

# THE COVER SHEET

FORMATTING AND SAVING

**Microsoft Word**

**TRAIL  
BLAZER  
PRESS**



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# The Cover Sheet - MS Word

You can create the Cover Sheet for your book using Microsoft Word.

## The Cover Sheet

The Cover Sheet consists of four main components:

- The Back Cover
- The Front Cover
- The Spine
- Bleed Line

The Cover Sheet is printed as a singled-sided document on a sheet of 11 inch by 17 inch paper that is wrapped around the pages of your book (Book Block). It is important to have all edits and the Book Block completed in order to design your cover.

## Calculate Spine Size

Before opening up Word we will need to calculate the spine width your book requires. This will be determined by the thickness of your book block page count. Then we will align the back cover, spine, and front cover. The Cover Sheet must wrap around the Book Block, so calculating the width of the spine is a critical first step.

Calculate the width of the spine for your Book Block using the formula:

$$\text{Page Count of Book Block} \div \text{Pages Per Inch (ppi)} = \text{Spine Width}$$

Premium white paper for Book Block: 377 pages per inch

Standard cream paper for Book Block: 434 pages per inch

Example:

Book Block: 100 pages

Printed on Premium white paper: 377 ppi

$100 \div 377 \text{ ppi} = 0.265$  inches for spine width

Note:

Do not round up or down.  
Use 3 decimal places.

Minimum Spine Width for Text on Spine:

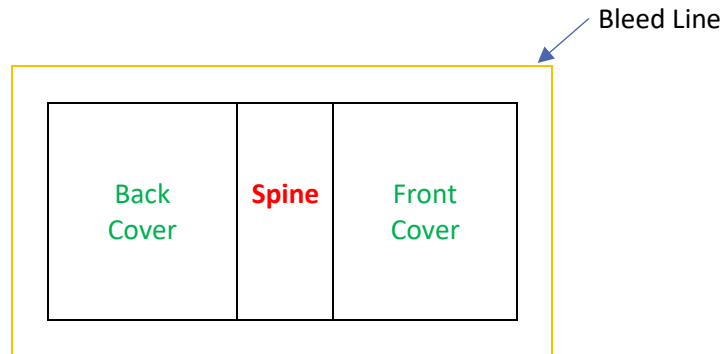
Book Block: 100 pages premium white paper  
115 pages standard cream paper

Spine Width: 0.26 inches

## Calculate Overall Cover Dimensions

We will now use the spine width we calculated above to determine the overall dimensions for the Cover Sheet. We will use these calculations to set up a custom page size.

Example: 6 inch by 9 inch book with .25 inch bleed



Width = **Left Bleed Line** + **Front Cover Width** + **Spine Width** + **Back Cover Width** + **Right Bleed Line**

$$\text{Width} = .25 + 6 + .26 + 6 + .25$$

$$\text{Width} = 12.76 \text{ inches}$$

Height = **Top Bleed Line** + **Book Height** + **Bottom Bleed Line**

$$\text{Height} = .25 + 9 + .25$$

$$\text{Height} = 9.5 \text{ inches}$$

Example Cover Sheet Dimensions: 12.76 inches wide X 9.5 inches high

$$\text{Width} = .25 + \underline{\hspace{1.5cm}} + \underline{\hspace{1.5cm}} + \underline{\hspace{1.5cm}} + .25$$

Bleed	Back	Spine	Front	Bleed
Left	Cover		Cover	Right

$$\text{Height} = .25 + \underline{\hspace{1.5cm}} + .25$$

Bleed	Book	Bleed
Top	Height	Bottom

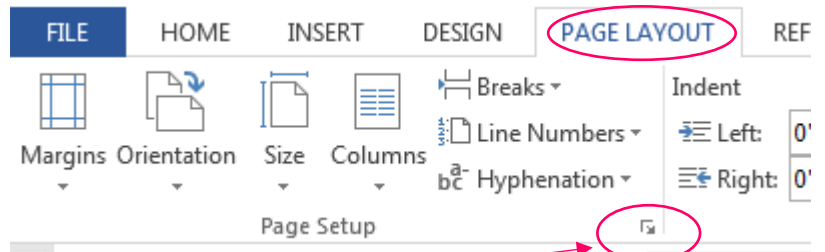
## Open Microsoft Word

Now open Microsoft Word. First you are going to set up the Cover Sheet margins and paper size.

### Adjust Margins

First set the margins to ZERO.

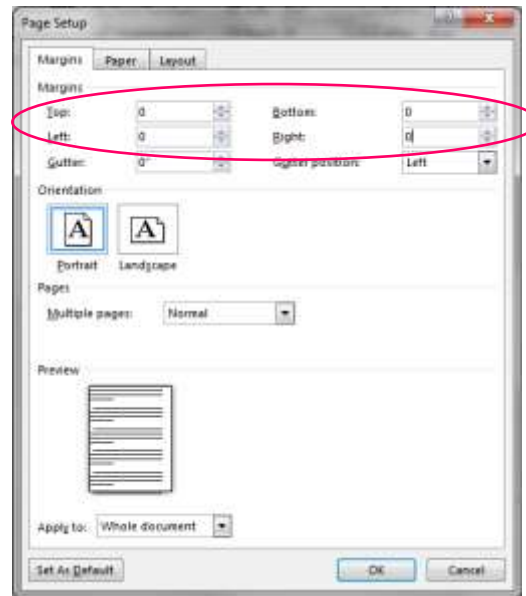
Select Page Layout Tab



Click Page Setup

Margins Tab of Page Setup

Top: 0  
Left: 0  
Bottom: 0  
Right: 0

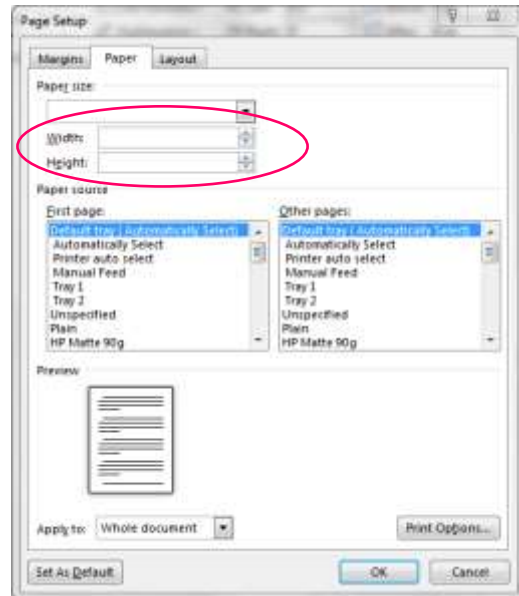


## Set Paper Size

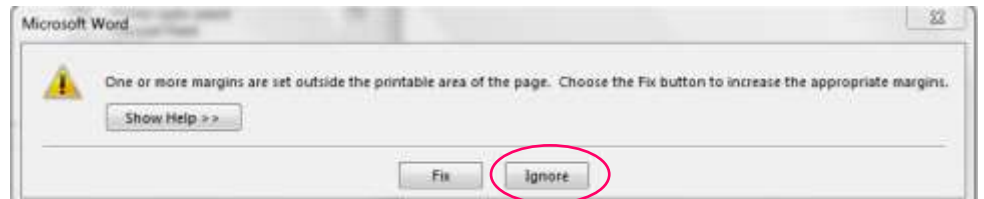
### Paper Tab of Page Setup

Width = Calculated Cover Sheet Width

Height = Calculated Cover Sheet Height



Click Ignore



## Up Next: Inserting Spine Text

In order to print a title on the spine of the book, **the spine must be at least .26 inches wide.**

If your book is less than .26 inches thick, your spine will be too narrow for text. Leave it blank.

Common information included on the spine includes:

- Title
- Author's Name
- Series Name
- Volume / Series Number

## Inserting Spine Title

You will next insert a text box and in the text box, add the information you want to appear on the spine.

Finally you will size the text box, rotate it, and align it to the center of the page.

### Adding Text Box

Select the Insert Tab.

Then click on Text Box → Simple Text Box

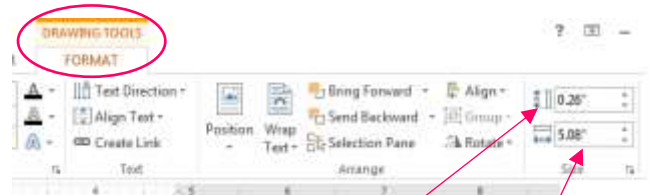


Type in the spine text you desire into the text box.



Click on the text box.

Select Drawing Tools Format tab



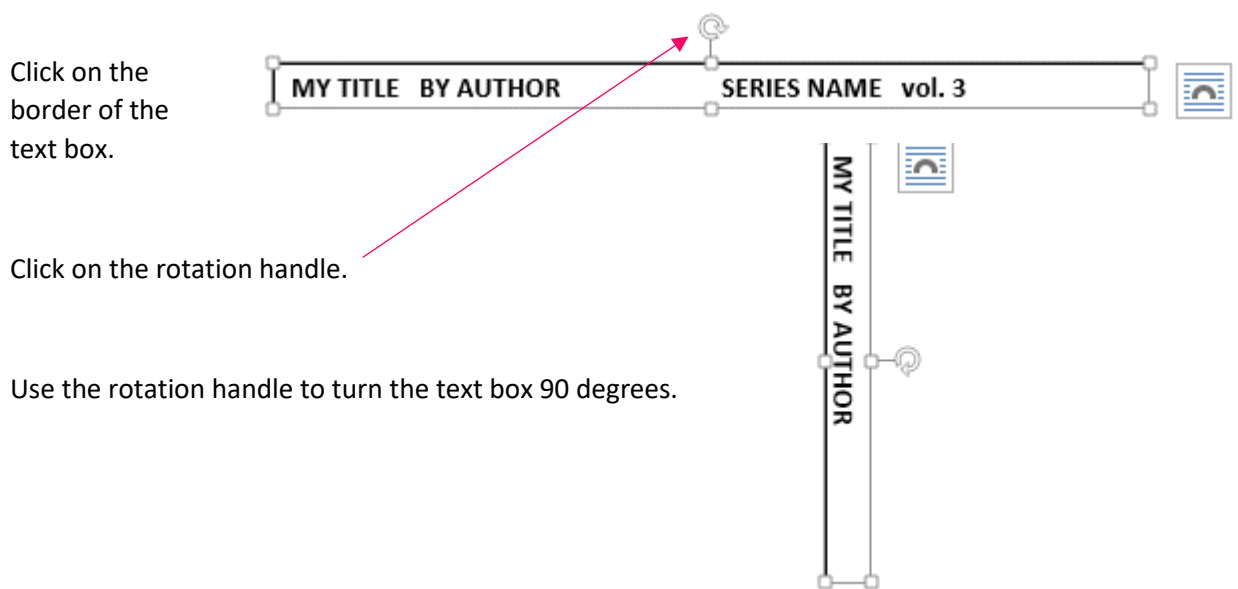
Change the height of the text box to match the width of your spine.

You may need to adjust the font size.

Check the width of your text box: The width must be less than the book height.

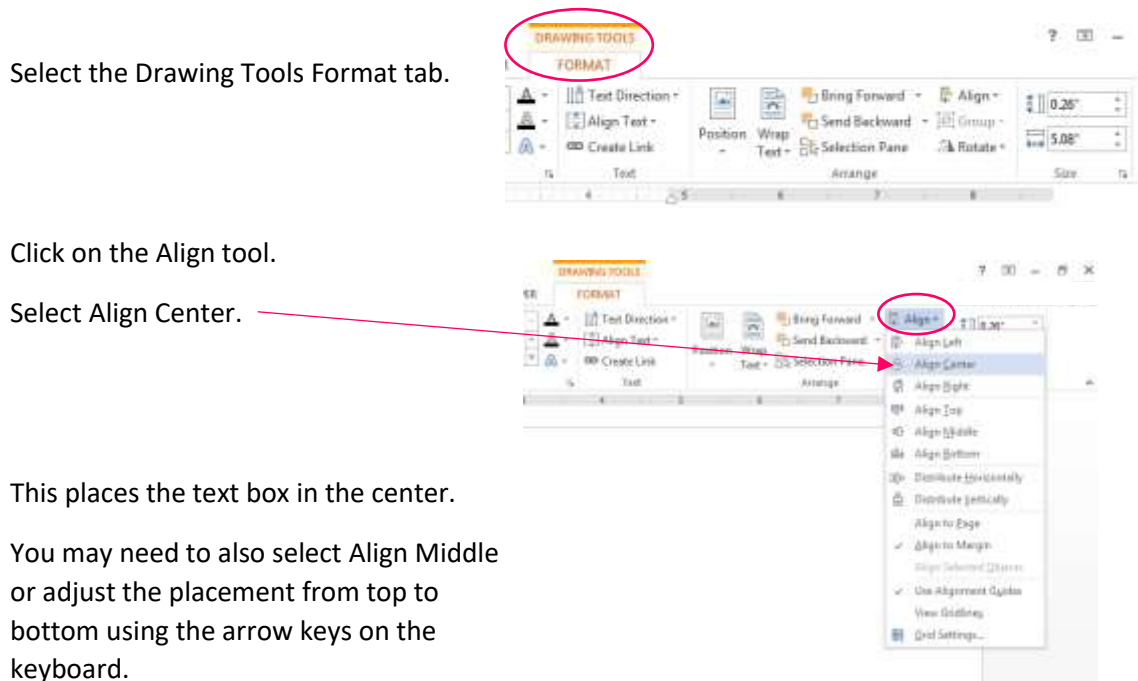
## Rotating Text Box

You will need to rotate the text box so the text will be properly oriented down the spine.



## Align Text Box to Center

Now you must place the text box in the very center of the Cover Sheet.



## Remove Text Box Borders

You do not want the black border around your spine text to print. We will need to select No Borders for this textbox.

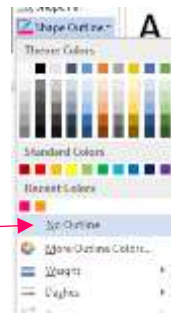
Click on the text box.



Select the Drawing Tools Format tab.

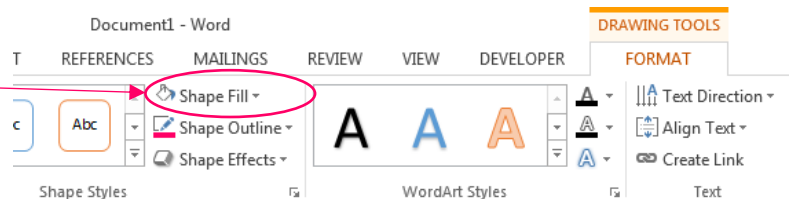


Click on the Shape Outline tool.

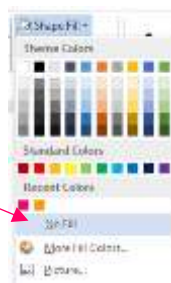


Select No Outline

Select Shape Fill



Select No Fill





## Front Cover Text

Next you will add text boxes for the front cover title.

Information commonly included on the front cover includes:

- Title
- Author's name
- Graphics / Images
- Series / Edition / Version number

The Front Cover is to the **RIGHT** of the spine.

Place the text box where you want the title and other information to appear.



Remove the text box border (page 7).

Remove the text box fill (page 7).

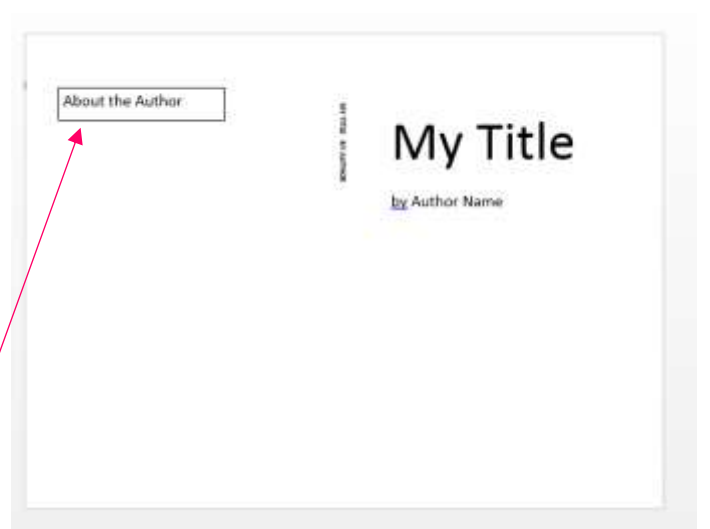
## Back Cover Text

Information normally included on the back cover includes:

- Author Picture
- About the Author
- Praise / Review Quotes
- Series: list of other titles in the series
- Summary / Synopsis
- Bullet List of Included Content

Insert back cover text to the **LEFT** of the spine.

Remember to **remove text box outline and fill**.



## Adding Images

You may only use images that you have created or have documented permission to use.

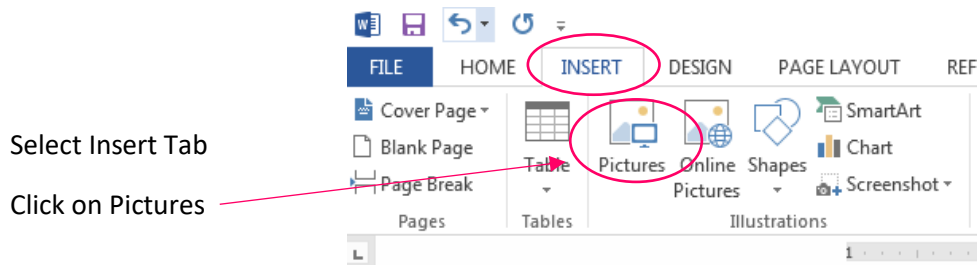
For the best results, you will want to use images that are:

- 300 dpi
- Special picture effects selected in Word may not carry over to the PDF/A when saved.

Always **avoid** placing images onto the cover by drag and drop or cut and paste.

### Insert Image Tool

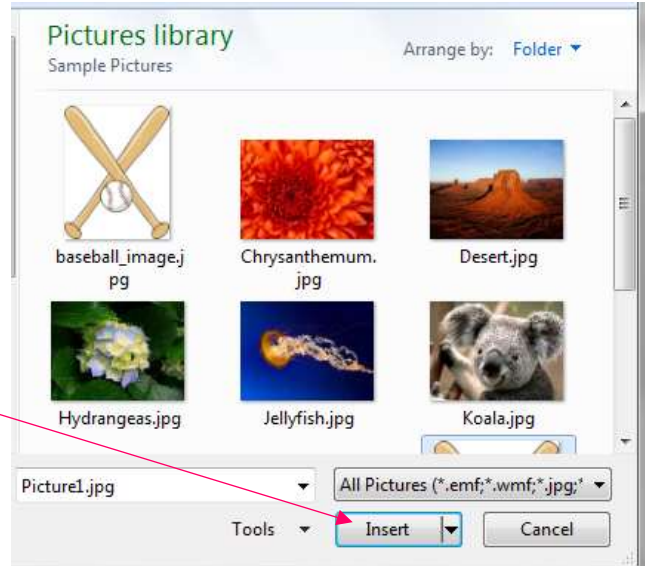
To place an image onto a cover, you will want to use the Picture tool on the Insert tab.



Navigate to the location you saved the picture.

Select the image.

Click Insert



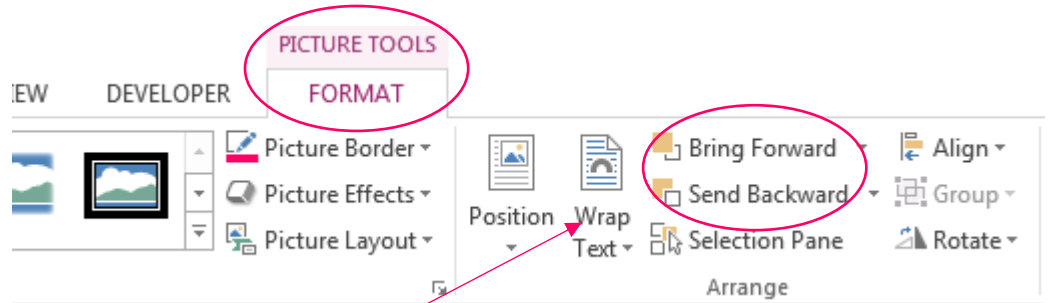
## Aligning Pictures

There are a few tools you can use to help place the picture in the perfect spot:

- Wrap Text
- Drag Into Position
- Bring Forward
- Send Backward

Click on the image.

Select the Picture Tools Format tab.



**Wrap Text:** select option that best meets your needs.

**Bring Forward:** Allows you to cover another element (text box, image, etc) with the selected image.

**Send Backward:** Allows the image to go behind another element.

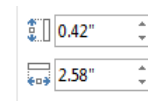
## Background Color

You can add a background color to all three parts of the Cover Sheet: font cover, back cover, and spine.

Insert Tab → Text Box



Click on Text Box and Format tab to size the text box to match the Cover Sheet.



Select the fill color of your choice.



**Avoid:** Page Color option in Design Tab

**Avoid:** Page Color tool.



## Adding Background Image

Use the custom watermark to add a background image that fills the entire Cover Sheet (Back Cover, Spine, and Front Cover).

Select the Design tab.



Click on the Watermark tool.

Select Custom Watermark



Select Picture Watermark



Click on Select Picture

Navigate to the image, select, and click insert.

Note: For more vibrant color **uncheck washout**.

The image on screen in Word will still appear washed out. When saved as a PDF/A the color will be vibrant.

## Distance from Margins

This cover design includes a .25 inch bleed. This means anything any within .25 inches from the edge will likely be trimmed off by the book machine. Having the artwork and colors extend to the **bleed line** helps ensure that the finished trimmed cover will be in color to very edge and not include any white tips or strips of white along the edges after the trimming.

**Recommendation:** Keep all text and essential design elements **at least 0.5 inches from the borders** of a Cover Sheet designed using the method outlined here for Microsoft Word.

## Save as PDF

Once all of your edits and changes have been made, it is time to save this working file as a PDF. To preserve the rotated text and other options, we must first save as a standard high quality printing PDF. We will be converting this later to a special PDF file type.

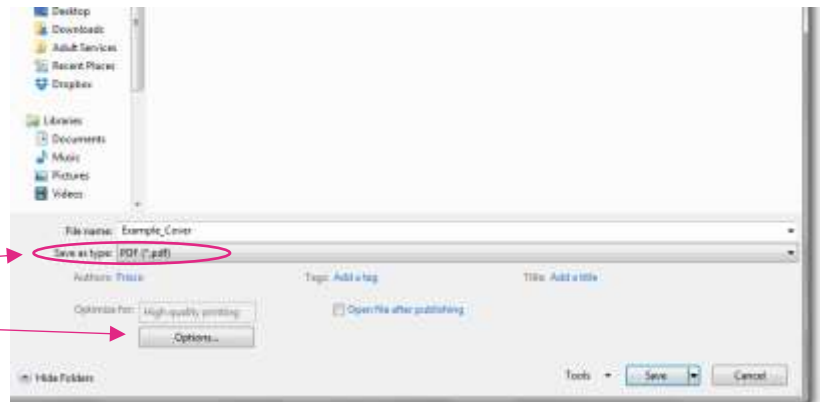
From the **File** menu:

Select **Save As**

Select location to save this PDF

Select **PDF** from dropdown

Click on **Options** button



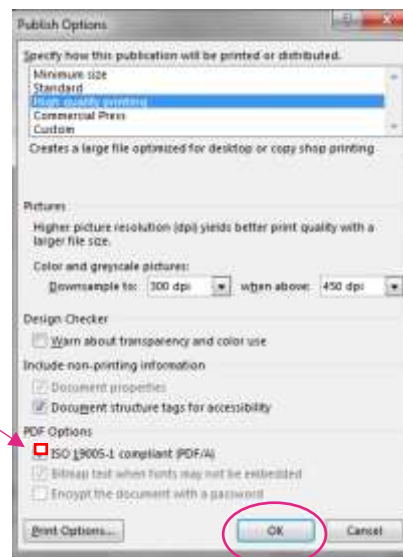
In the Publish Options window:

Check **PDF/A** option should be **UNCHECKED**

Click **OK**

Click **Save**

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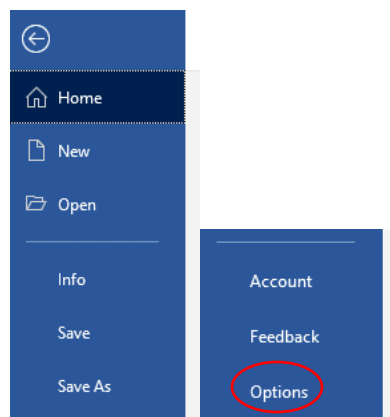
## 9. Saving Image Quality

Microsoft Word will compress images put into a document. This compression will lower the image quality and can have negative impact on the quality. To change go to:

**File** menu



select **Options**.

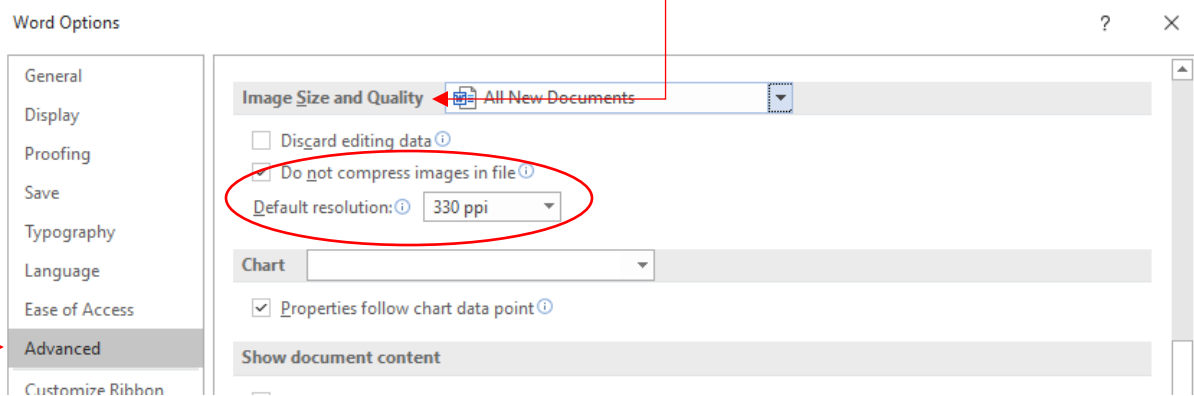


select **Advanced**

scroll to *Image Size and Quality*

**Check Do not compress image files**

Set default resolution to 330ppi or high fidelity



## Convert to PDF to PDF/A

Next we need to convert the PDF to a PDF/A. The PDF/A format ensures long term compatibility of your file across computer systems.

Why not simply save it as PDF/A from Word?

Saving directly to a PDF/A version from MS Word **often results in some text rotations, transparency, and other placement and special effects to be lost** in the PDF/A file. In short, the layout of the PDF/A that Microsoft Word generates will look very different from the way you laid it out.

Simple Conversion

Using an free online conversion tool is often the easiest way to convert a PDF to a PDF/A.

[docupub.com/pdfconvert](http://docupub.com/pdfconvert)

The Docupub website has a tool that will allow you to convert your PDF to a PDF/A and retain all the layout features of your Cover Sheet.

1. Output Format: Select **PDF/A**

2. The form will change to:

3. Choose File: select the Cover Sheet you saved as a PDF from Word on your computer.

4. Select **Wait for conversion in browser** (normally this takes just a minute or two).

5. Click **Upload & Convert**

The image shows two screenshots of the Docupub PDF conversion tool interface. The top screenshot shows the initial state where the 'Output format' is set to 'PDF'. The bottom screenshot shows the state after the 'Output format' has been changed to 'PDF/A'. Red arrows point from the numbered instructions on the left to the corresponding elements in the interface.

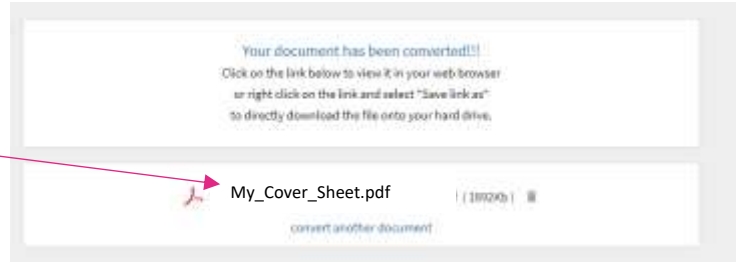
1. Conversion Settings  
Output format: PDF  
Compatibility: Acrobat 1.0 (PDF 1.2)  
Auto-Rotate Pages: Page By Page  
Resolution: 300  
2. Select the File to convert  
Choose File No file chosen  
Upload limit: 20MB per file Supported Formats  
3. Delivery Method  
Wait for conversion in browser  
Upload & Convert  
Reset settings

1. Conversion Settings  
Output format: PDF/A  
Output intent: sRGB  
2. Select the File to convert  
Choose File No file chosen  
Upload limit: 20MB per file Supported Formats  
3. Delivery Method  
Wait for conversion in browser  
Upload & Convert  
Reset settings

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6. Download and Save the resulting PDF/A file

a. Click the link with the file name



b. The file might open in your browser window. If so, click the download option to save it to your computer.

