



I knew I was in trouble when I learned that Blog 2 had to do with mise-en-page et mise-en-text. Parce-que mon livre n'a rien de tout ça! It's a pop-up sans text! Mon Dieu!

I would have had a lot to write about if I chose a traditionally printed pet book. I was all about mise-en-page et -texte. For decades, I created books and print (printer-ready). I am what was known as a "designosaurus", a joke in the early 2000s among traditional print graphic designers, ushered into digital production, digital Luddites, now away from the hands-on creative process of "the mechanical page layout".

We drew the page layout by hand on a Bristol board, and adhered waxed page components like galleys of text and FPO art like a collage that was burnished down by hand. I still miss it. Waxed galleys, type spec'ing. The typesetter calling me at 2 a.m. to ask if I wanted my type, (which would be delivered promptly at 8 a.m. for me to paste down), flushed left, ragged right and 12/16. I miss my pica ruler and my font book, a typeface Bible that I knew by heart because there weren't billions of font variations then as there are now. Just the classics, which remain—sublime.

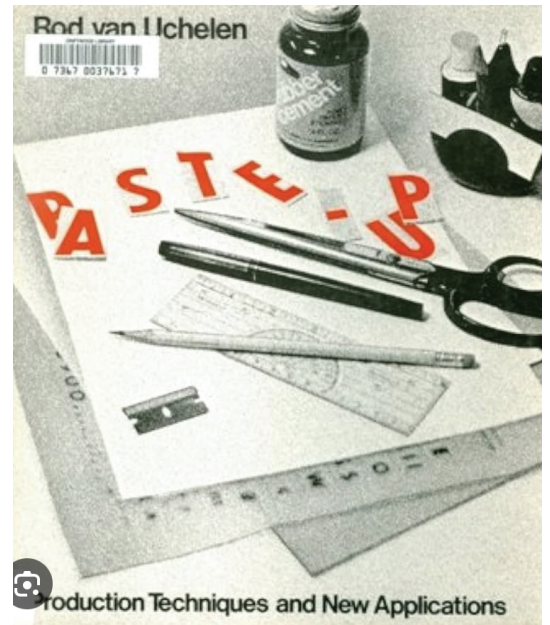
I miss being a "type surgeon" with an exacto knife, splicing in a letter to correct a misspelling while literally holding my breathe, and mitred Letratape borders with a precise 45 degree angle cut.

Creating pages before computer graphics, was entirely hands-on. I ruled page templates precisely with a parallel ruler, used non-reproducible blue pencil lines to indicate carefully measured columns and margins. I drew the crop and bleed marks outside the print area (slug) in black and red line, which was visible to the camera.

And then, with one fell swoop, digital production of print wiped out my familiar process of creating pages and rendered obsolete, and unemployed, the entire production team.

So I truly, personally, understand the impact of the changes from hand-crafted manuscripts to printed pages, although centuries ago.

When I calmed down about my pet pop-up book having no text, and thought about mise-en-page et mise-en-texte in practical terms: having to do with accuracy, efficiency and consistency to



The Lost
Art of
Paste-Up