

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Booklet**

According to Efendi cited in Gustaning (2014, p.36), booklet is the media in form of a small book that containing the text or pictures or both. While Simamora (2009, p.71) says that booklet is a small-sized book (half-letter) and thin, no more than 30 sheets back and forth which contains writings and pictures. And Rustan (2009, p.115) argues that booklet is a publication medium that consists of several sheets and pages, but not as thick as a book.

Beside it, Yoeti (1992, p.193) claims that booklet is almost like a guide book. The content is more complete than other forms of sales support. The making is not done individually, but usually equally shared by several sponsors who help to promote products and company services. From the explanation above the writer can conclude that booklet is publication medium in small book version form, no more than 30 sheets that contain the texts or pictures or both, and usually help to promote products and company services.

Booklet can be used as small storybooks, instructional manuals, recipe books, and are often used as brochures, catalogs, blades, and inserts for CDs and DVDs (CD booklet). Some reports, including annual reports, are essentially special purpose booklets (Howard, 2014).

Howard (2014) says that design considerations for booklets are:

#### **1. Creep**

Creep occurs with booklets and other publications that use saddle-stitch binding and needs to be compensated in the design. If there is no creep allowance, when pages are trimmed the outer margins become narrower toward the center of the booklet and there is the possibility that text or images may be cut off.

#### **2. Creep Allowance**

Creep Allowance is a method of counteracting the creep that occurs with some booklets. If creep is noticeable, copy can be repositioned toward the center

of the spread for those pages in the center of the booklet. When trimmed, all pages will have the same outer margins and no text or images are lost.

### **3. Imposition**

Imposition refers to arranging pages for printing so that when assembled into a booklet or other publication they come out in the right reading order. Printing a 5.5x8.5 booklet on your desktop printer, for example, requires the use of imposition to print the pages onto letter size (8.5x11) sheets of paper that when assembled and folded end up with the pages in the right order for reading.

### **4. Saddle-Stitched**

Saddle-Stitched binding is one of the most common binding methods for booklets. Saddle-stitching or saddle-stapling or "booklet making" is common for small booklets, calendars, pocket-size address books, and some magazines. Binding with saddle-stitching creates booklets that can be opened up flat.

### **5. Booklet Envelopes**

Booklet Envelopes are open side envelopes with small square or wallet flaps and side seams. Booklet envelopes are used not only for booklets but for brochures, catalogs, annual reports and other multi-page mailings. They work well with automatic-insertion machines.

According Kemm and Close (1995), there are two advantages of booklet in comparison with other media, they can be studied at any time, because it is designed like a book and may contain information relative more than the poster. In addition While Ewles (1994) states that booklet has advantages as follows:

- a. It can be used as a medium or tool for self-learning
- b. The contents are easily learned
- c. It can be used as information for family and friends
- d. It is easy to be made, copied, corrected and adjusted
- e. It reduces the need for records
- f. It can be made in a simple and relatively low cost
- g. It is durable and has a wider capacity

- h. It can be directed at a particular segment.

Meanwhile, Anderson (1994, p.169) says about the disadvantages of booklet, they are:

- a. It takes a long time to print, it depends on the messages delivered and the tools used to print
- b. It is difficult to show motion in the yard
- c. Too much information and messages will reduce the intention to read the booklet.
- d. It needs a good care to keep it from being damaged and lost.

## **2.2 The criterias to Design a Booklet**

Suleman (1998) says that booklet is category of the line media. Based on the characteristics attached to the below line media, messages written on the media is guided by several criteria, they are:

1. In the Form of text and images, or combination of both.
2. The word used economically.
3. Using short sentences, simple, brief, and concise.
4. Using capital letters and bold.
5. The use of letters not less than 10 pt.
6. Accordance the contents to be delivered.
7. Packaged interesting.

According to Tatawarna (2012) the most important thing to make a booklet is not too much use rambling sentences. Expand to show interesting pictures with clear statements. Layout design is also not too standard. Make it attractive and interesting, because booklet is usually kept by people longer than brochures and others. Even people save the booklet to get information later, so people can get the information from the booklet easier.

And Kusrianto (2009, pp.30-32) states that design elements should be a consideration in designing. There are some design elements that you need to know

before starting design, so as to produce a harmonious design, attractive and message in the design can be conveyed properly. The elements consists of a point, lines, field, space, colors and texture. Meanwhile Arsyad (1996, p.85) says that there are six elements that must be considered when designing a text-based mold. Six of these elements is consistency, format, organization, magnetism, font size and use of space.

Then Sitepu (2004, p.16) said that Graphic design is often called as beauty (aesthetics). Beauty as the needs of every person contains the values of subjectivism. In creating attractive and valuable art visual graphic, understanding the elements or the basic elements of graphic design is very important.

There are five elements of graphic design as follows:

### **1. Line**

Line in graphic design is divided into four; vertical, horizontal, diagonal, and curves. In the graphic design, the line is used to separate the positions among other graphic elements in the page. Besides, it can be used as bookmark specific parts with aims as descriptors to the reader.

### **2. Shape**

Shape is a field that happens because it is limited by a contour (line) or limited by the existence of different colors or by shading or dark light of the texture. Shape can be a natural form (figure), and non-natural form (non-figure).

### **3. Space**

Kusmiati (1999) said that space occurs due to the perception of the depth that feels far and near, high and low, looking through the sense of sight.

### **4. Texture**

Texture is the visual elements that show a sense of surface material (material), which is intentionally created and presented in the order to achieve such a form, either in the form of real or apparent. For example impression wood texture, hair or glasses.

## **5. Color**

Color caused by differences in the quality of light reflected or emitted by the object. When we see color, we actually see the waves of light reflected or emitted by the objects. To produce harmonious colors, use colors that are adjacent to each other. For example red with yellow, and to produce the complementary colors use the opposite position, such as red with blue.

So from definitions above, writer conclude that before designing, we should considered the design elements. There are five of design elements, they are line, shape, space, texture, and color.

### **2.3 How to Design a Booklet**

According to Weedmark (2015 : p.1), design booklet can be done using Microsoft Publisher program. The following steps of making booklet through Microsoft Publisher program.

#### **1. Selecting a Booklet Page Design**

- a. Open a blank publication. Click the page design tab and then click the size icon. Select more preset page sizes at the bottom of the drop-down menu.
- b. Click the booklets folder. Other folders contain other page sizes.
- c. Select any booklet that suit to the project. For a booklet made from letter-sized paper that is folded in landscape mode, select the first 1/2 letter booklet option, which has page sizes of 5.5 by 8.5 inches. This booklet generates four pages per sheet of paper. The first and fourth page are printed on one side of the sheet, with the second and third pages on the other side so when folded the sheet in half, the four pages can be read in order.

#### **2. Adding Text to the Booklet**

- a. Click the insert tab and then click the draw text box icon. Drag the cursor over the first page to make the title appear. If align the text box perfectly over the margins, that will be find the text box borders overlap the margins

after release the mouse button. This behavior is normal and it ensures that the text inside the text box will be aligned with the page margins.

- b. Type or paste the title in the text box. Highlight the text by dragging the cursor over every letter to format it. Click the home tab and select a font, font size and alignment for the title.
- c. Draw text boxes on each of the other pages. Begin typing the content for the booklet in the first text box after the title or paste it from another document. When there is too much text for the box, an overflow indicator appears on the border. Click the overflow indicator and then click the next text box so the words can flow from one text box into the next. When the second text box is full, click the overflow indicator again to link it to the third, then link the third text box to the fourth until the four-page booklet is filled.
- d. Highlight all of the texts by clicking the first text box containing the booklet's content and pressing CTRL+A. Click the home tab and format the text as desired. To use headings in the booklet, highlight the heading and then select a style from the style icon in the home ribbon.

### **3. Adding Images to the Booklet**

- a. Add images from your computer by clicking the insert menu and then clicking pictures. To find images using bing image search, click online pictures.
- b. Drag any corner of the image to resize it without distorting its aspect ratio. To move an image, just drag it until it appear.
- c. Right-click the image and click the text wrap icon to adjust the way text wraps around the picture. By default, text wrap is enabled, but that make the image appear beneath the text, over the text, or have it in-line with the text.

#### 4. Printing the Booklet

Click the file tab when the booklet is ready to print. Select letter-sized paper in the settings section and then examine each page in the preview window. Click the arrow beneath the preview to examine other pages.

Empire Creative Marketing (2015) claims since booklets combine more than once sheet of paper, these sheets need bound together. The binding techniques vary depending on the amount of paper and how professional the client needs the booklet to look.

There are some booklet binding methods, they are:

- a. Saddle-stitch (stapling) is the most popular booklet binding method. It's cheap, looks nice and fast printing. Printers will use stapling for brochures whenever possible, even up to 40+ pages, depending on paper thickness. Booklets with a high page count are bound using other more sophisticated binding techniques, usually "wire-o" binding or "perfect" binding.
- b. "Wire-O" or spiral bound is popular for inter-company presentations as it is practical, but not very formal.
- c. "Perfect" bound is the binding technique used for most books, and is also known as adding a "spine". This is the ideal choice for brochures and catalogs with a high page count that need to be formal, professional and long lasting.
- d. Flyers are communication pieces designed for mass distribution at low cost, and are often referred to as pamphlets, leaflets or circulars. Flyers are usually a plain single sheet of paper without any fold and smaller in size than a regular size paper. While often printed in full color, some are printed in only one or two colors and they can be single or double-sided to keep the costs within an appropriate budget. Flyers are ideal for promotions or campaigns where the target audience and distribution area is vast.