Q: How do I make my artwork 'bleed' for printing?

What is a bleed? *In printing, a 'bleed' refers to an area of artwork which is ultimately trimmed off in the final production to allow for the graphic/artwork to extend all the way to the edge of the final printed product.*

*Please note: There are numerous ways to adapt graphics for pre-press bleeds. This is a simple method for basic users. If your artwork is complex, this method <u>may not work</u> for your specific application and we advise you to consult with a graphic designer for additional assistance.
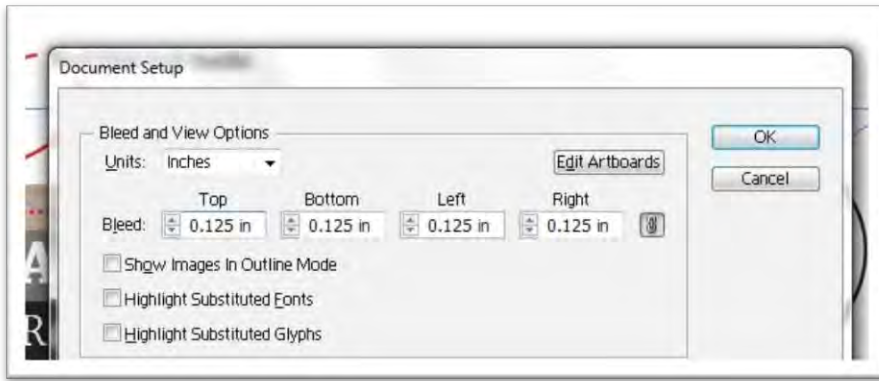
Generally, if your artwork is designed to 'end' at the trimmed edge of the final product, you <u>will</u> need to prepare your artwork to *bleed*. A bleed is indicated by artwork which extends beyond the trim marks like this:
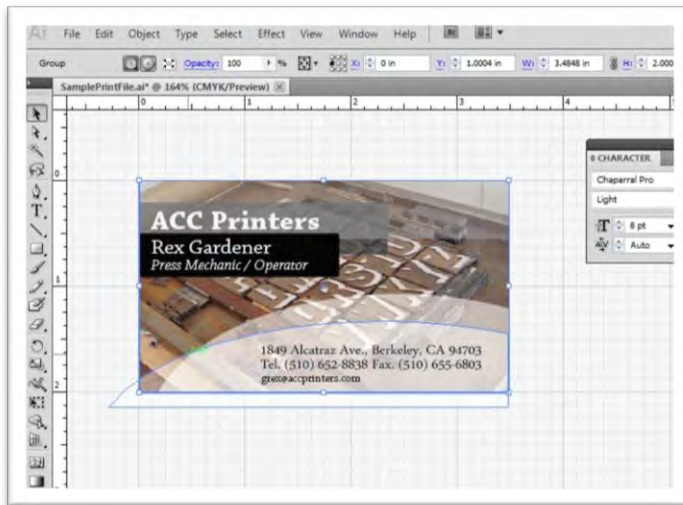

A 1/8" (or 0.125") bleed area is generally adequate for most print applications.

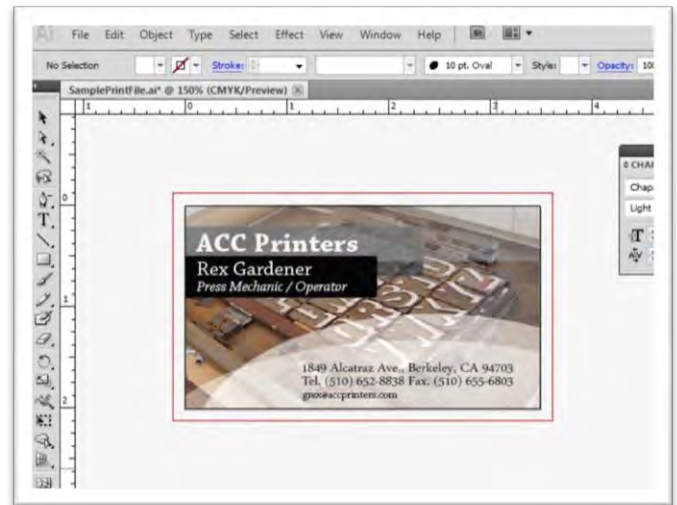## A: Step-by-Step guide to create a bleed in Adobe Illustrator.

1.) To set up your artwork to bleed in **Adobe Illustrator**, open your art file, then select the "**File"** Menu then select "**Document Setup."** Set the bleed for each edge of the document in this case to .125 If you don't want a equal bleed on all sides, the click the chain 'link' icon on the right side then edit each edge individually. When done, click OK to close the window. In the example above, all four sides of the business card will bleed.

The new bleed will appear as a red line around the edges of your document like this:
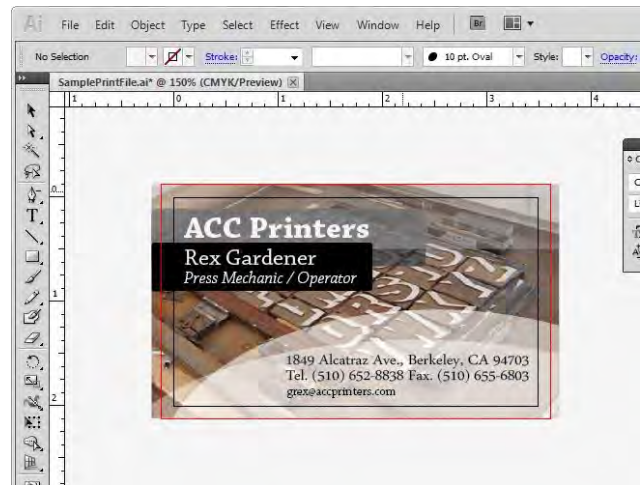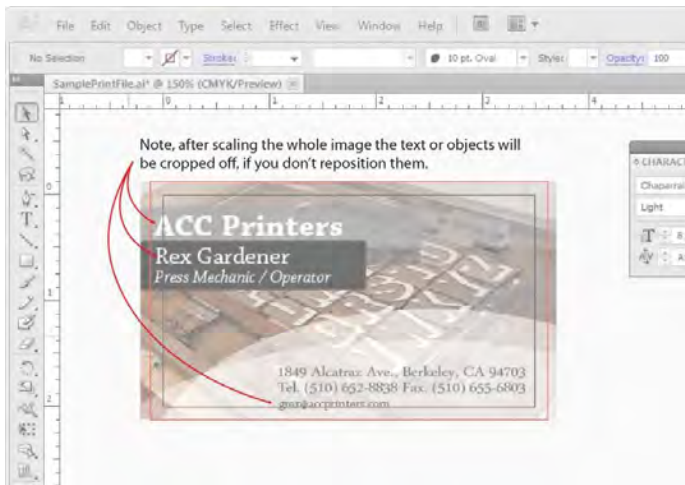

no bleed   *with bleed*

After the artwork is setup to bleed, you can do one of two things:

A. Scale-up the entire artwork, to fill the bleed, then reposition any objects or text which is too close to the document edges, or: **B.** you can also select each object individually and scale them up to fill the bleed area.

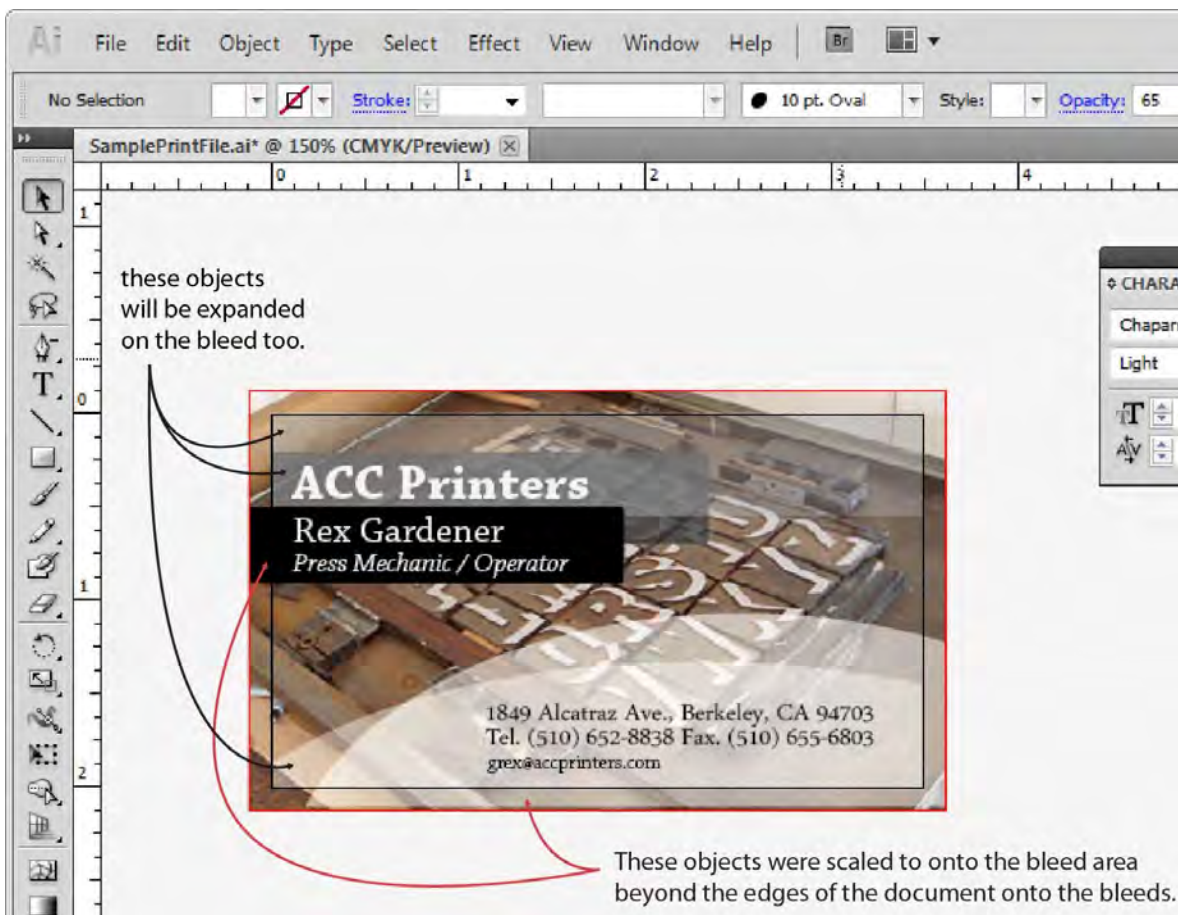**This tutorial will show you how to do both.**

A. *Scaling Art*: Use the "Select All" function in the file menu choose the, *Select* menu, the select *All* or press the hotkey "Control + A" ("*Command + A" on Apple Products*.) Once all objects are everthing is selected, Choose from the Object Menu, **"Transform"** the **"Scale"** type in the percentage you would like to scale-up the artwork, in this example we scaled the artwork by 112%.

Move any objects or text which fall outside the edges of the document edges that you don't wish to be trimmed off. In this case, the company name, individual, e-mail etc. were repositioned so that they are not trimmed off in the final product. That's it. Your bleeds are done!

Alternate Option:

B. *Selecting Background Objects of Art Only*: Sle

That's It!