

Working vs. **Pre-Press** Files

- There can be a large or small difference between working files and files for press, depending on your working style.
- But pad your deadlines with time to pre-press your files. **There is a difference.**

NAME OF FILE: _____
CLIENT: _____
DESIGNER: _____
DATE FINAL FILE DUE TO PRESS: _____

PRINT SPECS

- ☐ Document Size?
- ☐ Number of pages in document (printed)?
- ☐ Bleed?
- ☐ Ink: CMYK? RGB? Spot? Pantone?
- ☐ Vector or other finishing?
- ☐ Resolution?

☐ File Prep Directions from Printer?

CHECKLIST

- ☐ Spell check.
- ☐ Grammar check.
- ☐ Sentence structure, rhythm, any uncomfortable breaks 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 matches the specs from printer.
- ☐ All pages of a multi-page document are in a single file.
- ☐ Full 1/8" (127µm) bleeds where necessary and per applicable specs from printer.
- ☐ Content of links to content specs from printer.
- ☐ All Vector and Printer fonts used in the project are included. Avoid menu styling.
- ☐ Outline fonts in placed vector files or include both vector and printer fonts.
- ☐ Color enter matches in all documents. If a color is not being used, remove it.
- ☐ Final and remove any unused fonts. Use font list. If it is listed and you haven't used it, Type Font, Final, in the document and remove or replace with a font you are using and include all type files.**
- ☐ Check all links are up-to-date.
- ☐ No JPEGs.
- ☐ All images built in CMYK / RGB / Grayscale / OTHER _____
- ☐ Crop images per printer specs.
- ☐ All images are _____ DPI or 100% size.***
- ☐ No missing halftone should link only ones.

☐ Images placed are (or close) 100% and not scaled.

Do this in the vector file format and then place in halftone.

- ☐ Images flattened - or merged to as simple as possible - in all images used.
- ☐ Transparency background on all image files if required. Check with printer. A transparent PSD file may work, but a flattened image might be necessary.
- ☐ Trap documents if printer requests.
- ☐ Clean all art boards up placed files. Clean all extraneous material in halftone files.

PREFLIGHT

- ☐ File: Proofread if using halftone. This does not replace the checklist and should be done after carefully checking all files.

PACKAGE FILE

- ☐ File: Package for halftone. Links, Fonts, Instructions.
- ☐ PDF will proof approval and included.
- ☐ Laser hard proof approval and included. Include any used any type of images, spot color (if vector file) or vector, etc. Include transparent background files included. Do the same for all images, the best!

**Vector printer specs include colorbars.

***Check image rights and bleed.

****Consent to use with and change color if necessary.

*****Check image rights on images.

*****Consent to use with and change color if necessary.

Project: _____
Client: _____

_____ Please mark the appropriate box.

☐ Project INCOMPLETE

Please list corrections below or on a separate sheet of paper. Do NOT sign this form until the changes have been made and you are satisfied with the project. We will provide a new Project Sign Off Sheet with any changes/corrections if needed.

Change/Correction: _____

☐ Project COMPLETE

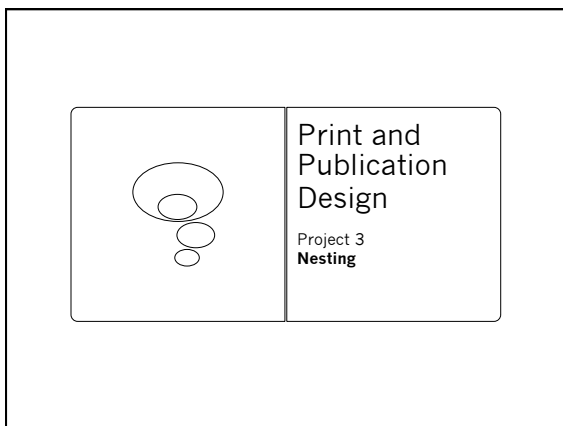
Please sign this form if you agree to finalize this project.

I, _____, hereby agree that I have fully reviewed the final project and authorize consent for Awesome Printing Company (APC) to finalize the project as is. I understand that once the project has been finalized, APC is not responsible for errors, corrections, or changes to the project after this point.

Company Name: _____

Client Signature: _____ Date: _____

This document may have additional changes.



Nesting



<http://yourway.net/wp-content/uploads/2009/07/nesting.jpg>

"Nesting"



- (This term can be used to describe multiple things in print and web design/coding.)
- **BUT FOR PRE-PRESS > it is a bad term.**
 - It means that there are links within links, which is just asking for problems.
- **When preparing your final files for press**
AFTER you are done designing,
be sure InDesign (or other program) only asks for one link

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AFTER you are done designing,
be sure InDesign (or other program) only asks for one link
- **INDESIGN:** never travels alone
- **PHOTOSHOP:** always travels alone
- **ILLUSTRATOR:** does both
 - To avoid nesting at pre-press, make it travel alone

Nesting Dolls are ☺



http://www.123rf.com/photo_10991495_russian-nesting-doll.html

Nesting Files is ☹



- **Files should NOT link beyond 1 file.**
 - For example, an InDesign file should link only to a file from Illustrator.
 - >> That Illustrator file should have any images INTEGRAL to THAT artwork EMBEDDED into the Illustrator file.



Embedded file icon
If this icon is not present
then your image is not
embedded, it is linked.

<http://d.hq.com/wp-content/uploads/2012/01/embedded-link-icon.png>

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- In other words...
Do not ask InDesign to link to Illustrator and then link to the Placed Photoshop file.
 - Photoshop does not really link to work in the same way as Illustrator and InDesign do.

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- Do not let nesting happen in any program when sending a file to **Print Vendor (= Pre-Press)!!**
 - *Doing this while creating work is up to you, as Linking is important if working on multiple elements at one time*

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 - *Doing this while creating work is up to you, as Linking is important if working on multiple elements at one time*
 - *PDFs (just because it says it embeds doesn't mean it always will)*

REMEMBER:



- **INDESIGN:** never travels alone
- **PHOTOSHOP:** always travels alone
- **ILLUSTRATOR:** does both
 - To avoid nesting at pre-press, make it travel alone

NESTING ☹️ EXERCISE



- Make a 1-layer image in Photoshop. Save as .png.
- Place this image in Illustrator. Be sure it is linked and not embedded. Create art around the Photoshop image. Save as .ai.
- Open InDesign and Place this image into InDesign.

NESTING ☹️ EXERCISE

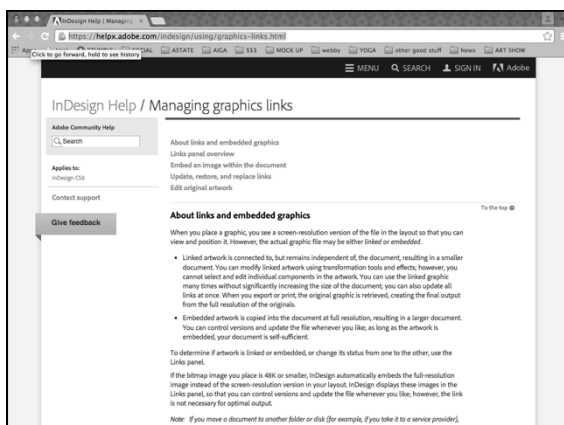


- Make a 1-layer image in Photoshop. Save as .png.
- Place this image in Illustrator. Be sure it is linked and not embedded. Create art around the Photoshop image. Save as .ai.
- Open InDesign and Place this image into InDesign.
- WHY IS THIS BAD? HOW DO YOU FIX IT?

NO MORE THAN 1 LINK



- Make a 1-layer image in Photoshop. Save as .png.
- Place this image in Illustrator. ~~Be sure it is linked and not embedded.~~ **EMBED THE IMAGE.** Create art around the Photoshop image. Save as .ai.
- Open InDesign and Place this image into InDesign.



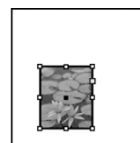
CLEAN FILE BUILD (not Nesting) ...



- FYI: **Photoshop** (and Illustrator in some cases) concern:

- When preparing files for press, crop them as close as you can in the native program first. **Though InDesign crops images, the extra digital information is sloppy.**

>> *larger files and more to go wrong.*



Just because InDesign crops the image doesn't mean it's right. Instead, build a clean file for pre-press by cropping it in the native program (Photoshop or Illustrator).

http://help.adobe.com/en_US/indesign/cs6/using/imagelink_07.png