

CHAPTER II

LITERATURE REVIEW

2.1 Booklet

According to Efendi cited in Gustaning (2014), booklet is the media in form of a small book containing the texts or pictures or both. While Simamora (2009) argues that booklet is a publication medium that consists of several sheets and pages, but not as thick as a book. Moreover, Yoeti (1992) 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 a 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.

According to 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 relatively more than the poster. In addition, Ewles (1994) states that booklet has advantages as follows:

- a. It can be used as 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

2.2 Designing a Booklet

Booklet can be used as small storybooks, instructional manuals, recipe books, and are often used as 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 there are several things to be considered in designing a booklet.

1. Creep

Creep occurs with booklets and other publication 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 re-positioned 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.

Suleman (1998) gives the following criteria to design a booklet.

1. Booklet should be in the form of text and images, or combination of both.
2. Booklet uses the words economically.
3. Booklet must use short sentences, simple, brief, and concise.
4. Booklet must use capital letters and bold.
5. The use of letters not less than 10 pt.
6. In accordance with the contents to be delivered.
7. Booklet packaging must be interesting.

2.3 The Elements of Booklet

According to Tatawarna (2012) the most important thing to make a booklet is not too much using rambling sentences. It is better to use many pictures to illustrate the booklet with clear statements. Layout design should not be 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. Moreover, Sitepu (2004) 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) says 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 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 object. To produce harmonious colors, use colors that are adjacent to each other. For example red with yellow, and to produce the complementary color use the opposite position, such as red with blue.

2.4 Booklet Binding Methods

Empire Creative Marketing (2015) claims since booklets combine more than one 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 is cheap, looking 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 normal.
- 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 campaign where the target audience and distribution area is vast.