



ISLE *of*
WIGHT
C O U N C I L

SOCIAL SERVICES AND HOUSING

DIRECTORATE

GUIDELINES FOR PRINTING AND

DISTRIBUTION OF DOCUMENTS

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SUMMARY

- Do send over your documents on CDROM.
- Do label up documents with appropriate names so there can be no confusion as to what is printed off by the print dept.
- Do write documents in Word.
- PDFs cannot be changed so make sure the copy is correct.
- Do remember that we cannot handle distribution, so plan well ahead.
- Do remember that if you embed pictures in word documents we can only photocopy them and this will affect quality.
- Do remember, contents and Indices, appendices should be typed up.
- Do allow plenty of time ie weeks and weeks if you want something properly designed by the inhouse design team.
- Do remember documents intended for the Internet need different treatment.
- Don't rekey in documents after you have all proof read them as new errors can often be introduced.
- Don't try and do page layouts

TARGET AUDIENCE AND DISTRIBUTION

Think about who the audience is and what the objective of the document is. Does it need to be high quality? Is there a high print run required? Does it need pictures and if so do they need to be very good quality reproduction? Why do you need the quantity you've specified? Remember phone numbers can rapidly go out of date. Internally, who needs to receive it – Councillors? Heads of Service?

Distribution: Think about distribution and how you intend to get your documents out to their target audiences and negotiate with all people involved in distribution well in advance. Centrally, we cannot take on responsibility for distribution but we may be able to help with keeping mailing lists up to date.

SENDING DOCUMENTS OVER FOR PRINTING

I need material sent to me as **hard copy outputted onto a CD Rom** so it can be loaded onto the printer's machines - email attachments are no good. Information can get lost and our internal print department will not accept material in this way.

FILING ON THE SYSTEM AND CDROM

All files should be clearly labelled on the computer and CD Rom in line with the name of the document to minimise margin for error.

PROOF READING

Do not rekey in documents after you have all proof read them and sent them to me as final versions. This is how new errors can get introduced.

ELECTRONIC DOCUMENTS

If it is an electronic document and/or needs to go up on the Intranet/Internet there are separate guidelines to help you in relation to writing and design. Please contact me if you would like a copy.

The onus is on the **creator of a pdf file to make sure the information is correct**. We cannot make changes to pdf files. This means if someone has sent you incorrect information we are unable to change it.

QUALITY, TYPE AND DESIGN ISSUES

If you **'embed' pictures in a word document, all we can do is colour photocopy in the internal print department**. If you want it printed, it all has to be re-keyed in, in Quark at £9 per hour for an external printer. This raises the price considerably; so bear this in mind when briefing as to who the intended audience is and if you need a large quantity, as it is either going to come out as photocopy quality or it will affect your budgets significantly.

If a photocopy is fine, then it needs plenty of time to be scheduled into the print department.

There are about 5 graphic designers dotted around the Council, but they cannot produce all the work we require, at least not unless you give them many weeks' notice.

I appreciate that this is actually bigger than a Directorate wide problem, but it is not one I am in a position to solve. Dave Bryan has taken it up with John Bentley and they are working on software which should enable them to open word documents and print from them, but this isn't going to be solved overnight.

Front covers should not be 'tagged on' the back of a document, but produced and saved separately. If you add colour to them, this will raise the price. So think about whether Black and White will do and this is where the appropriateness for the audience comes in to play.

DOCUMENT TYPE AND LAYOUT

All leaflets you write and which you want printed, should be sent to me in a **simple Word document** with the text run on ie not justified margins and no page breaks. Do identify where new sections or chapter heads begin.

Do not try and do layouts for example, dividing an A4 page into two A5 pages on a landscape format. All documents sent to the printer have to be formatted into Quark Express and Quark will intelligently work out the pagination. If you paginate, we have to undo it all, so it is a waste of time all round.

Please make sure you share this information with all your colleagues who may be involved in printing.

Sarah Olney
Communications Officer
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