

# **INTRO TO PRINTING**

**TYPOGRAPHY + LAYOUT  
FALL 2019**

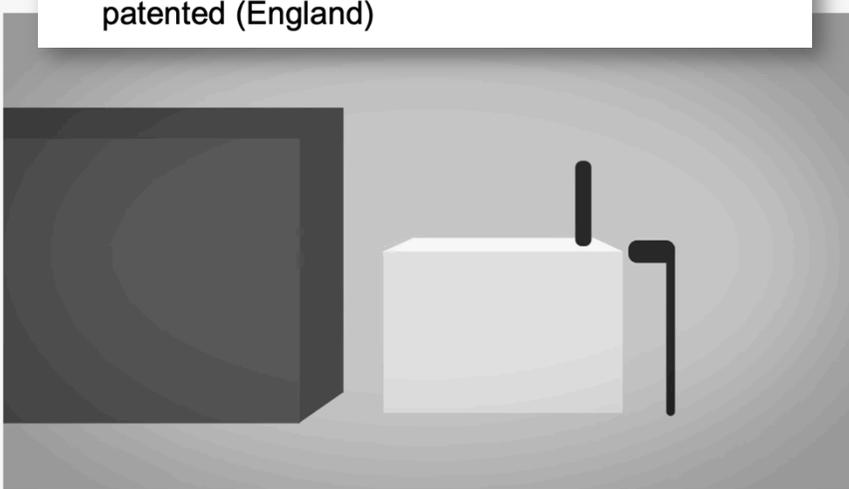
## **1 PRINTING**

**OFFSET (LITHOGRAPHY)  
DIGITAL – LASER VS. INKJET  
PAPER**

## **2 FILE PREP CHECKLIST OVERVIEW**

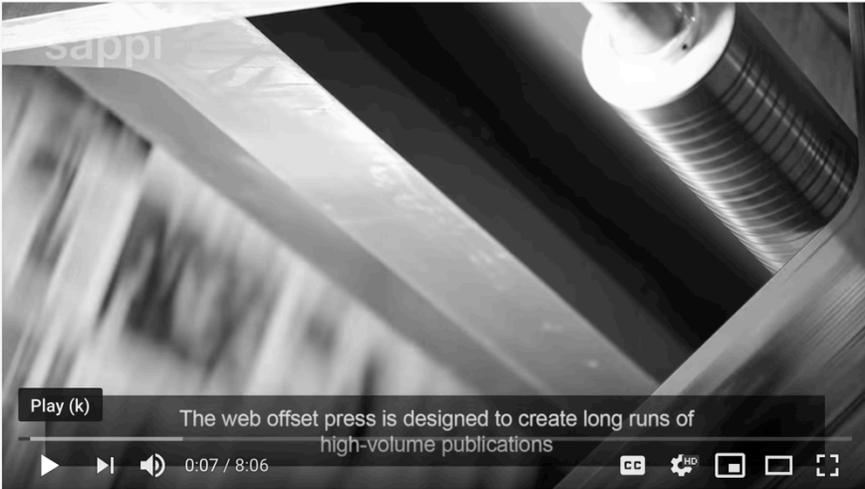
**SIGNATURES + PAGINATION  
HOW TO PRINT PROJECT 4 SIGNATURES  
INKS  
REGISTRATION  
BLEED  
VARNISH +  
RESOLUTION  
PREFLIGHT**

- 1875 Rotary **Offset Lithographic** Printing Press patented (England)



How Offset Printing Works

<https://www.youtube.com/watch?v=5LMU-zB8Sro>



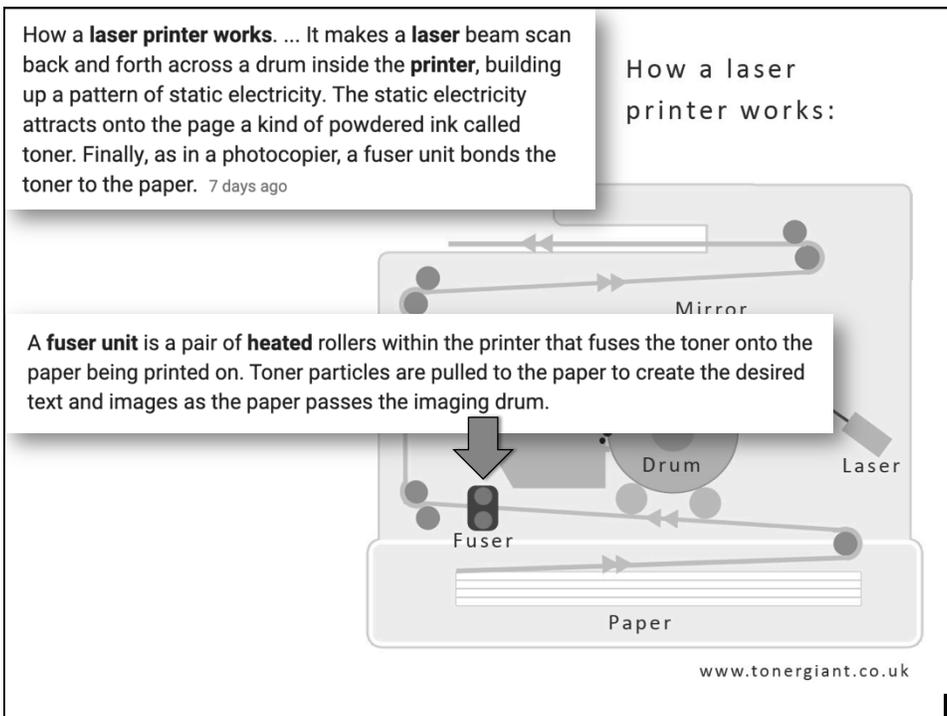
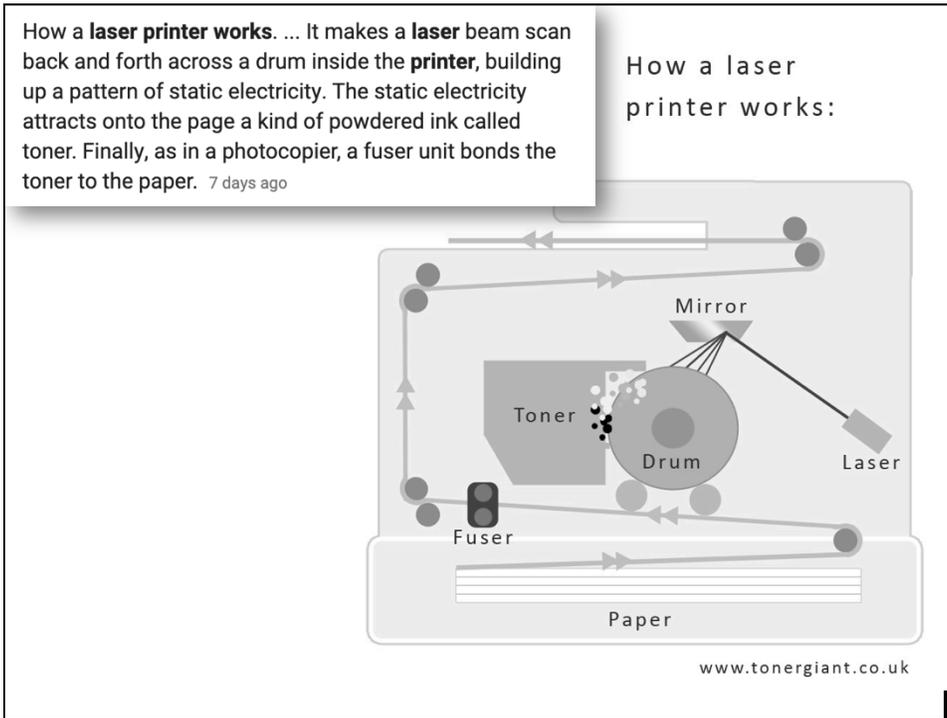
Play (k) The web offset press is designed to create long runs of high-volume publications

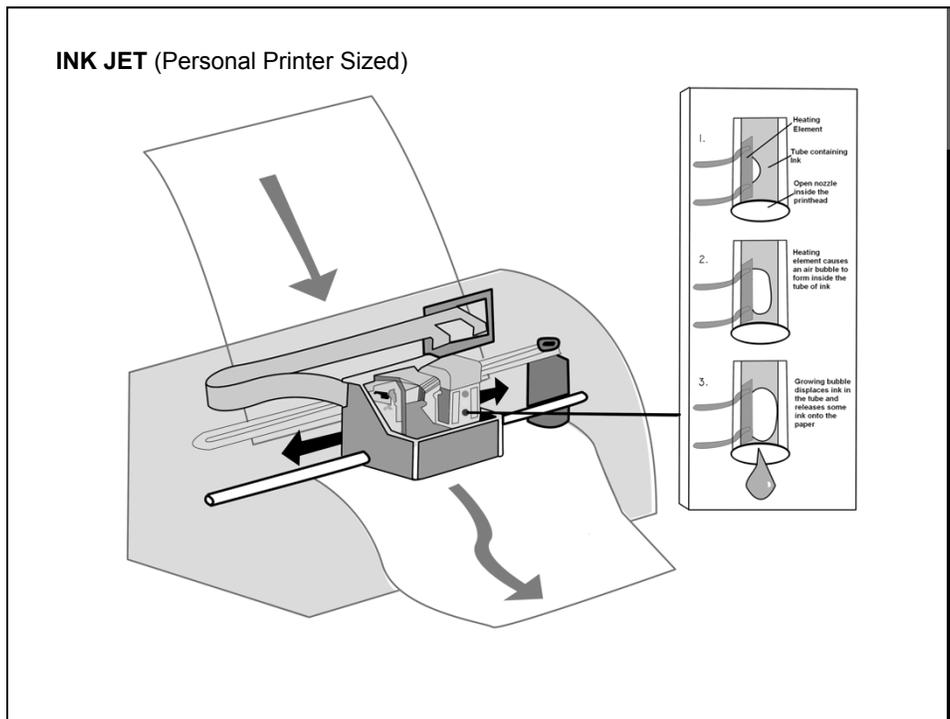
0:07 / 8:06

The Printing Process - Web Offset Press - English version

**Web vs. Sheet-fed Offset Press**

<https://www.youtube.com/watch?v=avXkRLoSta8>





## WHICH ONE?

### OFFSET OVERVIEW

- **LARGER OUTPUT** (500 min.)
- More expensive (set-up) *unless high output*
- Excellent color accuracy **CMYK** or **PMS**
- Cost of proofing - depends
- Usually longer (more steps)
- **MUCH MORE** paper choice, finishing, sizes, etc.

### DIGITAL OVERVIEW

- **SMALLER OUTPUT**
- Less expensive *unless high output*
- Lose color accuracy and range **CMYK** or **RGB**, no **PMS**
- Cost of proofing - depends
- Usually faster
- Limited paper choice, finishing choices, sizes

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## ALWAYS CALL!!!

Review jobs with vendors  
to be sure you (and they)  
understand.\*

\*Stupidity is much more expensive than humility.

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## **OVERVIEW**

**A File Preparation Checklist should be used for any Pre-Press preparation of files.** “Press” could mean anything from a large offset job to printing to the Phaser here at A-State.

**Pre-press** is a printing industry term for the activities that occur after a commercial printer receives an order and a corresponding graphics file from a client or graphic designer, but before any actual printing takes place.

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The danger of having someone without a design background make modifications to your file is that **it can result in unwanted design modifications** that undermine the overall effect of the intended layout. >> + costs **significant** time and money

## OVERVIEW

Therefore, all designers should know how to prepare files perfectly to save time and money.

Think of it as “**pre-pre-press**”.

# PRE-PRESS FILE PREP CHECKLIST:

Name of file:  
Client:  
Designer:  
Date final file due to press:

**PRINT SPECS**

Document Size?  
Number of pages in document (paginated)?  
Bleed?  
Inks: CMYK? RGB? Spot? Pantone?  
Varnish or other finishing?  
Resolution?

**CHECKLIST**

- Spell check.
- Grammar check.
- Remove widows, orphans, any uncomfortable "winks in text."
- The Document page size is equal to the final printed page size.
- Check that all material is within safety margins.
- The number of pages match the specs from printer.
- All pages of a multi-page document are in a single file.
- Pull 1/8 (.125)" bleeds where necessary and per provided specs from printer.
- Convert all links to correct specs from printer.
- All Screen and Printer fonts used in the project are included. Avoid menu-styling.
- Outline fonts in placed vector files or include both screen and printer fonts.
- Clear color swatches in all documents. If a color is not being used, remove it.
- Find and remove any unused fonts. See font list. If it is listed and you haven't used it, (Type : Find Font) in the document and remove or replace with a font you are using and recheck all type flow.\*\*
- Check all links are up-to-date.
- Avoid JPEGs if going to print.
- All images built in CMYK.\*
- All images are 300 DPI at 100% size.\*\*
- Images flattened - or merged to as simple as possible - in all programs used.

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Client:  
Designer:  
Date final file due to press:

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Number of pages in document (paginated)?  
Bleed?  
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Resolution?

**File Prep Directions from Printer?**

- Images placed are at (or close to) rotated. (Do this in the native file place in InDesign.)
- No nesting. InDesign should find
- If transparent background needs A transparent PSD file may work Clipping may be necessary.
- Trap document if printer requests.
- Clean all artboards in placed files. Clean all extraneous material in InDesign file.

**Preflight**

- File : Preflight if using InDesign. (this does not replace the checklist and should be done after manually checking all files)

**Package File**

- File : Package for InDesign.
- PDF soft proof approved and included.
- Laser hard proof approved and included.
- Include any mark-ups per PFO images, spot color (if 4-color job) varnish, dies, etc. Also indicate transparent background if file includes this.

*The more information, the better!*

\*Always print specs indicate otherwise.  
\*\*Check usage rights on fonts.  
Communicate with and charge client if necessary.  
\*\*\*Check usage rights of all images.  
Communicate with and charge client if necessary.

## 1 PRINTING

### OFFSET (LITHOGRAPHY) DIGITAL – LASER VS. INKJET PAPER

## 2 FILE PREP CHECKLIST OVERVIEW

### SIGNATURES + PAGINATION HOW TO PRINT PROJECT 4 SIGNATURES

#### INKS REGISTRATION BLEED VARNISH + RESOLUTION PREFLIGHT

## **PAGINATION EXERCISE**

1. **Receive small saddle-stitched booklets**
2. **Number each page in the top corner,**  
beginning with the cover as “1” and going through “20”.
3. **Do not take out of bind. Keep as they are.**

## **PAGINATION**

“**Pagination**, also known as **Imposition** or **Paging**, is the process of dividing a document into discrete pages, either electronic pages or printed pages.”

### **FOR PRINT**

- Define “signature” and “saddle-stitch” binding
- Can you create a 14-page saddle-stitch document?
- Understand manual pagination of these signatures.

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- Define “signature” and “saddle-stitch” binding
  - *vs. spiral bind and perfect bind*
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  - *vs. spiral bind and perfect bind*
- Can you easily create a 14-page saddle-stitch document?
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This file is due today.  
Keep it there.



The following exercise should be completed with a copy of this packaged InDesign file from your **desktop**.

**Do not work off of a Google Drive file.**

grfx-2303 | proj 4 | typograph

**WED NOV 6**

1 **PROJ 4 FILE DUE AT 11AM** in PROJECT 4 of your shared Google Drive folder.  
**What is due:**  
 YOUR LAST NAME\_Proj4.INDD file packaged, including PDF and fonts.  
 Do exactly as shown here (but change Smith to your last name, of course...unless your last name is Smith).

2 **Lecture and Discussion:**

- **Introduction to paper and printing: File preparation: File Prep Checklist**
- How to (and why you must) **PAGINATE**. We will **paginate your file in class**
- Instructions will be provided on how to prepare the file to print, as well as what paper choices for inside pages will depend how and where student will print. If you own an ink jet printer, please see Prof. Nikki about increased paper choices.
- All students should find cover paper for books. As there will be no printing of cover paper, it is possible. This will be discussed in class.
- *If student would like to design their own cover for extra credit, please see Prof. Nikki*

**WED NOV 13**

All printed pages and cover paper **DUE AT 11AM**. Bring to class to check printing. Student may leave with Prof. Nikki until Bookbinding workshop, but does not need to.

**MON NOV 18**      **WED NOV 20**

Meet for Bookbinding workshop in Art Annex 209! Please come with the following:

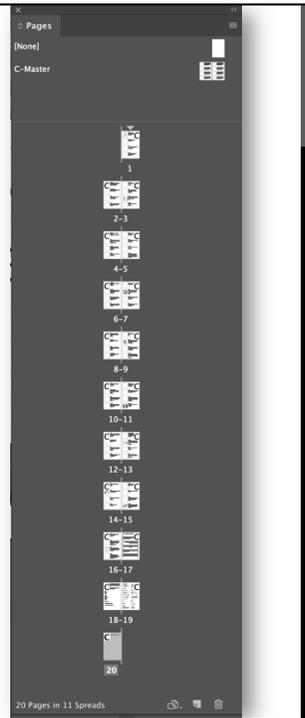
- Metal ruler
- Pencil and eraser
- A very heavy book (or similar object)
- Xacto knife and (at least) one brand new #11 blade
- Self-healing cutting mat
- All of your printed materials and cover page for Project 4 if not left with Prof. Nikki

**MON DEC 2**

Perfectly bound book with excellent craft **DUE AT 11AM**.  
 Any revisions to packaged final file for Project 4 is also **DUE** at this time.

## PAGINATION OF PROJECT 4

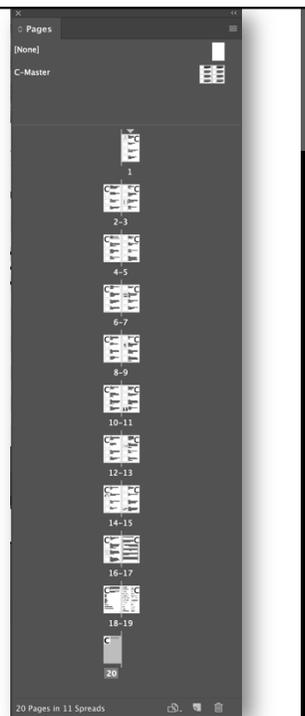
- How many pages?
- How many signatures?



## PAGINATION OF PROJECT 4

On the little booklet, quickly write on the top of each the first glossary term at the top of each corresponding page.

For example, on page 1,  
you would write "Apex".  
On page 20,  
you would write "Colophon".



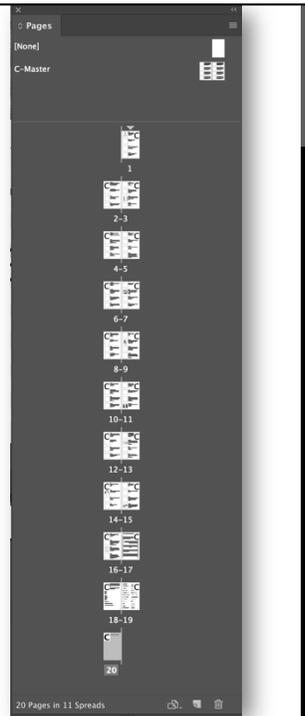
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For example, on page 1,  
you would write "Apex".  
On page 20,  
you would write "Colophon".

Now take apart your book to see its  
separate signatures.

Discuss why you can't paginate the file as  
it stands now.



## PAGINATION OF PROJECT 4

Go back to InDesign.

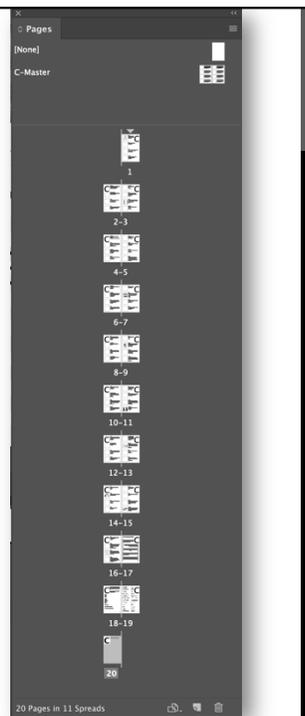
**File: Save As >**  
add "**\_PRINT**" at the end of the file name.

On each Page, type the page number in by hand.

This will override the Automatic Page Numbering so  
you can move pages around without renumbering.

**Note:**

The page numbers are underneath each bottom  
definition. There are multiple ways to handle this.  
One way is to select the bottom definition and  
**Object : Arrange : Send to Back**. As there is not  
Text Wrap on anything, the page number box will  
come up with no problem



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Go back to InDesign.

**File: Save As >**

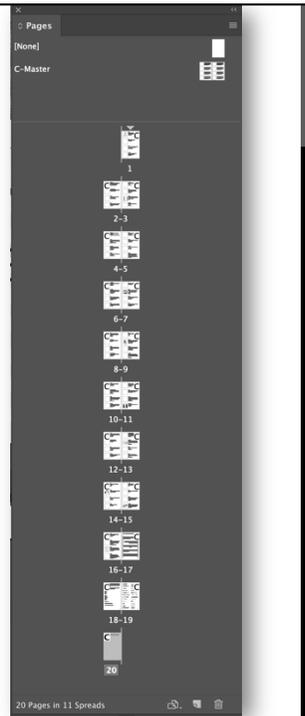
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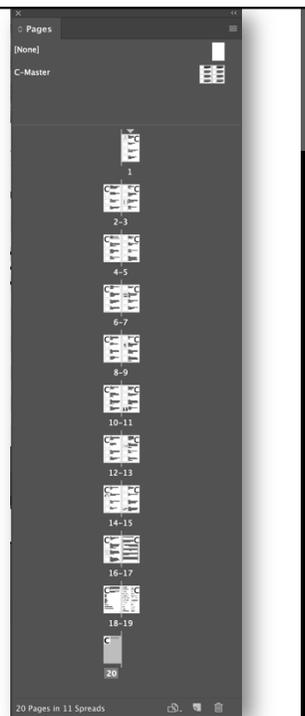
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## PAGINATION OF PROJECT 4

Next, move your pages around so they match what you see in your tangible book.



# PAGINATION OF PROJECT 4

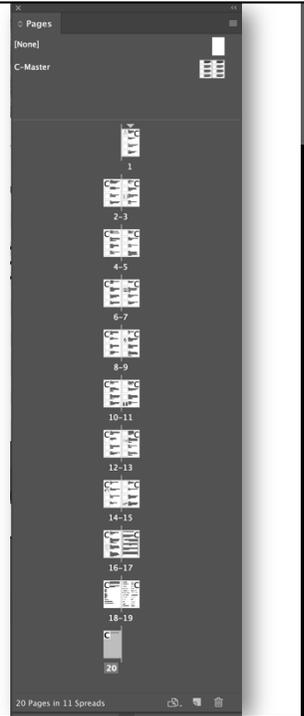
FOR FUTURE KNOWLEDGE:

InDesign will paginate any document you've created with spreads if it's going directly to a printer.

You would **File : Print Booklet**.

Go to **File : Print Booklet**, but **DO NOT send to print!!!!**

InDesign does not create a PDF file that one can then move around while still in spreads, so we will do something else...



# PRINTING PROJECT 4 OPTION 1

**File : Package your manually paginated spreads (\_PRINT) and place them in the Google Shared Folder (see link on Slack) I created for this.**

You must do this by tomorrow (**November 7th**) by **noon**, but the sooner the better.



**Nikki Arnell** 8:48 PM  
 This will make sense tomorrow in our workshop:  
<https://drive.google.com/drive/folders/1WmMuxV2DUZ9Zy4v3ThzQbGBI2QuFXrMW?usp=sharing>

grfx-2303 | proj 4 | typograph

**WED NOV 6**

- PROJ 4 FILE DUE AT 11AM in PROJECT 4** of your shared Google Drive folder.  
**What is due:**  
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 Do exactly as shown here (but change Smith to your last name, of course...unless your last name is Smith).

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**MON NOV 18**      **WED NOV 20**

Meet for Bookbinding workshop in Art Annex 209! Please come with the following:

- Metal ruler
- Pencil and eraser
- A very heavy book (or similar object)
- Xacto knife and (at least) one brand new #11 blade
- Self-healing cutting mat
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**MON DEC 2**

Perfectly bound book with excellent craft **DUE AT 11AM**.  
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# PRINTING PROJECT 4 OPTION 1

I will print these on normal white copy paper via the Epson in my office.

I will return the signatures to you by Wednesday, November 13th.

You will need to adhere them back to back and then press the pages before the Bookbinding Workshop on the 18th.

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# PRINTING PROJECT 4 OPTION 2

**Print these yourself.** I can provide you additional guidance if needed.

This would be a good option if any of the following is desired:

- You would like to print on something other than plain white paper. (But it must not be a heavy weight. See me with paper sample before doing this.) This means **you must print on an inkjet of your own**.
- You would like to print double-sided and will take the time to do so. ☺

grfx-2303 | proj 4 | typograph

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# PRINTING PROJECT 4 OPTION 2

- If you are going to a place like Office Max or FedEx, they will not accept your InDesign document directly from your computer. Therefore, you would need to supply the **manually paginated version in a PDF**.  
(Plus you would have to use one of their papers, as they do not allow your own to be used on their laser printers.)
- If you are going to print directly from your computer to the printer, you can File : Print Booklet from **your original InDesign file** that has not been manually paginated. InDesign will do all the work for you, but you must print directly from InDesign.

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# PRINTING PROJECT 4 NOT AN OPTION

You are not allowed to print on your own paper using our Phaser here at school.

If I find out you have done this (and I **will** find out), I **will** give you an **F** on this project.

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## **INKS**

### **CMYK: Cyan, Magenta, Yellow, Black (Key Plate)**

- Usually for print. Some digital presses now use RGB ink and technology is always advancing; however, the best color comes from offset presses on good paper.

### **RGB: Red, Green, Blue**

- Usually for light (vs. pigment). RGB is also a smaller file size than CMYK. For both of these reasons, RGB is preferred for files never meant to be for print (like Project 4).

**Pantone (also known as PMS or Pantone Matching System):** this is sometimes referred to as a spot color. It is a pre-mixed ink and will cost extra if doing a 4-color Process (CMYK) job. It will be a 5<sup>th</sup> (or 6<sup>th</sup>, etc.) ink.

# TYPOGRAPHIC WORKBOOK

USE WITH "DESIGN BASICS: TYPOGRAPHY" BY AMBROSE AND HARRIS

week of aug 19 | 1: Color and Gestalt Theories

## pigment vs. light

or "Why is the red I see on my screen not the red that printed?"

- Pigments are **SUBTRACTIVE** color: you subtract colors to get to white.  
*Think of this as printed work.* The primary colors here are Cyan, Yellow, and Magenta (or Blue, Yellow, and Red with acrylics). When you blend cyan, yellow, and magenta, you get closer to black. Offset printing inks are often CMYK (Cyan - Magenta - Yellow - Black (the Key plate in printing)).
- Light is **ADDITIVE** color: you add colors to get white.  
*Think of this as the work on your computer screen.* The primary colors from which you get all other colors are Red, Green, and Blue. When you blend red, green, and blue light, you see the appearance of white light.

## pantone

Another way of referencing pigment when printing is through the Pantone Matching System. This is also known as PMS. (Yep, all the jokes have been made...) The Pantone Color Matching System is a standardized color reproduction system. Designers can then be specific in referencing colors to printers/manufacturers. Different printers/manufacturers in different locations can also all refer to the Pantone system to make sure colors match without direct contact. The standard CMYK 4-color-process printing (and digital 3-color RGB) can be adjusted on press (or in printer) if necessary to match the referenced PMS color.

- For "spot color," the designer instead asks for a specific Pantone ink to be used as a plate (or similar per the machine) on the run itself.
- If the budget allows, you could run a 5-color job. This means that as the job goes to an offset press, there is a Cyan plate, a Magenta plate, a Yellow plate, a Black (Key) plate, and a plate that has a pre-mixed PMS ink color that will always be that color on the paper. I used this when working with Coors Brewing Company. The exact red of the logo was just as important as the exact color of the beer (and we had the budget to be sure they were both right).
- Another common use of Pantone color is on a business card. If a logo only uses two colors (for example, a dark purple and a green), just add a black ink and you've probably done with only three colors. You might even be lucky enough to blend the dark purple and green and get a rich black for a two-color (cheaper and more exact!) print job.

Pantone colors are designated by numbers and further categorized by the substrate (see pages 162-173 in textbook) on which it will be printed. For example, if you were going to print something with A-State Scarlet on a coated white stock of paper, you would reference PMS 186 C.

- When designing, most programs will have Pantone(s) swatches available. Printed Pantone swatches are expensive (if you find one that's not, it's probably old and has skewed color). If you need one to borrow, ask a professional printer or FedEx Office (or similar digital printer).

**ANSWER:** Why do you think a designer must reference a printed Pantone chart instead of relying on the program in which one is designing when creating something intended for print?

## hexidecimal

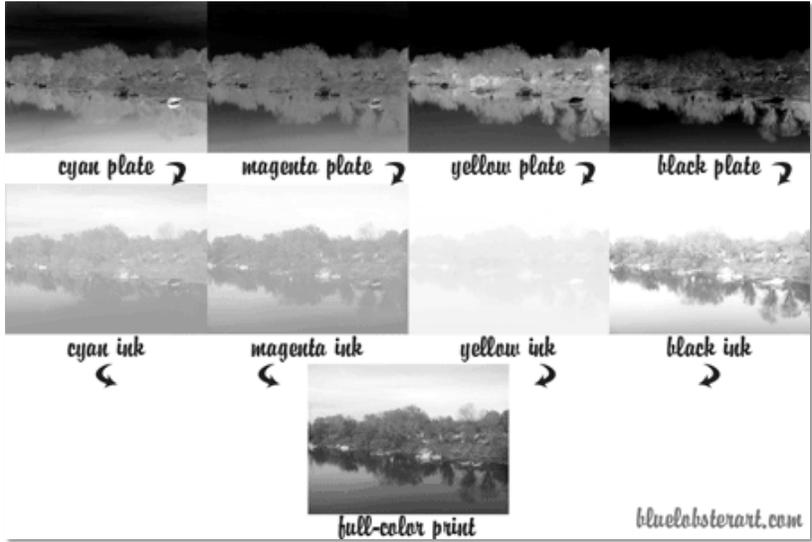
For a screen (light), hexidecimal reference is used. There are many more choices of color that are free; however, the colors cannot be exact because screens are calibrated differently.

"Hexadecimal describes a base-16 number system. That is, it describes a numbering system containing 16 sequential numbers as base units (including 0) before adding a new position for the next number... The hexadecimal numbers are 0-9 and then use the letters A-F... Hexadecimal is a convenient way to express binary numbers in modern computers in which bytes almost always defined as containing 8 binary digits." <http://www.inspire.com/what-is-hexadecimal>

All Adobe design programs have hexadecimal reference for colors. That same A-State Scarlet would be **#E92F2F**. Don't let this melt your brain. You'll get used to it when you work with it more often and understand how the computer programs will help you.

"4" plates = CMYK

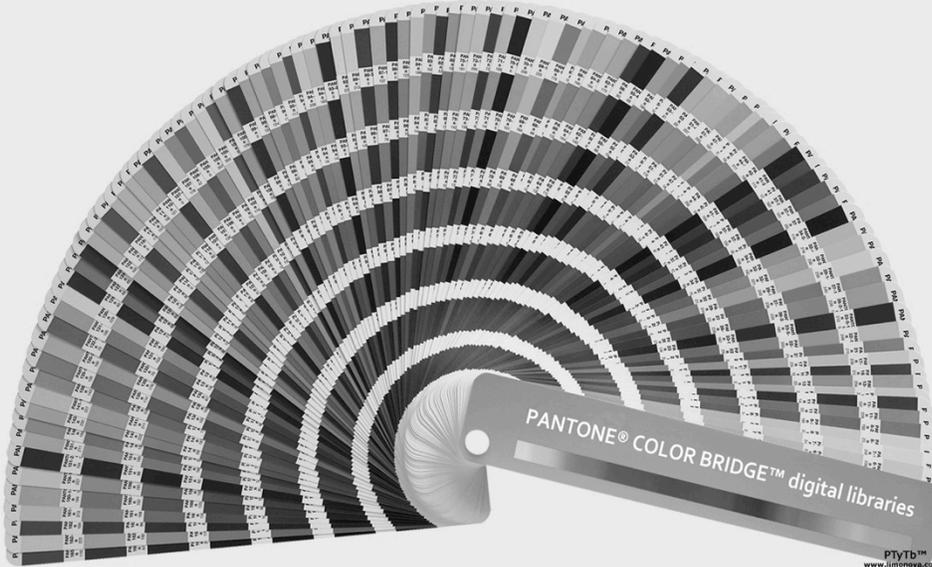
<http://bluelobsterart.com/wordpress/wp-content/uploads/2009/03/cmyk-plates-and-inks.gif>



The diagram illustrates the four-color printing process. It shows four plates: cyan, magenta, yellow, and black. Each plate is used to create a corresponding ink. These four inks are then combined to create a full-color print. The diagram is labeled with 'cyan plate', 'magenta plate', 'yellow plate', 'black plate', 'cyan ink', 'magenta ink', 'yellow ink', 'black ink', and 'full-color print'. The website 'bluelobsterart.com' is also mentioned.

“Over 1” **plate**:  
Probably just a solid black (NOT 4-color build black)

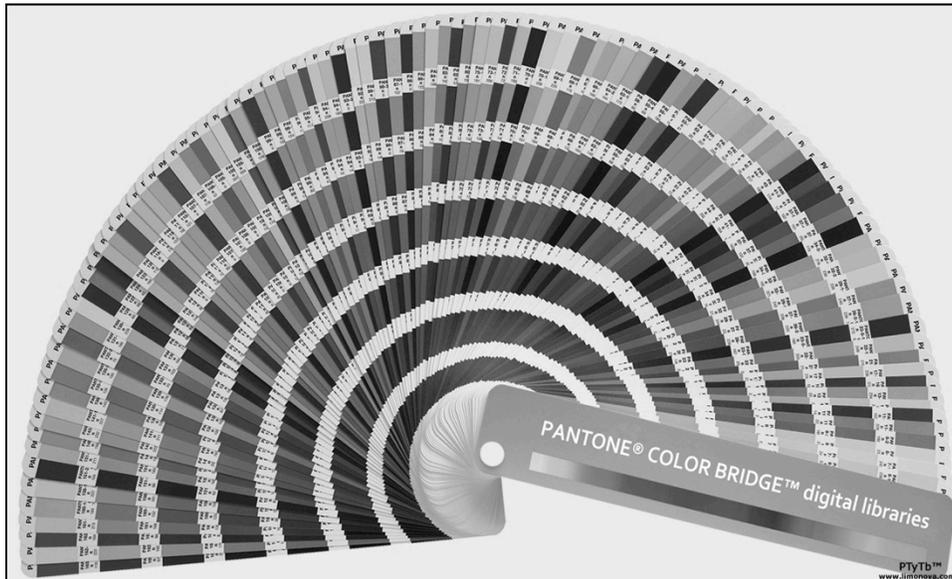
<http://bluelobsterart.com/wordpress/wp-content/uploads/2009/03/cmyk-plates-and-inks.gif>



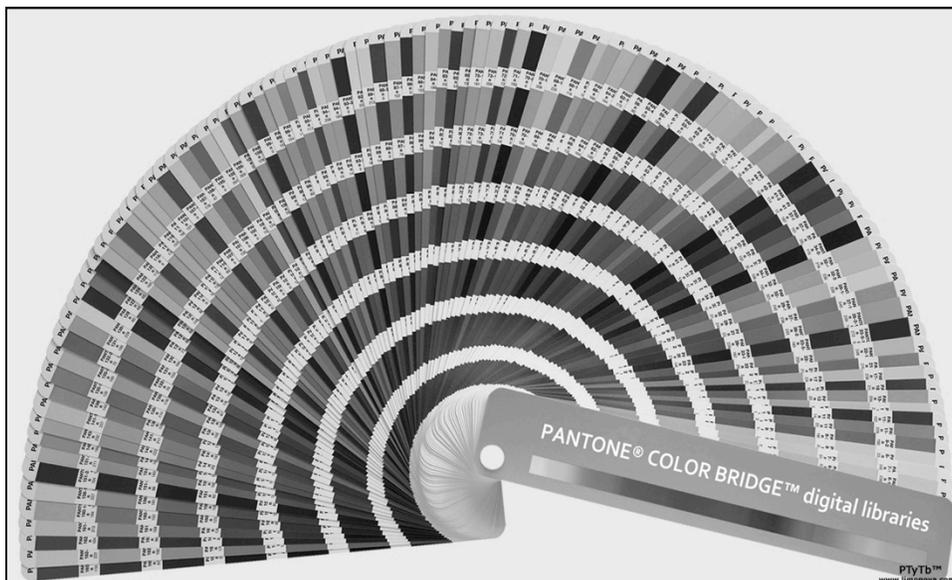
The image shows a fan of Pantone Color Bridge digital libraries. The fan is open, showing a wide range of color swatches. The text 'PANTONE® COLOR BRIDGE™ digital libraries' is visible on the fan. The website 'www.limonova.com' is also mentioned.

“Over 1”: OR a pre-mixed PMS pigment on 1 plate. Also called “spot” color.

[http://www.limonova.com/uploads/posts/2010-04/1272216934\\_pantone.jpg](http://www.limonova.com/uploads/posts/2010-04/1272216934_pantone.jpg)



Pantone can be used for exact color match or for less expensive printing if less than 4 colors needed.



Pantone can be used for exact color match or for less expensive printing if less than 4 colors needed.  
PMS is not available on digital printers.

# “INKS” (COLOR)

Hexadecimal

Hue

Hue	Hex	Rgb
0	#ff0000	rgb(255, 0, 0)
15	#ff4000	rgb(255, 64, 0)
30	#ff8000	rgb(255, 128, 0)
45	#ffb000	rgb(255, 191, 0)
60	#ffff00	rgb(255, 255, 0)
75	#bfff00	rgb(191, 255, 0)
90	#80ff00	rgb(128, 255, 0)
105	#40ff00	rgb(64, 255, 0)
120	#00ff00	rgb(0, 255, 0)
135	#00ff40	rgb(0, 255, 64)
150	#00ff80	rgb(0, 255, 128)
165	#00ffbf	rgb(0, 255, 191)
180	#00ffff	rgb(0, 255, 255)
195	#00bfff	rgb(0, 191, 255)
210	#0080ff	rgb(0, 128, 255)
225	#0040ff	rgb(0, 64, 255)
240	#0000ff	rgb(0, 0, 255)
255	#4000ff	rgb(64, 0, 255)
270	#8000ff	rgb(128, 0, 255)
285	#bf00ff	rgb(191, 0, 255)
300	#ff00ff	rgb(255, 0, 255)
315	#ff00bf	rgb(255, 0, 191)
330	#ff0080	rgb(255, 0, 128)
345	#ff0040	rgb(255, 0, 64)
360	#ff0000	rgb(255, 0, 0)

## 1 PRINTING

OFFSET (LITHOGRAPHY)

DIGITAL – LASER VS. INKJET

PAPER

## 2 FILE PREP CHECKLIST OVERVIEW

SIGNATURES + PAGINATION

HOW TO PRINT PROJECT 4 SIGNATURES

INKS

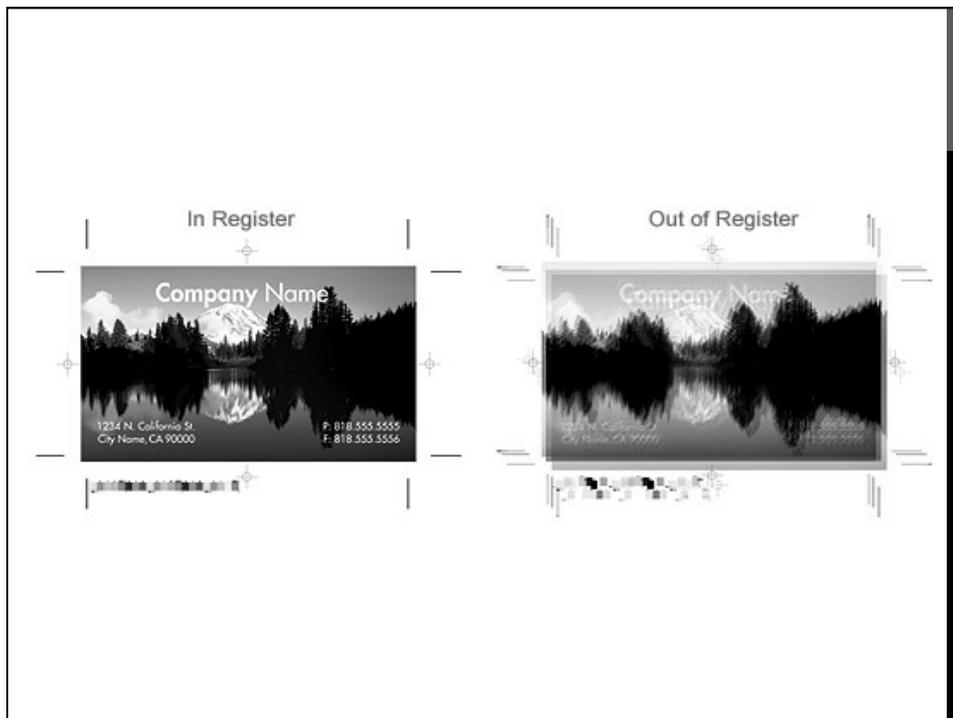
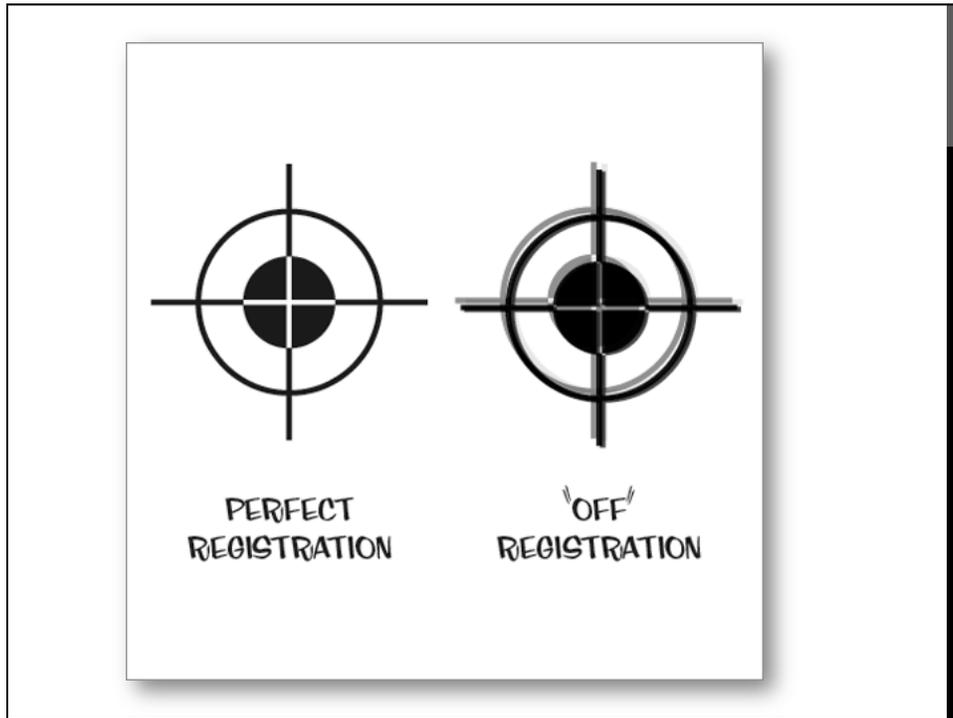
REGISTRATION

BLEED

VARNISH +

RESOLUTION

PREFLIGHT



## 1 PRINTING

OFFSET (LITHOGRAPHY)  
DIGITAL – LASER VS. INKJET  
PAPER

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INKS  
REGISTRATION  
BLEED  
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PREFLIGHT

## BLEED

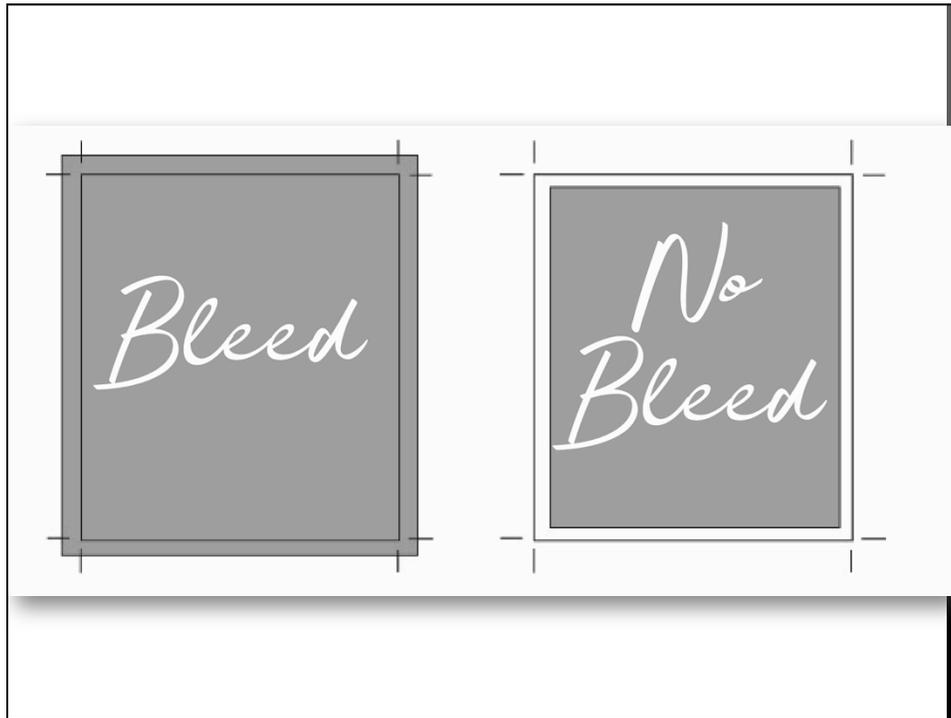
Bleed is **printing that goes beyond the edge of where the sheet will be trimmed**. In other words, the bleed is the area to be trimmed off.

### Why?

It is **very difficult to print exactly to the edge** of a sheet of paper/card, so to achieve this, it is necessary to print a slightly larger area than is needed and then trim the paper/card down to the required finished size.

Images, background images and fills which are intended to extend to the edge of the page must be extended beyond the trim line to give a bleed.

Bleeds in the US generally are **1/8 (.125) of an inch** from where the cut is to be made. You must **"pull the bleed"**.



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## BLEED

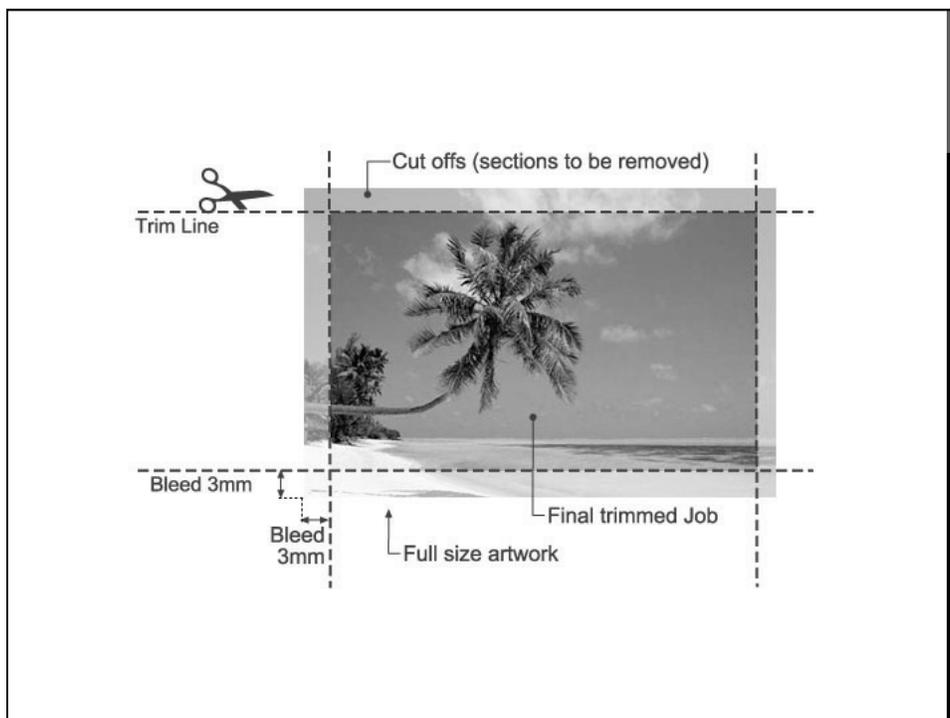
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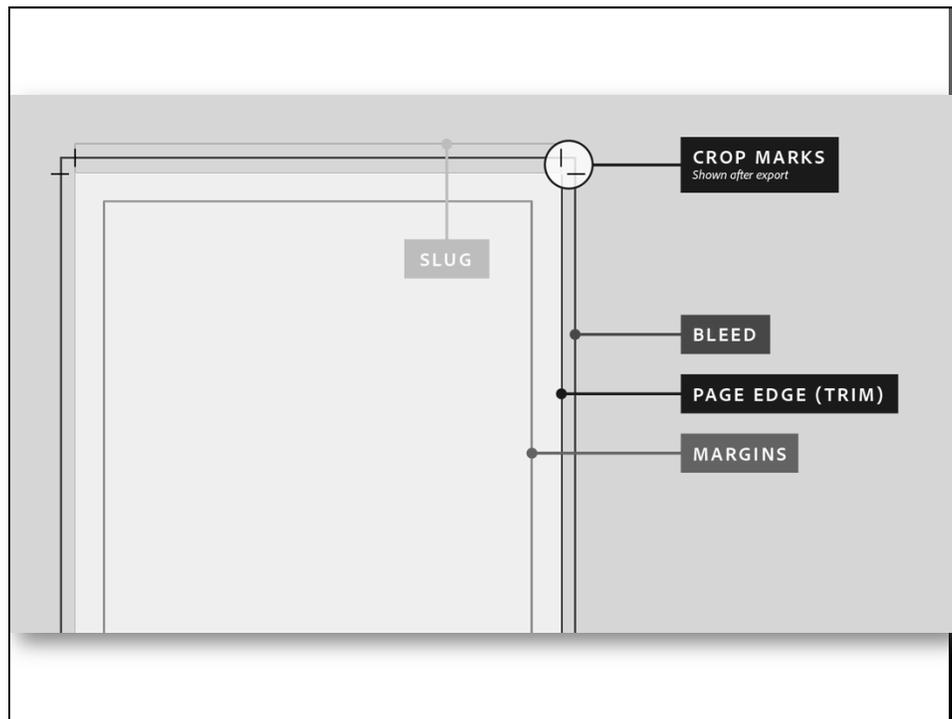
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## BLEED

For **printing**, this means the paper must be larger than the printed area.

- For a professional **offset** press (think a press so big it must be in a warehouse):
  - Multiple pages/spreads/signatures are placed next to each other on a **Parent Sheet** (Sheet-fed and Web).
  - Common Parent Sheet-Fed sizes: 23 in x 35 in, 25 in x 38 in and 26 in x 40 in. These are cut down to smaller sizes.
  - Web is one huge roller of paper.

## **BLEED**

- Almost all **digital printers** print to a pre-sized piece of paper.
  - They almost all **require margins**, which means the color cannot go to the edge of the page.
  - If you want to do a full bleed on a letter-size sheet here on our Phaser (a laser printer), you would need to pull your bleeds, apply trim (or “crop”) marks, and print to a Tabloid size sheet. You would then have to cut it down using the trim marks.
  - More paper = more money.

DON'T FORGET THIS WHEN CREATING WORK for yourself or your future clients who don't know this matters.

### **1 PRINTING**

**OFFSET (LITHOGRAPHY)**

**DIGITAL – LASER VS. INKJET**

**PAPER**

### **2 FILE PREP CHECKLIST OVERVIEW**

**SIGNATURES + PAGINATION**

**HOW TO PRINT PROJECT 4 SIGNATURES**

**INKS**

**REGISTRATION**

**BLEED**

**VARNISH +**

**RESOLUTION**

**PREFLIGHT**

## **VARNISH OR OTHER FINISHING?**

**Paper substrates** should be considered.

Varnishes and other finishes can also be applied.

- For example, overall gloss\* can be used just by printing on a glossy paper. A gloss over this is usually unnecessary.
- However, a spot varnish can be really cool.
- Similar could be a foil or some emboss, etc.

*\*Gloss is like using Comic Sans. Do you really want to use it?*

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## **RESOLUTION**

# **Vector vs. Raster**

## **RESOLUTION**

**Or what I call “Photoshop Math.”**

**Length x Width with respect to resolution.**

- Scan in Creative Process if have not yet done so. Consider the size of its placement in the magazine layout vs. the drawn size in relation to the dpi. I call this “Photoshop Math”. In other words, if the drawing were 4 inches wide (for example) and it needed to go on the full width of the Letter size page, then one of the following two things would need to occur:

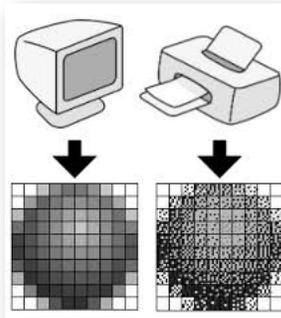
- > Scan image in at 200% at 150 dpi.
- > Scan image at 100% at 300 dpi. In Photoshop, change to 8 inches wide at 150 dpi.

But you could not scan the image at 100% at 150 dpi, then change it to 8 inches and keep it at 150dpi. You would lose digital information.

# RESOLUTION

Or what I call "Photoshop Math."  
Length x Width with respect to resolution.

PPI (pixels per inch) = DPI (dots per inch)



- Images placed are (or close) 100% and not rotated.  
*Do this in the native file format and then place in InDesign.*
- Images flattened - or merged to as simple as possible - in all programs used.
- Transparent background on all image files if required.  
*Check with printer. A transparent PSD file may work, but a clipping path might be necessary.*
- Trap document if printer requests.
- Clean all art boards in placed files. Clean all extraneous material in InDesign file.



## Types of Image Files

1. JPEG (or JPG) - Joint Photographic Experts Group
2. PNG - Portable Network Graphics
3. GIF - Graphics Interchange Format
4. TIFF - Tagged Image File
5. PSD - Photoshop Document\*
6. PDF - Portable Document Format
7. EPS - Encapsulated Postscript
8. AI - Adobe Illustrator Document\*
9. INDD - Adobe Indesign Document\*
10. RAW - Raw Image Formats

\* Native file types

## **1 PRINTING**

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**PREFLIGHT**

# PREFLIGHT

## FONTS:

Be sure none of your fonts are protected. If they are, you may need to revise your design. If the file creates a PDF without any warning, you will be ok.

## LINKS:

Be sure all links are there. Do not worry about color warnings in this case.

## PDF:

Ask for a Print PDF

### PREFLIGHT

- File : Preflight if using InDesign.

*This does not replace the checklist and should be done after manually checking all files.*

### PACKAGE FILE

- File : Package for InDesign. Links, Fonts, Instructions.
- PDF soft proof approved and included.
- ~~Laser hard proof approved and included.~~

*Include any mark-ups per FPO images, spot color (if 4-color job)/varnish, dies, etc. Indicate transparent background if file includes this. The more information, the better!*

PDF soft proof approved and included.

**“Soft” = digital • “Hard” = tangible**

**Proof**

**Why a PDF?**

- When a file goes to print, it goes through digital steps that might alter what you see on your screen in a native application. For example, a font that seemed fine on screen turns into a default ugly thing when printed.
- A PDF exported from InDesign processes the file like it's being printed. It also includes all fonts and links because it becomes a whole new file.
- Note: A PDF from Illustrator does not necessarily do this with images that are linked.
- Warning: A Photoshop PDF is an entirely different creature. That's why if you save it in Photoshop, it doesn't give you the option of just PDF. It actually states, "Photoshop PDF."