



FilePrep

Some basic file submission tips

By Tom Kubinski

Common page layout programs include Adobe InDesign, PageMaker, QuarkXPress and Microsoft Publisher. Adobe Photoshop, Adobe Illustrator and Corel Draw are popular choices for creating supporting graphics. Ensure your print provider is using the same version with the same plugins and/or Xtensions.

Send the fonts

Even when using common fonts, such as Times, Helvetica and Palatino, it is necessary to send them with your document. Fonts can vary by version and vendor as well as from TrueType to Postscript and OpenType. Send both the screen and printer fonts for postscript. Avoid mixing TrueType and Postscript or OpenType formats. If you have an EPS file that has text that has not been converted to outlines, send those fonts as well. Using a font management utility like Suitcase or Font Reserve will help you organize and collect your fonts for your printer. Avoid stylizing fonts whenever possible and use what is available from the font menu. Otherwise things may re-wrap or go astray when converting to

print software. Print providers are under the same licensing agreements as individuals and must own a license for viewing, editing, and printing any Adobe typeface.

It is illegal to share or copy fonts beyond what the license agreement allows; or to include a font copy with source files for output unless the printer has a license for the font or the license agreement makes provision for it. See www.adobe.com/aboutadobe/antipiracy/pdfs/AIGA2.pdf.

Graphic dos and don'ts

Send copies of all the graphics that are used in your document, and, if available, any layered Photoshop files. Doing so enables your printer to make any last minute changes if necessary. Ensure all links are current and up to date. It is essential to create all common elements on the same layer. Do send industry standard file formats for print production: Encapsulated Postscript (EPS), Tagged Image File Format (TIF) and Joint Photographers Expert Group (JPEG). Don't send formats that are not supported in a print production environment: Graphics Interchange Format (GIF), bitmap (BMP), and Windows Metafile (WMF).

Provide only the documents, art and type that pertain to your project.

Resolution and ink coverage

Grayscale and CMYK images should be at 300 dpi at 100 percent of final size. Black and white (bitmap images) can be scanned between 800 and 1,200 dpi. Grayscale images should not exceed 90 to 95 percent in the darkest area and when printing on an uncoated stock the shadow area should be between 80 percent and 85 percent. CMYK images can't exceed 320 percent maximum ink coverage when printing on a coated stock and 300 percent for uncoated. For example, if you have coated stock with cyan 85 percent; magenta 75 percent; yellow 75 percent; and black 85 percent; the total is 320 percent.

Document structure

Files should be constructed to the trim size. A standard 1/8-inch bleed should be built into all pages. Perfect bound documents should be set up as non-facing pages with bleed on all four sides. Avoid any special characters when naming your files and folders.

RGB vs. CMYK

Images that are going to be printed as 4 color should be provided in CMYK format. Images saved in a RGB format can be automatically converted into different color space, but undesirable results may occur.

Sending files

Quark XPress, InDesign, PageMaker and MS Publisher have built-in packaging and preflight options. Preflighting your file will alert you of any problems. Packaging your file will gather the fonts and graphics used in the document.

Adobe's PDF lets you distribute documents anywhere electronically, while still preserving the original document fidelity regardless of operating system, application/version, system configuration, language or fonts. PDF files are considerably smaller than native files.

To ensure a PDF prints correctly, word processing programs such as Microsoft Word should not be used as the layout application—you'll run the risk of text reflowing. P&MB

Contact Tom at tkubinski@sextonprinting.com