



The Case Against

Borders in Print

We live in a digital age.

When most folks design artwork, they're designing with a computer screen in mind. But the world of print is a lot different than the world of screens.

So when you design a document with borders on the edge which look:

**Like
This**

**Or
This**

You might end up with prints which look:

**Like
This**

**Or
This**

**Or
This**

**Or
This**

That's quite a difference.

Yeah But Why?

It might seem like a small thing today, but adhering images to paper rapidly and in large quantities is actually an amazingly sophisticated process. But even with it's level of sophistication it's still not exact, especially in the world of small, quick runs.

So, things jump around from print to print.

By 1/8th inches to be exact. Most of the time you'd never be able to notice this jump.

Unless there's a border.

Then you end up with prints that look:

**This is just half as
much shifting as
happens during print**



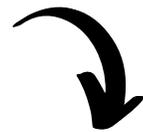
**Like
This**

WHAT TO DO INSTEAD OF A BORDER

There are lots of interesting ways to spice up a flyer, postcard or other print material which don't use a border around the whole document.

You could tab out a piece of the document with color like this

Or, you could make an interesting border element go across your document instead of around it's edges:



Or, you could "bleed" a color, photo or design element off the top or bottom of your document. You could do it straight across like the first page of this guide. Or you could do it at a crazy angle or like pages two and three.