



A world of difference in your printing.



ACROBAT PDF

QUARK

ILLUSTRATOR

INDESIGN

PHOTOSHOP



DIGITAL PREPRESS GUIDE

Intermediate User's Edition





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FILE FORMATS CURRENTLY ACCEPTED

PAGE LAYOUT FORMATS

Quark Express

Adobe InDesign

RASTER / VECTOR FORMATS:

TIFF

PSD

PDF

EPS

Ai

COMPRESSION FORMATS:

ZIP

SIT

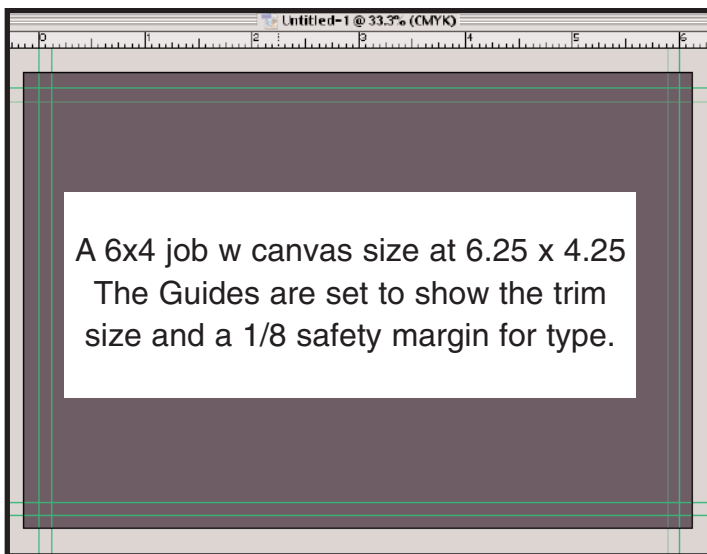
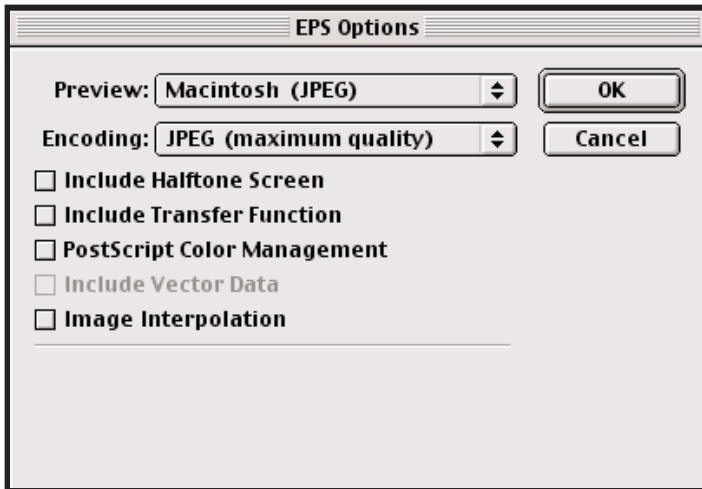
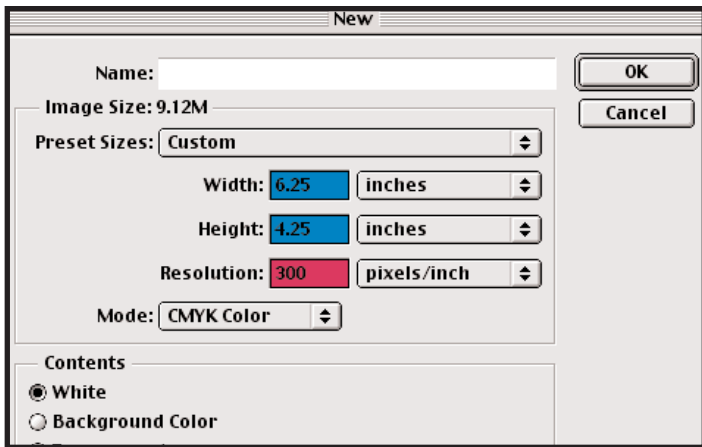
PLEASE REFERENCE THE APPROPRIATE PAGES FOR THE SUBMISSION STANDARDS FOR THE AFOREMENTIONED FORMATS.

PC USERS:

There is a special note in each section on what you have to do to make your files as MAC compatible as possible, please read carefully. Thank You.



Producing Photoshop Files.



CANVAS SIZE if entire job is in Photoshop: SHOULD BE .25 LARGER THAN TRIM DIMENSION. For example, on the left is a 6 x 4 postcard the image size is 6.25 x 4.25 to create the bleed.

RESOLUTION:

Should be 300 Dpi for image based art and 600 DPI if TYPE IS SET in Photoshop to ensure quality.

FONTS:

Should be **typeset in Photoshop only if Special Effects are applied**, otherwise Quark, InDesign, or Illustrator should be used to provide the highest quality type.

LAYERS:

All layers should be flattened. If we receive a layered file we will flatten it "as is", whatever layers that are not visible will be discarded

COLORMODE:

All images should be CMYK or grayscale

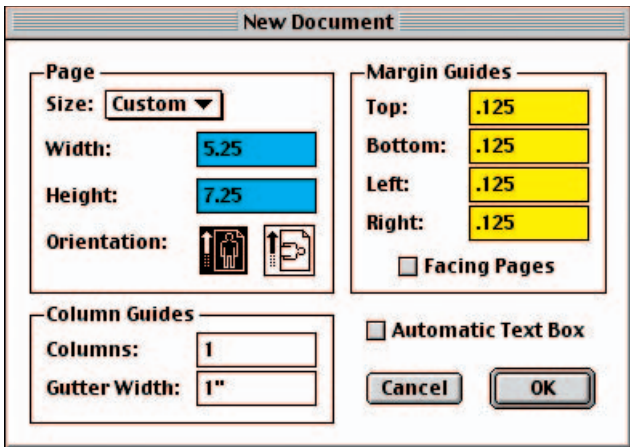
Save as an EPS:

Use the following settings (left screenshot) to ensure the best quality and minimizing the file size.

COMPRESSION:

If you elect to send us a TIFF please do not compress the file.

Creating a Quark Document. (Part 1)



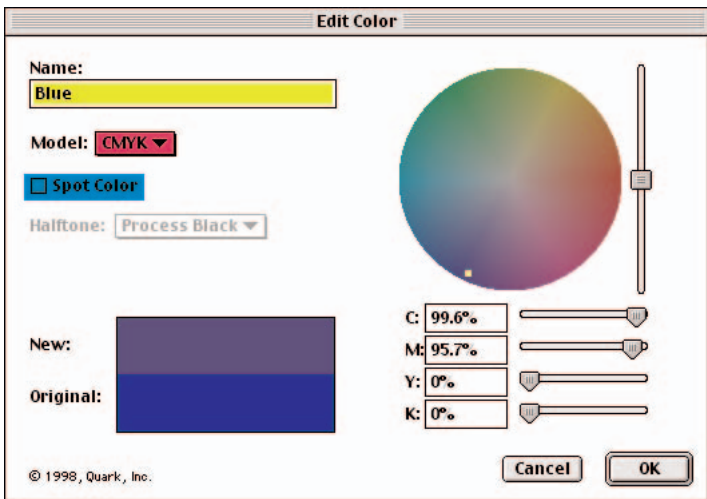
NEW DOCUMENT SIZE:

SHOULD BE .25 LARGER THAN TRIM DIMENSION. For example, on the left is a 5 x 7 postcard the image size is 5.25 x 7.25 to create the bleed. Setting the margins at .125 will define the trim size. ***Reminder each side should be layed out on it's own page, do not layout the front and back of a job on one sheet.**

FONTS:

Generally, you should not use the buttons below (**menu style bar**) to augment the type. Only use the drop down menu to change the style of the font for proper font production, unless using a True Type font.

MENU STYLE BAR



COLOR:

SEE EDIT COLOR (Left IMAGE)
Mac and PC (shift + F12)

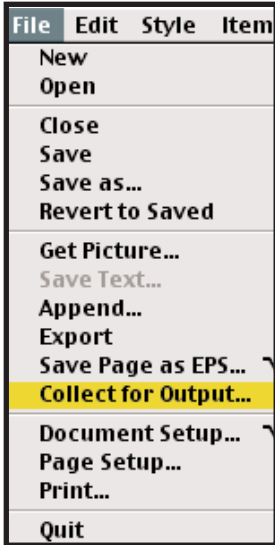
DO NOT USE RED, BLUE, GREEN.

USE PANTONE COLORS **ONLY** WHEN PRODUCING A 5TH (SPECIALTY COLOR).

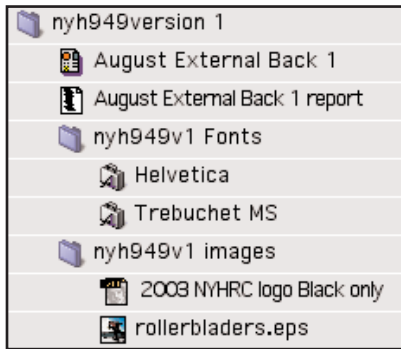
ALL 4-COLOR JOBS SHOULD BE BASED ON THE **MODEL: CMYK** AND THE **SPOT COLOR UNCHECKED.**

Creating a Quark Document. (Part 2)

Figure 6.1



PLACE YOUR IMAGES AND FONTS in separate folders. YOUR FOLDERS UPON SUBMISSION SHOULD BE like the following sample.



Using Collect for Output is located under “File” (**Figure 6.1**). This enables Quark to gather the hi-resolution images you are working on and placing them in the same folder as your Quark document.

Fonts you are going to have to gather manually unless you are using Quark 6.0.

There are main types of fonts that you will be supplying us are either **True Type** fonts or **Type1 Post Script** Fonts.

TRUE TYPE FONTS

If you are working with a **True Type** font, **Figure 6.2** it is the only file you need to supply and is located in the suitcase folder. **Figure 6.3**

POSTSCRIPT FONTS

If you are working with a **postscript font** you will need to supply us with two files. The first is called an outline or printer font and it’s icons usually looks like **Figures 6.4 or 6.5.**

Then you will need to supply a screen font which is **Figure 6.6** and is located in the suitcase folder. **Figure 6.3**

PC USERS:

PC / Mac compatibility with fonts have always been an issue. One of the better methods for PC users, whom have typeset in Quark, is to apply the following technique.

1. Save your Quark Document as an EPS file.
2. Open the EPS file in Illustrator.
3. Select all the Type.
4. Create outlines. (See page 7)
5. Save the file as an EPS.

This will produce a file that will not require you to send us fonts. However, if you need to typeset any corrections you must start from the Quark document and repeat the process.



Figure 6.2 TRUE TYPE ICON



Figure 6.3 SUITCASE ICON



Figure 6.4 POSTSCRIPT ICON



Figure 6.5 POSTSCRIPT ICON



Figure 6.6 SCREEN FONT ICON

Submission of Illustrator Files.

Figure 7.1



The 3 keys to submitting a good Illustrator EPS or Ai file.

1. Make sure you are working in CMYK and and spot colors are converted to process.
2. If you are typesetting in Illustrator you have three options.

* Supply all the fonts used
(see page six on how to do this.)

*Create outlines for the type - **Figure 7.1**
(PC USERS SHOULD USE THIS FUNCTION)

or

*You can include fonts when saving as an EPS. **Figure 7.2** - check **Include Document Fonts**. Thus, you will not have to collect fonts.

3. Importing images into Illustrator. The images can either be supplied separately or embedded. If the image is to be embedded **you must make sure the image is CMYK** and doublecheck the link pallet - **Figures 7.3 and 7.4** - to see that the image is embedded.

Figure 7.2

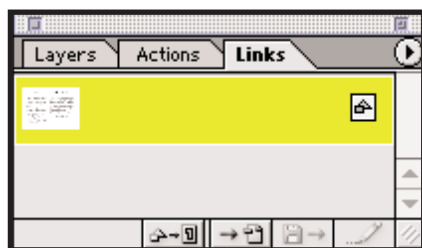
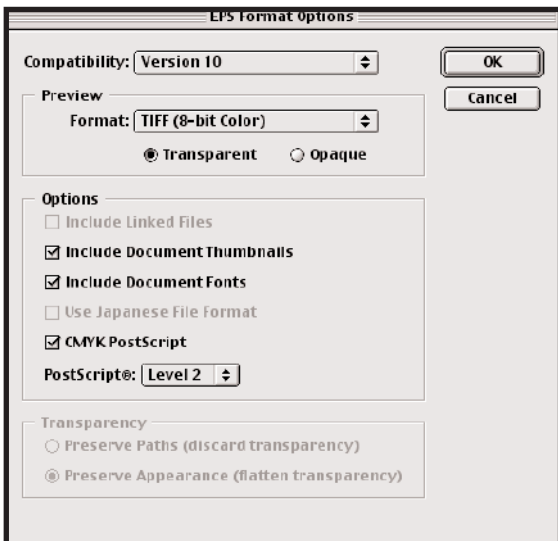


Figure 7.3

The Links pallet showing an Image that is embedded. Indicated by the icon on the right.

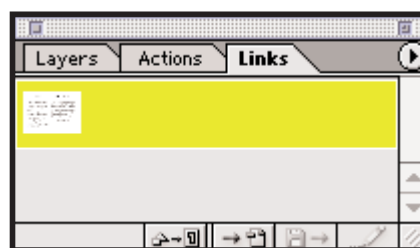


Figure 7.4

The Links pallet showing an Image that is not embedded. Notice that there is no icon on the right.

InDesign Files.

Figure 8.1

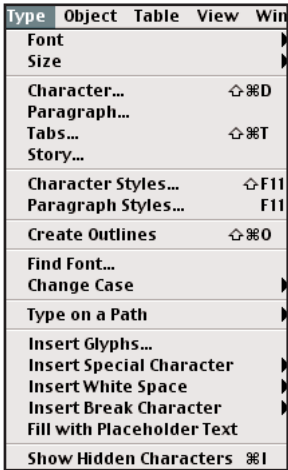


Figure 8.2

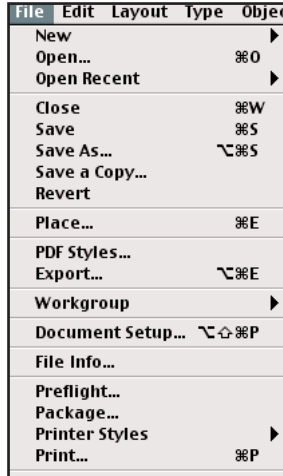


Figure 8.3

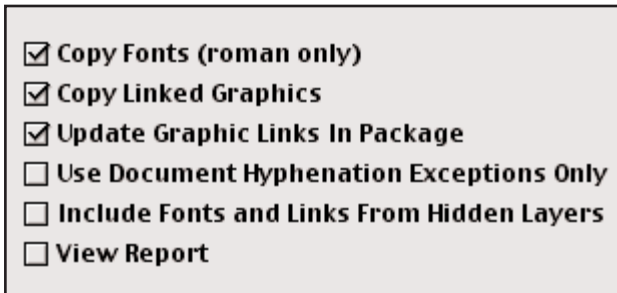


Figure 8.4 Image not embedded

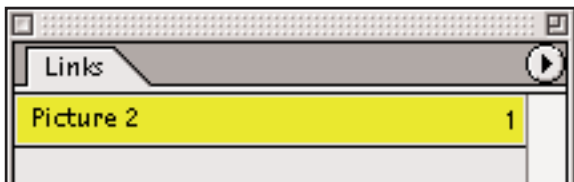
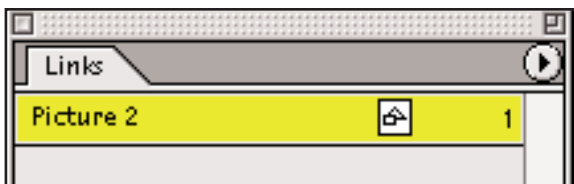


Figure 8.5 Embedded Image



InDesign and Illustrator share many of the same features except that InDesign is a page layout application. Many of the same rules apply.

1. Design your file to a size total .25" larger than the trim size. e.g. 4" x 6" is a 4.25" x 6.25". Thus, giving a 1/8 bleed on all 4 sides.
2. Make sure you are working in CMYK and and spot colors are converted to process.
3. SUPPLY FONTS AND IMAGES

You can either.....

- a) Use the package feature under File.

<Figure 8.2 with settings Figure 8.3>

This will collect on the fonts and images for you into one folder.

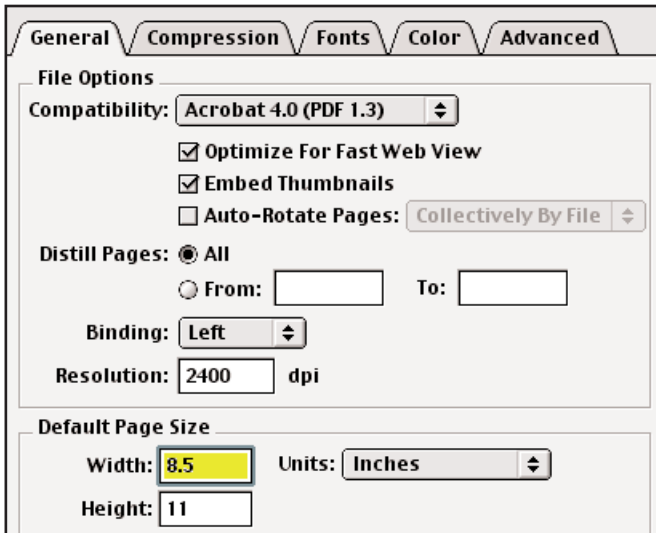
- b) Embed the images by using the pallet option in Links (**Figures 8.4 and 8.5**) and

Either manually collect the fonts or create outline for the fonts. **Figure 8.1**

PC USERS:

In order to avoid Fonts conflicts it is recommended that you create outlines for all the type set in InDesign.

Creating PDFs (Part 1)



General | Compression | Fonts | Color | Advanced

File Options

Compatibility: Acrobat 4.0 (PDF 1.3) ▾

Optimize For Fast Web View

Embed Thumbnails

Auto-Rotate Pages: Collectively By File ▾

Distill Pages: All

From: To:

Binding: Left ▾

Resolution: 2400 dpi

Default Page Size

Width: 8.5 Units: Inches ▾

Height: 11

When creating a PDF, you must have prepared the native documents appropriately. For example, if you created an image as RGB accidentally, when you distill it to a PDF it will still be RGB. Once you've prepared your documents according to COMPUCOLOR's standards, only then should you generate a PDF.

In Distiller select **Settings** from the **Job Options** menu.

Select **General** tab.

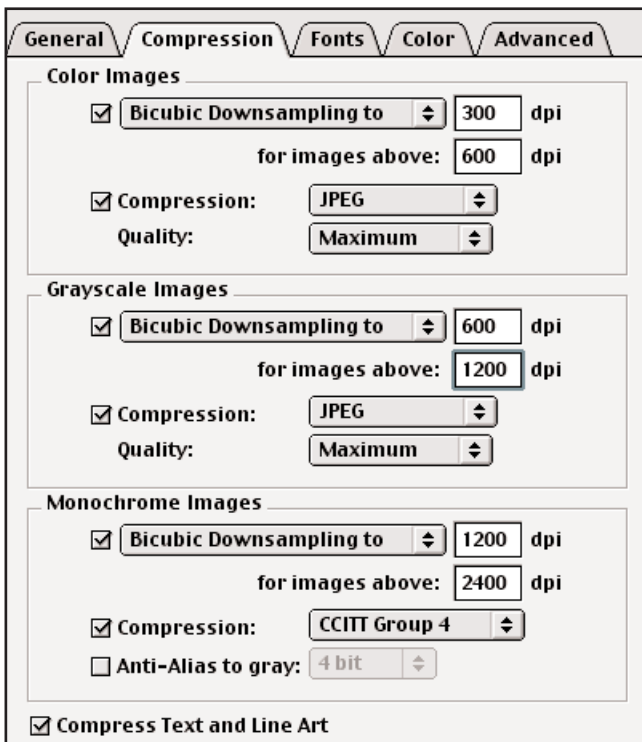
* **Compatibility** to Acrobat 4.0

* Uncheck all boxes

* Check **All** in Distill Pages

* **Default Page Size** should be set to the size of the document inc bleed.

Select **Compression** Tab.



General | **Compression** | Fonts | Color | Advanced

Color Images

Bicubic Downsampling to 300 dpi
for images above: 600 dpi

Compression: JPEG ▾

Quality: Maximum ▾

Grayscale Images

Bicubic Downsampling to 600 dpi
for images above: 1200 dpi

Compression: JPEG ▾

Quality: Maximum ▾

Monochrome Images

Bicubic Downsampling to 1200 dpi
for images above: 2400 dpi

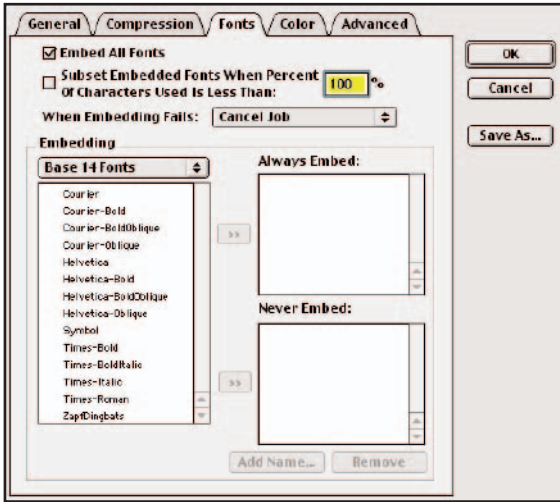
Compression: CCITT Group 4 ▾

Anti-Alias to gray: 4 bit ▾

Compress Text and Line Art

Use the following settings to the right. This will ensure a decent sized PDF without the loss of quality. Don't forget to also check the box at the bottom which will compress the text and line art.

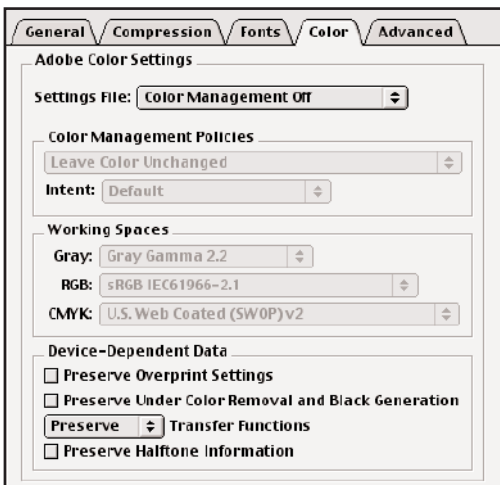
Creating PDFs (Part 2)



Select **FONTS** Tab.

* Make sure Embed All Fonts is checked

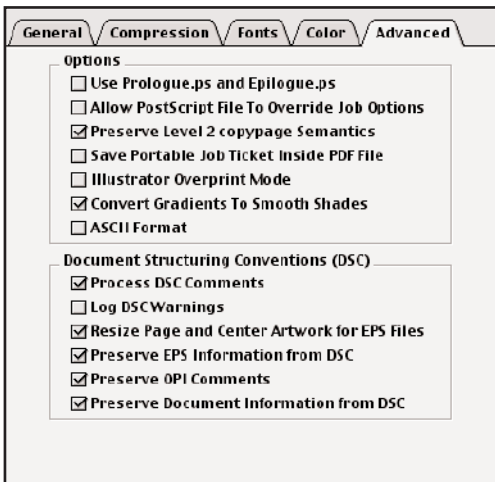
*Subset Embedded Fonts should be unchecked



Select **COLOR** Tab.

* Settings File should have
Color Management Off Selected

*All other boxes should be unchecked



Select **Advanced** Tab.

* Check Preserve Level 2 copypage Semantics on Options, all other boxes under options should remain unchecked.

*Check all boxes under Document Structuring Conventions except Log DSC Warnings.

Design Submission - PART 1

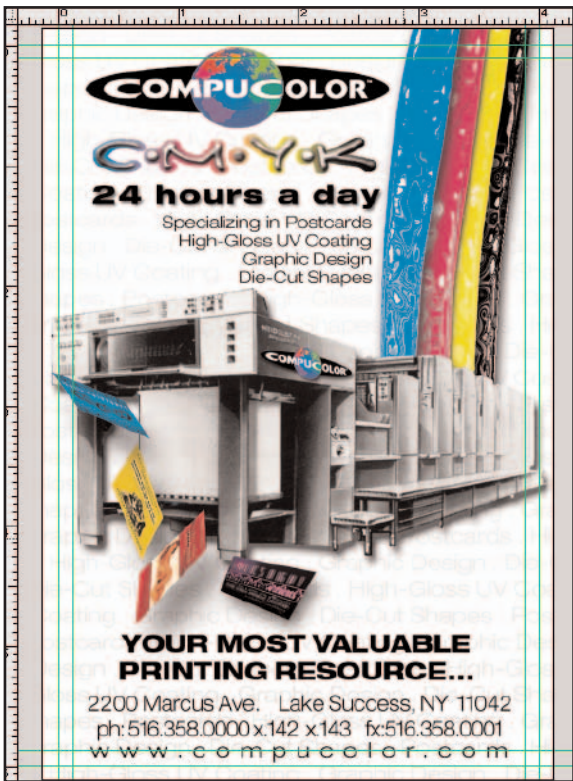


BEFORE - PROPER DESIGN

The images to the left represent a 4"x 6" postcard design. Both have a 4.25" x 6.25" canvas size to provide the 1/8" required bleed and have 2 sets of guides.

The outermost set of guides indicate the trim, the inner set represent the safety margin for critical type and images you do not want trimmed off.

If you look at the top image (**Proper Design**) you will notice all the images and type do not cross the inner set of guides. Thus, providing a good safety margin.



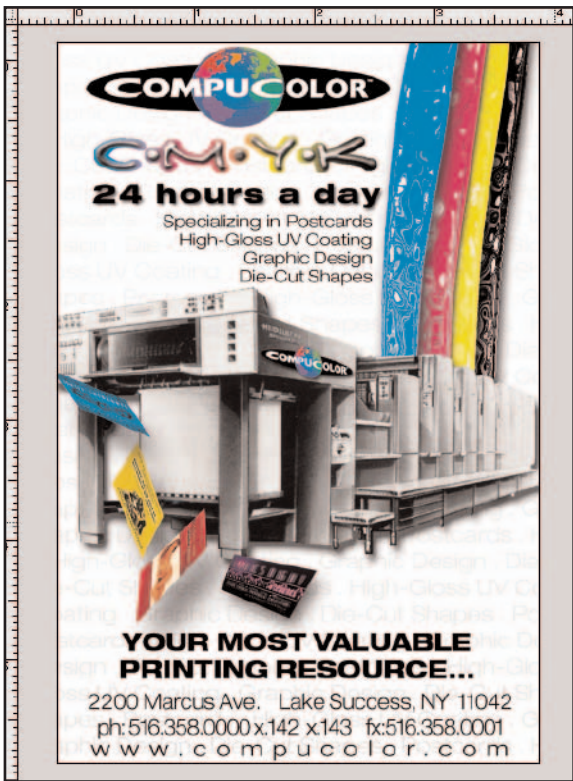
BEFORE - POOR DESIGN

In contrast, the bottom image (**Poor Design**) portions of the images and type cross over the safety margins that were set. On the following page you will see the results of what happens when these jobs are trimmed to specification.

Design Submission - PART 2



AFTER - PROPER DESIGN



AFTER- POOR DESIGN

The Final Results.

The top image **(Proper Design)** does not have anything clipped off and is balanced.

The bottom image **(Poor Design)** Has the printer cut off on both sides and the logo on top and type on the bottom are in danger of being cut.

These “AFTER” examples are only showing you what you would get with a perfect cut. There is always a slight deviation and the results could be worse for the bottom image. This is why printers ask for bleed and safety margins to account for the deviation when cutting occurs.



File Submission Checklist

DESIGN

BLEED - Jobs should be sent with a 1/8" (.125 inches) of bleed on all sides of the job.

TYPE SAFETY - All critical images and type should be set 1/8" (.125 inches) from the final cut size to protect those elements from being cut off.

PHOTOSHOP

- COLOR MODE** - CMYK
- LAYERS** - FLATTENED
- RESOLUTION** - 300 ppi
- SAVE AS** - EPS, TIFF, or PSD.

*If entire job is composed in Photoshop please save as an EPS. Our EPS settings are
PREVIEW: Macintosh JPEG **ENCODING:** JPEG Maximum Resolution, all boxes should be unchecked.

ILLUSTRATOR

- COLOR MODE** - CMYK
- FONTS** - Convert to outlines or EMBED the fonts
- IMAGES-** Should be linked, supplied, and the images should follow our
PHOTOSHOP standards (no RGB files or JPEGs).
- SAVE AS** - EPS

*If entire job is composed in Illustrator please set the crop area (using the crop area tool) to include the bleed.



InDesign & Quark

- COLOR MODE -** All colors should be converted to CMYK color space.
- PAGES-** Each side of your job should have it own page and the page size should match the final trim size.
- FONTS -** MUST BE INCLUDED
- IMAGES-** MUST BE INCLUDED, linked, and the images should follow our PHOTOSHOP standards (no RGB files or JPEGS).

***JPEG WARNING :** JPEGS give inaccurate previews at times when using a layout applications. If you have been using JPEG images, don't JUST resave them in an acceptable format. You also MUST go into the layout program and update the images before saving the Indesign or Quark file. The reason being, there could be a shift and size position due to the JPEG's preview you were using.

ACROBAT PDF

- COLOR MODE -** All colors should be converted to CMYK color space.
- FONTS -** MUST BE EMBEDDED
- IMAGES-** MUST BE INCLUDED. Resolutions should remain the same, you can use JPEG Compression set at Maximum Quality.

***PDF WARNING:** Be sure your native files are set up to our standards.

Check our Download Section for our latest Distiller Settings and our Acrobat 6.0 Preflight Profile.

FONTS

COMPUCOLOR accepts True Type and Type 1 fonts. Please remember if you are sending Type 1 fonts to include both the Printer and Screen fonts.

COLORS

All jobs should be CMYK or Greyscale. In the event that you are to use a special Pantone color, please contact us. Any job sent that's not CMYK, Greyscale, or a requested PANTONE color will be subject to COMPUCOLOR's CMYK conversion which may change the overall appearance of the job.