

## How to Avoid a Printing Project Nightmare

Avoiding a printing project nightmare is actually very easy! Follow these important steps to ensure your project runs as smoothly as possible.

### **Step 1: Make sure your files are set up as follows:**

Digital Photographic Output :

- Include all screen and printer fonts used in your document and in your imported graphics.
- Send only back up copies of files.
- Set up your document in proportion to your final output size.
- Disks should contain only the files we need.
- Let the document edges be your crop. Do not make your own crop marks.
- Indicate any PMS colors to be matched in the document and on the hard copy.
- Call before sending any type of PDF file for output.

Color Modes :

RGB - or most original (Raster Photoshop Specs)

DPI @ full size: 100 DPI

DPI @ ¼ size: 400 DPI

File Format: Binary EPS (for linked files)

Flattened TIFF (for files printed directly from Photoshop)

- Flatten layers (unless you need a color match).
- Delete extra layers and channels.
- DO NOT COMPRESS FILES IN ANY WAY.

CMYK :

- PMS Colors should be left as SPOT and linked to swatches.
- Include imported graphics in your document.
- If possible, do not embed imported images. Please link imported images.
- Please note that Illustrator versions 9 and up require that document and linked images be in the same color mode. Linked CMYK files can yield results with unacceptable levels of contrast. To avoid this problem, link raster files through another layout program, use Illustrator 8, or set your document mode in later versions of Illustrator to RGB. For best results remain consistent in your file set-up from project to project.
- Avoid setting up any file at less than 1/12 scale of the final output size if possible.

Accepted Applications :

Photoshop CS • Illustrator CS • In Design CS • Quark 6 • Freehand 10

### **Step 2: Upload via ftp and communicate via email.**

- Name the file your company name and date.
- Upload the file along with a viewing PDF.
- Once the files are uploaded, email the file name to the customer service rep.
- Reiterate delivery instructions for finished piece.
- Provide specific deadline requirements.
- Indicate whether or not a proof is required.

### **Step 3: Include a digital print out of all of your files.**

### **Step 4: Include all original fonts.**

### **Step 5: Carefully inspect the proof of your work before signing off for final printing.**