

Tip 66 – You don't always need margins

Want to become a better exhibitor? There are exhibiting giants within AAPE and all of us can learn from them.

Within the past year I re-examined a title page from an exhibit that floored me; it is one of the most striking title pages I can recall seeing. Figure 66-1 is the title page from Charles O'Brien's *New York World's Fair 1939* Exhibit. It captures the feel of the Art Deco and Art Moderne styling and it is stylistically perfect for the stamp that is the focus of the exhibit. There is another aspect of this title page that may not be obvious at first glance but may represent a new level in page layout design.

Most printed pages have margins in which ink is not printed. Charles' title page has ink printed edge to edge (called a 'full bleed' in printing.) In the printing world, magazines have the page image printed on paper slightly larger than the desired final size and the edges are trimmed off. Charles did the same thing! Figure 66-2 shows what he did.

He printed his 8 ½ x 11 page image on a sheet of 11 x 17 paper. It did not print edge-to-edge but it did not have to. Charles then trimmed the larger paper to the final size where the ink does reach edge-to-edge and it looks wonderful. Not all of us have Photoshop – which Charles used – but we can use the technique regardless of the software we have.

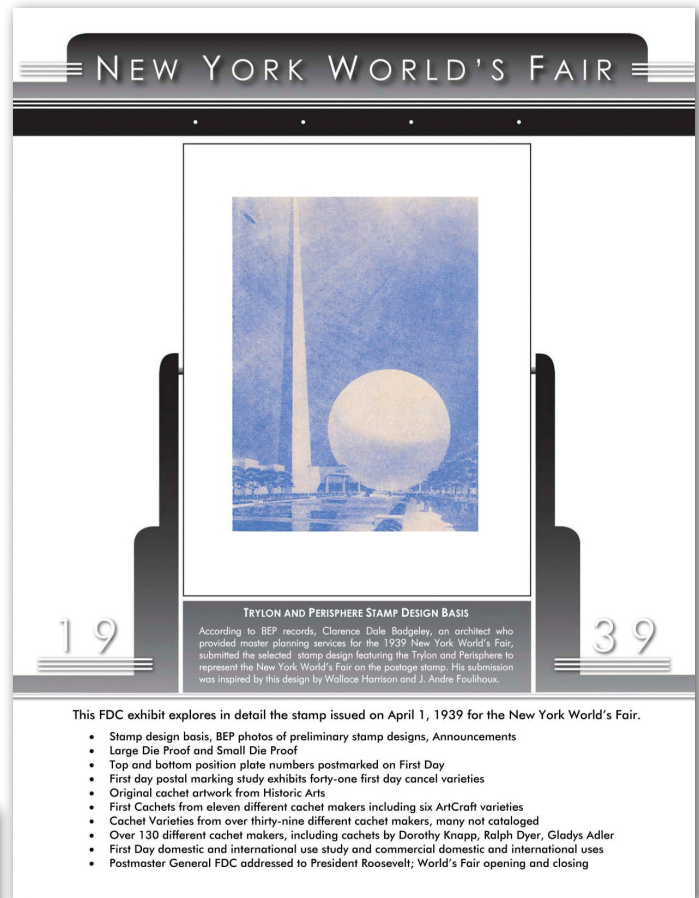


Figure 66-1.

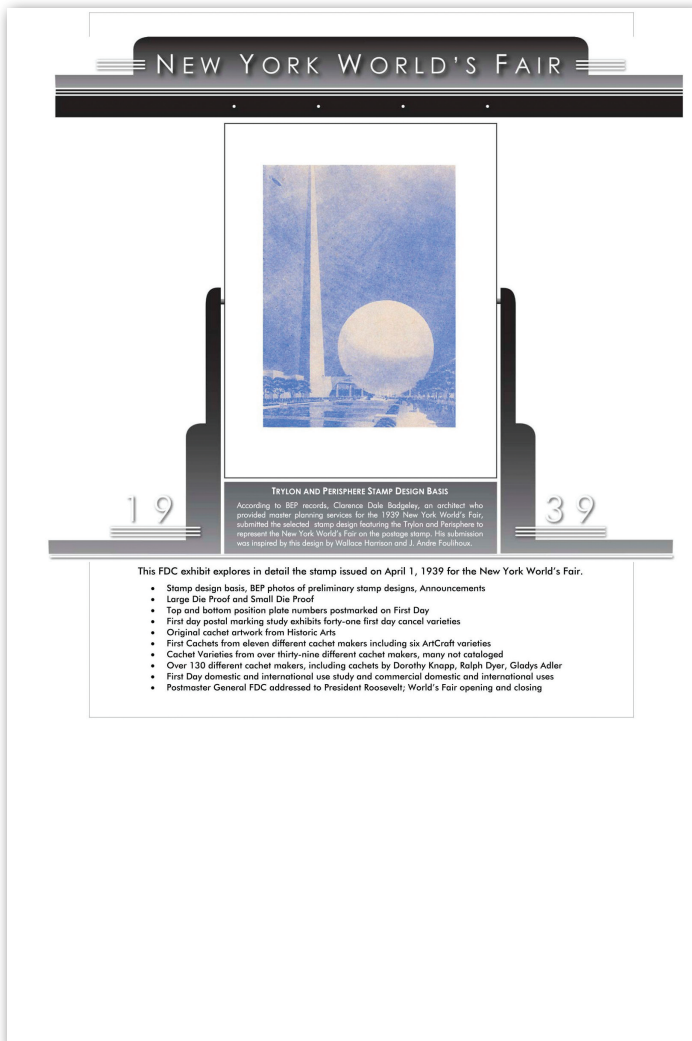


Figure 66-2.