

19 Rules

-Booklet Design

About 19 Rules

Obeying the rules

Over the centuries, typographic guidelines have been developed to provide consistency and competency within the profession, to preserve the beauty and legibility of typographic form, and to ensure that typography functions as often mandated: to clearly represent the thoughts of the author.

The guidelines presented...are not absolute or definitive, but they are representatives of a sturdy, time-tested collection of typographic “rules.” They are presented here to provide a context for informed typographic exploration. In other words, rules must first be understood before they can be broken. Once it is known how to obey rules, one can freely journey into unconventional terrain.

—Rob Carter

What is a Booklet?

Like many printing terms, the word “Booklet” can be somewhat ambiguous. Though formal definitions abound, they often conflict with each other on the specifics. However, one point everyone seems to agree upon is that a Booklet refers to a “little book.” But just what characteristics determine whether or not a book is deemed to be little? Well, having been in the printing business for over 30 years, I can tell you that when a customer refers to their project as a booklet, it usually means:

- A) the width and height dimensions are relatively small, or
- B) the page count is quite low, or
- C) both A and B

It is also safe to say that a Booklet will always have a paper cover. In addition, most booklets are created with the Saddle-Stitch binding method.



Saddle-Stitch binding method

In the printing industry, Saddle Stitching refers to a very popular book binding method in which folded sheets are gathered together one inside the other and then stapled through the fold line with wire staples. The staples pass through the folded crease from the outside and are clinched between the centermost pages. Two staples are commonly used but larger books may require more staples along the spine.

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Requirement

Book Name: 19 Rules

Size: 4.25x5.5 inch

Color: Full Color Design

Grading

Typography Design Skill / Communication / Design Solution / Presentation

Online Samples

<https://www.dropbox.com/booklet samples>