assignment.
7. Stress neatness and accuracy in this assignment.
8. Explain the reason that sheets are "squared". Base art sheets may not be cut square, and the process of "centering" layouts will help out later when line negatives and flats are prepared.
9. Draw a large example of corner mark construction on the board. A common problem is making corner marks incorrectly.
10. An advanced assignment might be to have students create their own set of stationery and then reproduce it.
11. You will need several sheets of rub-on type, so that students can apply their names and "positions" to the business cards. You will need to demonstrate the proper method of using this material, depending on the type you use (rub-on or pressure sensitive).



Designer's Sketch for C.P.I. Stationery Set

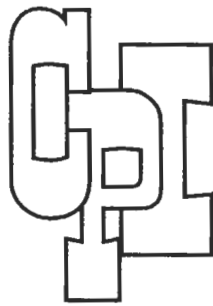
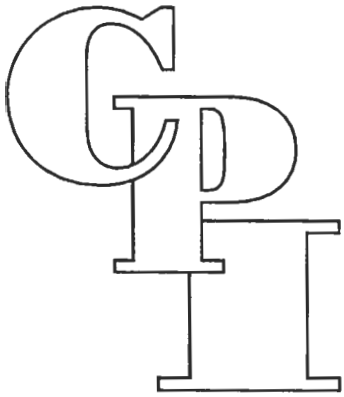
Note: Alternate locations for Logo and Copy can be considered.



Creative Printing Impressions
 27091 SW 167 Avenue
 South Miami, Florida 33031
 305-123-1234

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 South Miami, Florida 33031
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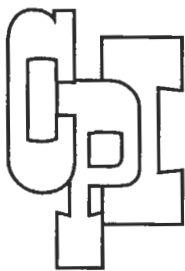
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**LANGUAGE ARTS APPLICATION
LAYOUT & PASTE-UP: A BUSINESS STATIONERY SET**

Student Name

In all types of jobs, you will find that you need the ability to communicate your ideas effectively. Writing skills are necessary in all occupations. Here are a few examples of how writing skills are related to this activity.

Business stationery is designed to reflect the image of the company whose logo and letterhead appear on the sheet. Using the correct form for addressing envelopes, return addresses, and business letters is an important skill for anyone in that business. In later activities, you will be designing and creating your own set of stationery, and you should know the proper form to use when creating stationery.

In the spaces provided, write your own name, address, and phone number. Use the **correct format** for each.

Name _____

Street Address _____

City, State, & Zip Code _____

Phone _____

1. Write your name and address, with zip code, as it would appear as a **return address** on an envelope. Use the **flush left format**. Notice that phone numbers are not included in a return address.

2. Use a #10 envelope provided by your teacher. Place your return address in the upper left corner of the envelope. Then address the envelope to the personnel director or manager of a business or company from which you might want to obtain information about applying for a job. Use the correct form, and place the address of the recipient in the proper location on the envelope. You may need to call the company to find out the name of the person to whom you should address the letter.

**LANGUAGE ARTS APPLICATION
LAYOUT & PASTE-UP: A BUSINESS STATIONERY SET (Cont'd.)**

3. Use a sheet of stationery (8 1/2" x 11") paper. Type or hand letter your return address in the upper right corner. Include today's date on the line under your return address. Then address the letter to the person at the company/business from which you are trying to obtain information. Use a line called a **salutation** (Example: Dear Ms. Perez:). Notice that it is followed by a **colon (:)** because it is a business letter.

Example:

2038 S.W. 167 Avenue
Miami, Florida 33030
January 1, 1993

Ms. Maria Perez
Personnel Director
Miami Herald
1 Herald Plaza
Miami, Florida 33132

Dear Ms. Perez:

4. Now write your letter requesting information about job opportunities. After the letter is complete, attach the addressed envelope to the letter with a paper clip. Turn the letter in to your teacher who will edit and make corrections for spelling, punctuation, and format. After it has been corrected and rewritten or retyped, mail it!

MATH APPLICATION LAYOUT AND PASTE-UP: A BUSINESS STATIONERY SET

Student Name _____

In all types of jobs and occupations, you will need the ability to apply mathematics effectively. Here are a few examples of how math skills are used in relation to this activity.

Paper comes from the paper making machines in different thicknesses and in different widths, ranging from 1 1/2 to 14 feet. The finished paper of one thickness is slitted by machine into standard widths and then cut into sheets of standard dimensions. These sheets are gathered and counted into packages called **reams** that range from 100 to 500 sheets, according to the kind of paper stock being assembled.

So that you will understand the general terms used in connection with **paper stock**, it is necessary that you become familiar with the following:

- 1 full sealed ream of paper stock = 500 sheets
- 1 full box of envelopes = 500 envelopes
- 1 full sealed ream of light weight cover = 250 sheets
- 1 full ream of card stock, blanks, bristols, heavy weight and specialty cover = 100 sheets
- 1 box of 8 1/2" x 11" paper stock contains 10 reams or 5,000 sheets.
- 1 box of 11" x 17" paper stock contains 2,500 sheets or 5 reams.

The Roman numerals M, D, and C are used to identify the number of sheets in a package or carton.

- M = 1000 sheets
- D = 500 sheets
- C = 100 sheets

Try these:

1. An order calls for 5,000 envelopes. How many boxes are needed? _____
2. An order calls for 25,000 sheets of 8 1/2" x 11 paper stock.
How many reams of paper will be required? _____
How many boxes? _____
3. An invoice says you received 5M sheets of paper.
How many sheets did you receive? _____

MATH APPLICATION

LAYOUT AND PASTE-UP: A BUSINESS STATIONERY SET (Cont'd.)

4. An order calls for 2,000 posters, printed on card stock. When printing, an extra 10% should be added to account for printing errors.

With the 10% added, how many reams will be required? _____

5. An order for programs to be printed on light weight cover calls for 6,000 copies.

With the extra 10% added, how many reams will this printing order require? _____

(Note: When ordering paper stock, only full reams may be ordered. Round partial reams to the next whole ream.)

QUIZ
LAYOUT & PASTE-UP: A BUSINESS STATIONERY SET

Student Name

True or False:

- _____ 1. Blue pencils are used for layouts because the lines do not reproduce on the negatives.
- _____ 2. The illustration board is called layout paper.
- _____ 3. Finding the center of the base art is called "squaring the base".
- _____ 4. Rubbing the element in place is known as burnishing .
- _____ 5. Elements can be positioned with rubber cement or wax coating.
- _____ 6. Corner marks do not touch the sheet corner.
- _____ 7. Type, illustrations, captions, and line art are all called elements.
- _____ 8. The process of placing elements on the base art is called paste-up.
- _____ 9. Notes and information to the camera operator are written in ink on the base art.
- _____ 10. Neatness and accuracy are not important in the layout and paste-up process since the camera operator can always fix mistakes.