



Perfecting your project for online printing

How to give your work the appearance it deserves
with some small touches.





The little things make the difference

Whatever you're printing, whether it's a dissertation, a report, a business case, a pitch, or anything else, the small touches count for way more than you might expect. The document you print is the delivery system for your ideas – you wouldn't mail diamonds in a shoebox.

This guide will show you how attention to the small details can elevate the appearance and effectiveness of your project.



Margins and white

When you've finished drafting and editing, you should think about the layout, and how that affects the experience. There's far more to it than paragraphs and line spacing. There are many more options for a page layout than a lot of people realise.

Programmes like Microsoft Word have default margins, but it's not difficult to change them. You can experiment by making them thinner or wider, and you could give certain sections (or whole pieces) more impact. For an extreme example, you could surprise the reader and draw their attention with one page that's largely blank, except for a square block of text in the centre.

In the same way, try out different spacing between chapter headings, titles, and text. A little extra white space goes a long way to making something look approachable and digestible.



Black & White vs Color

When you use colour well, it's very powerful. If you're using images, then colour makes them more memorable. That doesn't just apply to pictures. Graphs and tables are clearly easier to understand in colour.

That's not to say colour is always right or necessary. There's usually not a good reason for text-only documents to feature any colour, and in many contexts (like academia) it's frowned-upon. Also because black uses fewer ink cartridges than colour, it's more environmentally friendly.





Fonts

Your words say a lot, but so does the shape of the letters.

Your font communicates a great deal about you and your presentation. If you're creating something for your employer, there may be rules and guidelines about which typeface(s) you can use. But if you have a choice, you have plenty of options, and you should choose carefully.

People genuinely associate different emotions with different fonts, so whatever words are there, they'll land differently in **Times New Roman** than they will in **Comic Sans**.

(By the way, the only time it is acceptable to use **Comic Sans** is when you're illustrating why it's unacceptable to use comic sans.)





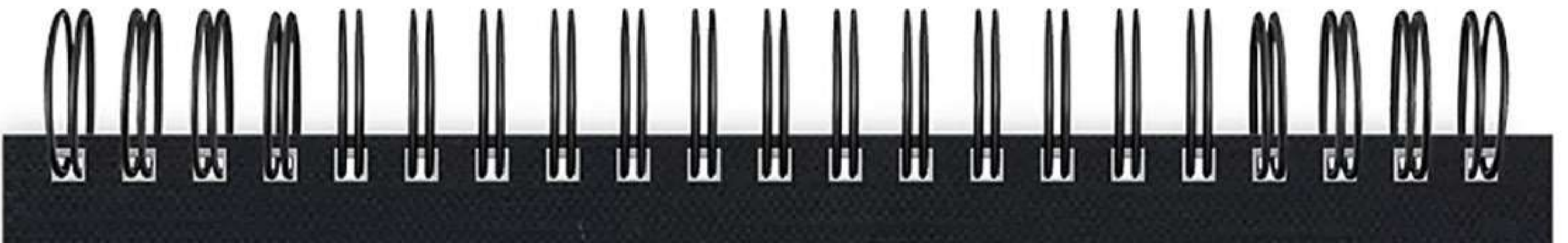
Binding and lamination

Don't insult your brilliant work with a flimsy staple.

You want your piece to be easy to read and hold. Proper binding means your reader won't be distracted by trying to hold a stack of papers that are falling apart, or struggling to keep pages open. You also want your document to be robust enough to survive getting passed around or put in a bag.

What gives a more professional impression? A stack of pages with a staple in the corner, or a ring-bound booklet with a laminated cover?

Proper binding and lamination will mean that the project is not only user-friendly, but it'll also last longer and make an even more lasting impact.





Kerning

We're getting deep into typography now.

Kerning is the process of adjusting the spacing between letters to make the font clearer or more pleasing. For example, 'r' and 'n' too close together sometimes look like an 'm', or 'A' and 'V' might look spaced too far apart.



Your reader will almost certainly not consciously notice whether your headlines are well kerned, but the cumulative effect of well-balanced and arranged fonts will contribute enormously to the impression of a well-designed document.



Pull Quotes

A pull quote is an extract of your text, duplicated and given visual prominence with size, colour, font, or all three.

One or a few well-chosen phrases or sentences can entice the reader to read the page they've just opened, emphasise your strongest arguments, and ensure that your audience takes your most important points away with them.

Some things to remember:

- Don't put too much in your pull quote. It'll be off-putting and look unbalanced
- Make sure there's enough there too. Your pull quote needs to make sense as a standalone phrase or it'll have no impact
- Choose the design carefully. Where on the page you put the quote, how far it is from the body text, and its size and shape can make the page more or less pleasing and attractive



Don't make 'perfect' the enemy of 'good'

Remember, attention to detail is brilliant, but don't let obsession delay you from getting your project over the line. If millimetres of margin are distracting you from submitting or presenting your work, then you're missing the point.

When you're ready to print your project, make it easy for yourself by using Printt.

Whether it's a one-page handout, or a bound and laminated report, if it's A4, we'll print it for you, ready to collect in two hours, or delivered to your door.

There's no minimum order — just set up a [personal](#) or [business](#) account, upload your files, and we'll print them for you. [Get started](#) now and get 30% off your first delivery order.

