1. Paper can be the most expensive component in a publication—often as much as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the total cost.

**Describe several factors that have caused the price of paper to increase in recent years.**

1. What factors affect the cost of a publication?

1. **Standard U.S. Paper Sizes**

|  |  |
| --- | --- |
| **Type** | **Size (s)** |
| Business card |  |
| Index cards |  |
| Letter |  |
| Legal |  |
| Tabloid |  |

1. The publication itself and the method of printing will typically determine the paper stock needed. There are many different types of paper stock available. The most common types of paper include: bond, cover stock, newsprint, coated, glazed, and matte. Other types include deckle edge, acid-free, vellum, safety, linen, bible, parchment, and granite.
2. Another factor in selecting the correct paper stock is the *paper weight:* the actual weight in pounds of \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_ of paper, regardless of the basic size or grade of paper. Also known as *ream weight*. A ream = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ sheets of paper.  
   1. Example: The basic size of bond paper is 17x22; cover stock is 20x26; If 500 sheets of bond paper (at 17x22) weighs 20 pounds, the paper is described as 20# paper. If it weighs 60 pounds, the paper is described as 60# paper.
3. **Paper Folds—**Paper folds can add interest to a publication and catch the reader’s attention. It can also add to the \_\_\_\_\_\_\_\_\_\_\_\_\_ of the publication. Folding can be done by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or by using an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

DC I Unit 3 Layout and Design\_Paper Making the Right Choice\_Ann Ware

1. **Types of folds**
   1. **Accordion—**a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ fold with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that go in opposite directions; also known as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.  
      **Draw a thumbnail sketch of an accordion fold.**
   2. **Gate fold—**folds the sides in toward the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of a page.  
      **Draw a thumbnail sketch of a gate fold.**
   3. **Tri-fold—**two \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ folds resulting in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ on each side of the paper; also known as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ fold or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ fold.  
      **Draw a thumbnail sketch of a tri-fold.**
   4. **Half fold—**divides the page in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_; often called a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ fold.  
      **Draw a thumbnail sketch of a booklet fold.**
2. **Paper Binding—**the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of pages with either \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_ or other means. If a multiple-page document requires binding, there are a number of choices. The most frequent choices are *saddle stitch, punch and bind* and *perfect binding.* Any binding choice will \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the publication.
   1. **Saddle stitch—**a type of binding that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ down the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of folded pages; frequently used to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
   2. **Punch and bind—**type of binding that secures pages by using \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_ /\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that fit into holes punched along the edge of the pages; allows the publication to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ when opened.
   3. **Perfect binding—**to bind pages together with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to create a book; the technique is typically used on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ books.