

Adobe **InDesign 1**

classroom
Cyndi Reese • Fall 2009

Business Card Imposition

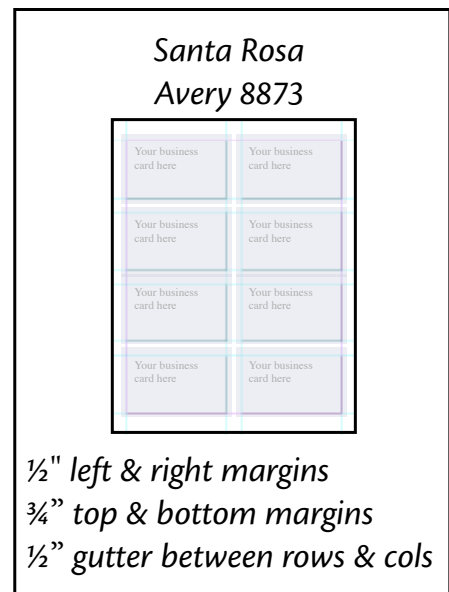
Business card imposition

Complete Exercise 6 Business Card Imposition on page 70 of *Stepping Out With InDesign*.

If interested in printing a limited number of business cards on your inkjet printer, you could go to any office supply store and find Avery business card stock with “easy tear” perforations already set up. The imposition will probably be a different setup from what the sample used in this lab. Perhaps, after you work on this assignment, you could purchase some of this specialty paper and print out sets of business cards — you’ll find several variations on how the business cards get laid out. To the right is the sample Avery stock used in Exercise 6.

As an optional exercise, you can use your yellow print card and “purchase” a sheet or two of business card stock in the SRJC computer lab — come see me when I’m on duty. This will let you go through the entire process of printing out the imposition of business cards on the actual Avery business card stock. For grading, you will turn in a printed copy of your business card imposition on either regular paper with ruler guides and (optionally) the special Avery paper available in the lab.

In addition to the exercise specifications, experiment with transformations such as shearing, rotating, and scaling. You can practice on a separate new document. If you don’t have any graphics available you can use the Pagosa Springs, text wrap or cookie graphics from previous labs.



Samples — check out the bleed



When finished, here are 3 printing options:

- [Minimum requirement] Print your lab assignment on *regular* paper. Make sure to include the option to print Visible Guides — this feature is available for both InDesign and Acrobat (PDF) in the **File..Print** menu. If your printer won't display the guides even with the feature selected, include a note on your hardcopy. Some printers just can't do it.
- [Optional] Home users can go to the lab and “buy” 1-2 pieces of the special Avery business card paper using their punch card. I suggest getting a couple of pieces — it always takes me several prints to get the imposition aligned properly, even with the best of document preparation. You can also buy a pack of Avery business card paper and create an imposition for your purchase — your layout may differ from my specifications.
- [Optional] Students printing in the computer lab can attempt printing on the Avery card stock using the lab printer. It's best to do this when I'm on duty in the lab — of course, you'll provide me with a high quality PDF file, right? Don't bring the native InDesign file unless it's in a package folder.



Checklist for week 7:

- Submit the business card imposition on plain paper with ruler guides displayed or the business card imposition on Avery paper stock (optional) *I do not expect perfection if you print on the Avery stock— do the best that you can to line up the series of business cards.*
- Take the class survey from the Tests Quizzes & Surveys CATE link and rate your experiences in this class (5 points) — you may have already done this survey last week.