

Morel Ink Questionnaire

Publication Name _____

1. How many books will be printed? _____
2. Trimmed size of the book you have designed _____ x _____
Which edge is the binding edge or spine? _____
3. How many pages are there in the book? _____
Please define a page as one side of one sheet of paper and include all blank pages in your count.
4. What sort of paper will the book be printed on?
Plain white paper _____ Glossy white paper _____
Uncoated colored paper _____ Matte-coated white paper _____
I don't know what it is, but a sample is attached. _____
5. What sort of cover stock will be used?
Plain white paper _____ Glossy white paper _____
Uncoated colored paper _____ Matte-coated white paper _____
I don't know what it is, but a sample is attached. _____
6. How many ink colors will be used?
On the inside pages _____ On the cover (a full-color cover uses four colors) _____
7. Should the cover be varnished to protect it from smudges, fingerprints, etc.? _____
Uncoated or textured cover stocks normally do not need varnish, but coated or matte-coated only usually do.
8. Varnish isn't tough enough; we want plastic lamination on our book. _____
9. Actually, we want dull or matte plastic lamination on our book. _____
10. Any other special effects? Die-cut windows? Foil stamping? Heavy ink coverage? _____

11. Photos

Approximate number of photos in the book. _____

Of those, _____ will be reproduced in color and _____ will be in black and white.

We're going to scan and place the photos in our own file. _____

We'd like Morel Ink to scan the photos for us. _____

Editor

Editor

Faculty Advisor

Phone

Phone

Phone

Email

Email

Email