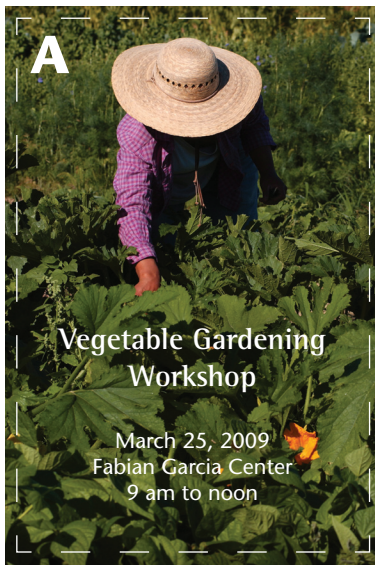


## Graphic Design Basics III: Bleeds

by Ana Henke, Publications Supervisor



### What are bleeds?

A **bleed** is when an image extends beyond the edge of the paper and excess is trimmed off. Crop marks are used to indicate where the paper should be trimmed to allow for the bleeds, and they are usually produced by using a design software like InDesign.

If you don't have a design software, you can still set up a project to allow for bleeds. The easiest way to do that is to place your text and images on the page with wide enough margins (.25 to .5 inch) that will give

the printer enough space to trim excess content from the image to give you the bleed you want. Example A shows you how to do this correctly. Example B shows you how not to set up your file because both the text and person would be cut off.

Remember, if you place text too close to the edge of the page, a full bleed will not be possible. Your project will then need to be printed with a white border instead. Also, if the printer is asked to fix the files you submitted, additional fees may apply.

