

CAMERA READY INSTRUCTIONS FOR THE L.E.S.T. BOOKLET

Each school is given the opportunity to supply a page for the L.E.S.T. booklet that is sold during the tournament. **Two pages are the maximum number of pages any one school can submit. If you can limit your school to one page we urge you to do so.** Each school prepares their own page(s) and sends it to us 'camera ready.' The guidelines are carefully outlined below. Any school that does not send their page(s) 'camera ready' will be charged the additional expenses it takes to make them 'camera ready.' A detailed bill will be sent prior to the tournament or shortly thereafter. (We have not had to bill anybody in the last five years)

Definition of 'Camera Ready' – It is an original which is ready to be printed or copied exactly as is, with no changes or paste-up required. It is already organized and arranged exactly as you want it to appear.

- I. Layout & Design
 - A. Preparing your layout
 1. Prepare a 'rough layout' – a sketch of how you want your final printing to look
 2. Do not use the actual that will be part of your finished original. You should keep them clean and undamaged.
 - B. Gripper Margins
 1. Allow a blank margin of at least ¼" around the margins of your 8 ½ x 11" paper.
 - C. Mapping your outline
 1. To prepare a mapped original, take a blank sheet of white paper.
 2. The more detailed the measurements, the more precise the original.
 3. You can prepare some or all of your items directly on to this 'mapped' original.
 4. It is wise to prepare items such as drawings and other artwork separately and paste them on later.
 - D. Design Tips
 1. Keep layout simple and uncluttered.
 2. Make your message short and readable.
- II. Preparing Copy for your Original
 - A. User a Laser Printer
 - B. Send as an attachment via e-mail
- III. Paste-Up
 - A. Attaching items to your original
 1. When you want to combine separate elements onto your original, rubber cement is a preferred method of attachment. Many schools are now scanning their photos, with text, and no paste-up is required.
 2. Do not use transparent tape or masking tape.
 3. Smooth down your attached elements to avoid shadow lines at the edges
 4. Make sure all of your elements are lined-up the way that you desire. A grid rule may be helpful.
 - B. Photographs
 1. **Photographs do not need to be screened. Just make sure that the photo has the faces as close as possible to the camera and the photo is a sharp image in black and white or color.**
 3. On group photos you may want to crop and enlarge to eliminate background. Faces can then be seen more distinctly.