

# General Design Information

The following are helpful hints and terms.

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## What is an Adobe PDF?

Portable Document Format (PDF) is the standard for the secure and reliable distribution and exchange of electronic documents. PDF is a universal file format that preserves the fonts, images, graphics, and layout of any source document, regardless of the application and platform used to create it. Adobe PDF files are compact and complete, and can be shared, viewed, and printed by anyone with free Adobe Reader software. You can convert any document to Adobe PDF using Adobe Acrobat software products, enabling business, engineering, and creative professionals to create, distribute, and exchange secure and reliable Adobe PDF documents.

## What types of images will work for print?

If you are scanning the images yourself from photographs it is best to save them in EPS format. This image format will preserve the color and sharpness of your pictures the best.

You should scan your images using a resolution of 350 dpi at the final dimensions you intend to use them. This will help your colors look smooth and hard objects will look sharp. In other words, don't scan at 350 dpi and then enlarge the picture by 200% in your layout program! Resolution is another reason why you should not use images that are lifted from websites; they are probably only 72dpi in resolution and will look very blurry if printed on a printing press.

File formats like GIF or JPEG compress the picture's color and pixel resolution and this can cause color shifts and blurriness. Since JPEG and GIF are the most predominant image formats on the web, it follows that it's not a good idea to simply "lift" an image from someone's website and use it in your layout. Not to mention this is illegal by copyright laws.

## Will my printed piece look exactly like it does on my computer monitor?

There are some differences. Scanners and digital cameras create images using combinations of just three colors: Red, Green and Blue (called "RGB"). These are the colors that computers use to display images on your screen. But printing presses print full color pictures using a different set of colors: Cyan, Magenta, Yellow, and Black (called "CMYK"). So at some stage your RGB file must be translated to CMYK in order to print it on a printing press. This is easily done using an image editing program like Photoshop. We cannot be responsible for sub-par results if you furnish low-res images or RGB images. It is also important to remember that all monitors show colors differently depending on the monitors quality and calibration. So what you see isn't exactly the colors that will print.

Be aware that it is possible to make colors in RGB that you can't make with CMYK. They are said to be "out of the CMYK color gamut". It's best to select any colors you use for fonts or other design elements in your layout using CMYK definitions instead of RGB.

## What are Spot Colors?

A spot color is a specially mixed ink that is applied on the printing press, as opposed to a mix of the four inks which make up process printing. Spot colors can be produced in a much more vibrant range of colors, and can have special characteristics which aren't available in process inks, such as day-glow or metallic ink. The most common spot colors are from PMS colors. PMS is the acronym for Pantone Matching System and was developed by the Pantone Company for color identification. Each PMS color has a unique number and formula for ink mixing.

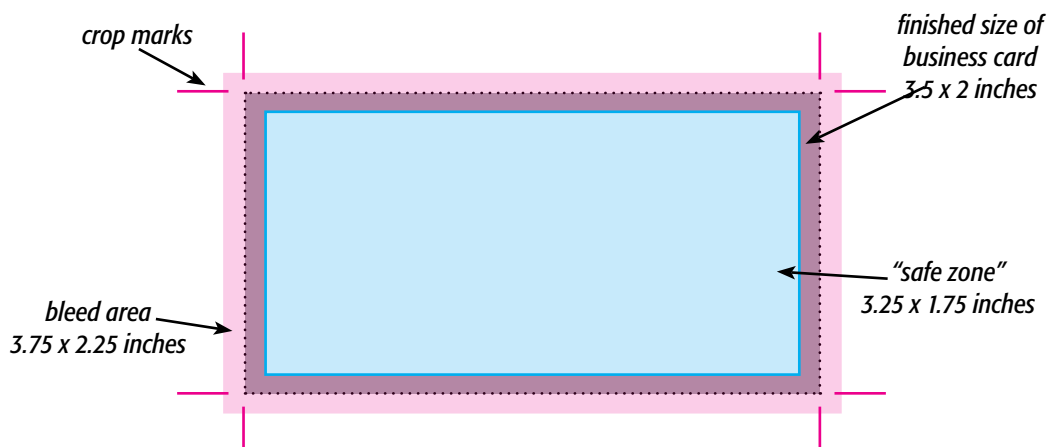
## What is a Bleed?

"Bleed" area is the extra (usually 1/8 inch) of color beyond the finished size of your printed piece. It allows us to print your piece oversized and cut it down to size, thereby giving the appearance that the printing "bleeds" off the edge of the page, rather than having white borders. Because cutting may vary ever so slightly, it is a good idea to make sure all of your valuable information (ie. text) is within the "safe design zone" (at least 1/8" inside the finished size).

For example, a standard business card measures 3.5 x 2 inches. When creating your design file, create the page size equal to the printed size of your piece (3.5 x 2). Extend any color that you want to bleed off the page at least .125 inches past your page size. **Make sure to save the file as a .PDF with crops and bleeds.**

## What is a Crop Mark?

Crop marks are marks placed at the corners of a page to indicate where the page is to be trimmed.

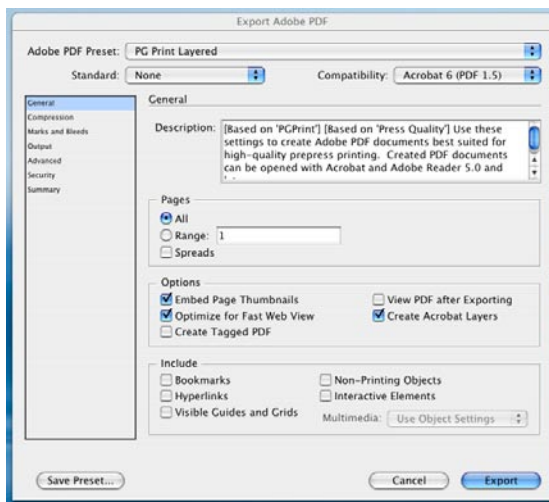


# To Save a Print-Ready PDF

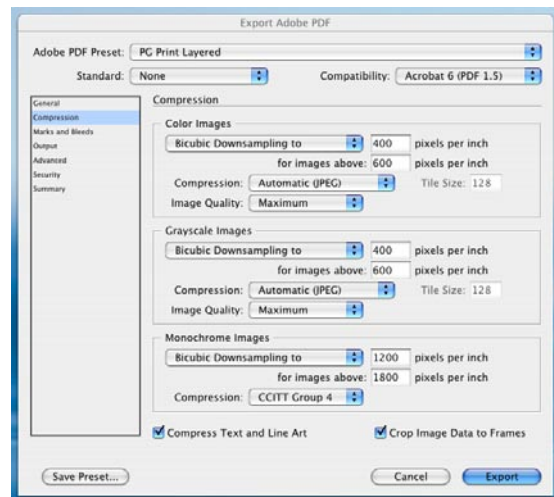
High resolution PDF with crops and bleeds

## In InDesign

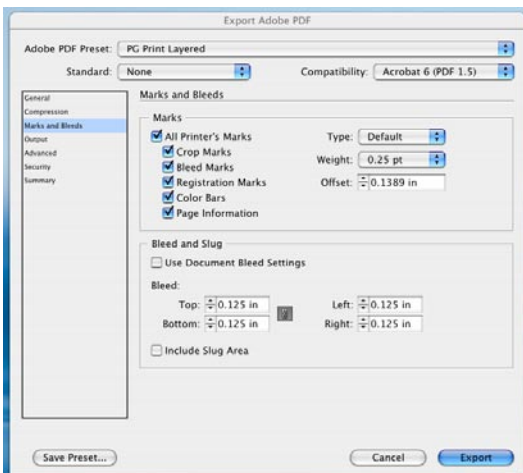
1. File→Export. Set format to Adobe PDF. Click Save.
2. Start with the Press Quality Adobe PDF Preset. Make sure your settings match the screen shots that follow (img. A-D). The last 3 tabs (not shown) can be left with default settings.
3. Click Export (img. D) .



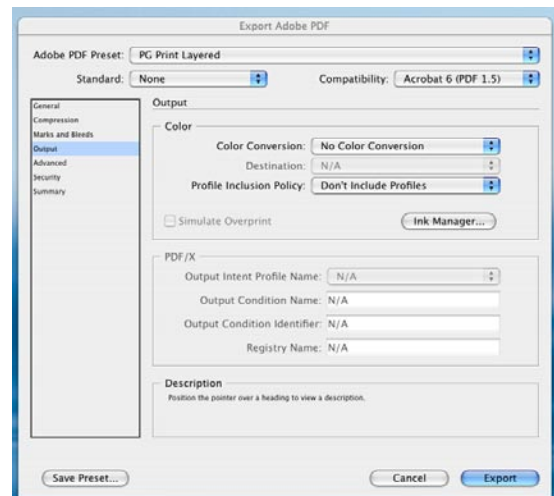
A



B



C



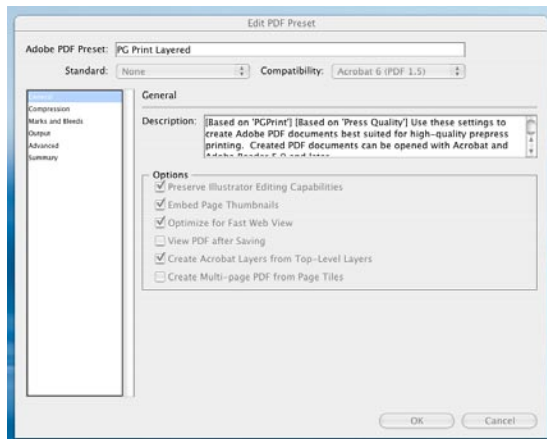
D

# To Save a Print-Ready PDF

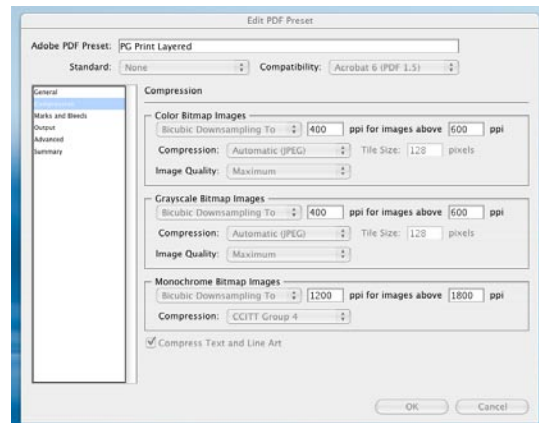
High resolution PDF with crops and bleeds

## In Illustrator

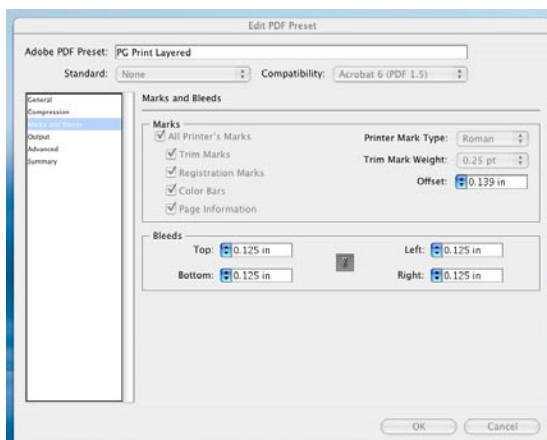
1. First, convert all text to outlines.  
Select→All  
Type→create outlines
2. File→Save as. Set format to Adobe PDF. Click Save.
3. Start with the Press Quality Adobe PDF Preset. Make sure your settings match the screen shots that follow (img. A-D). The last 2 tabs (not shown) can be left with default settings.
4. Click Save PDF (img. D).



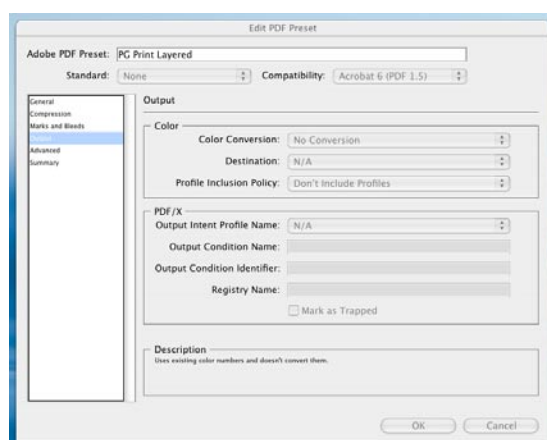
A



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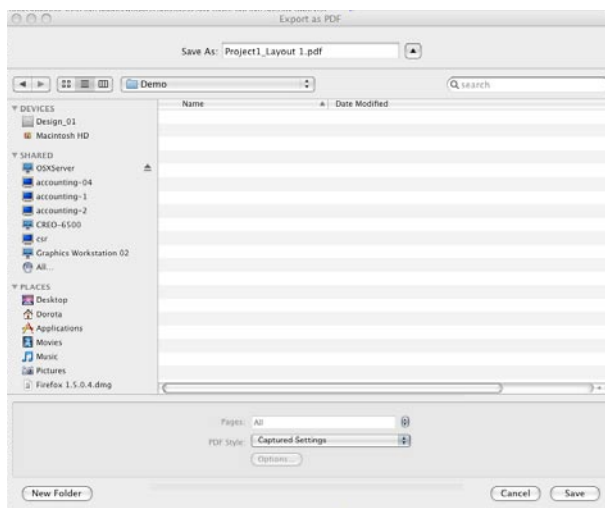
D

# To Save a Print-Ready PDF

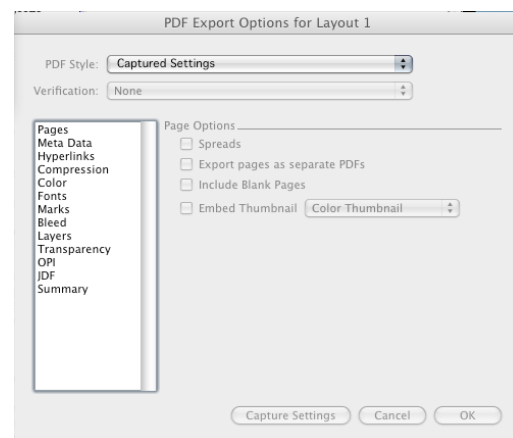
High resolution PDF with crops and bleeds

## In Quark XPress

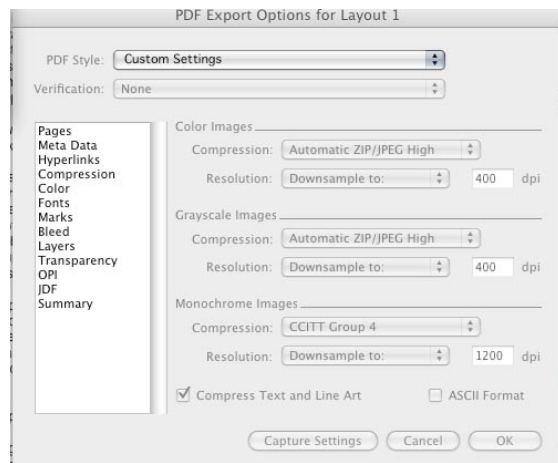
1. File→Export→Layout as PDF.
2. Click on the options tab in the Export dialog box (img. A).
3. Start with PDF style Press-High Quality/ High Resolution. Make sure your settings match the screen shots that follow (img. B-J). Tabs not shown can be left with default settings. Click OK.
4. Click Save.



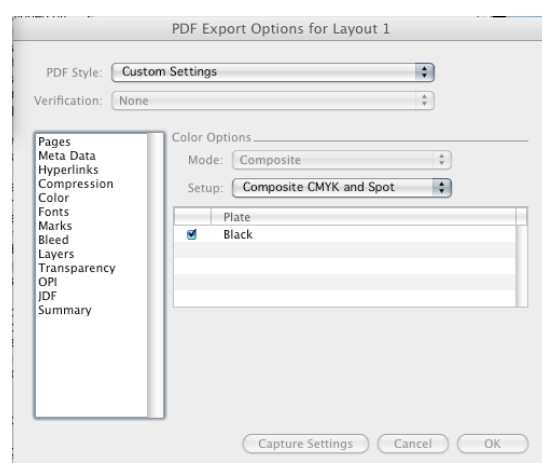
A



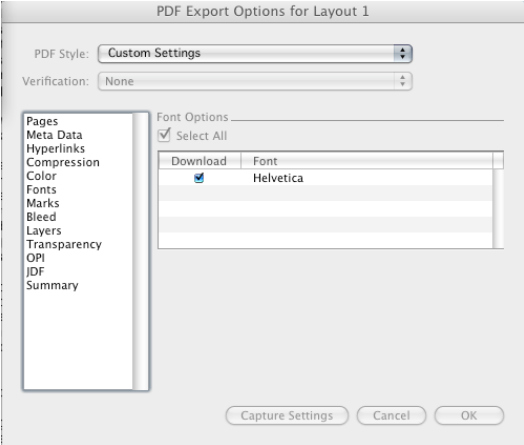
B



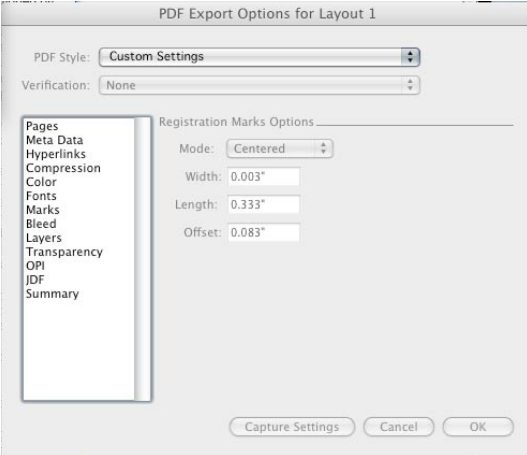
C



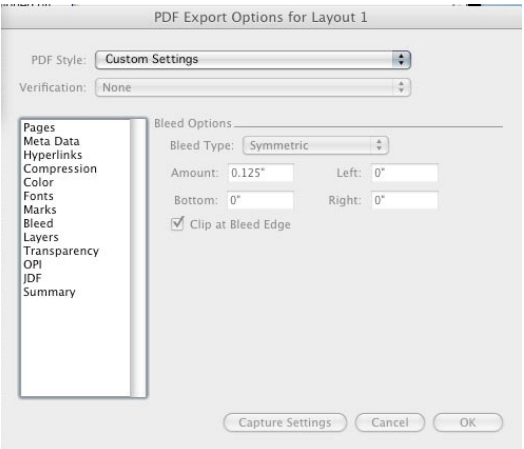
D



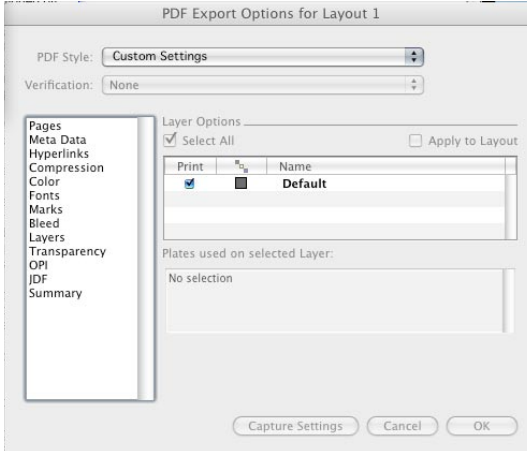
E



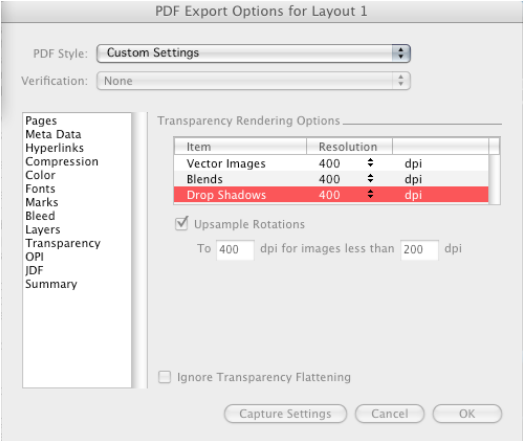
F



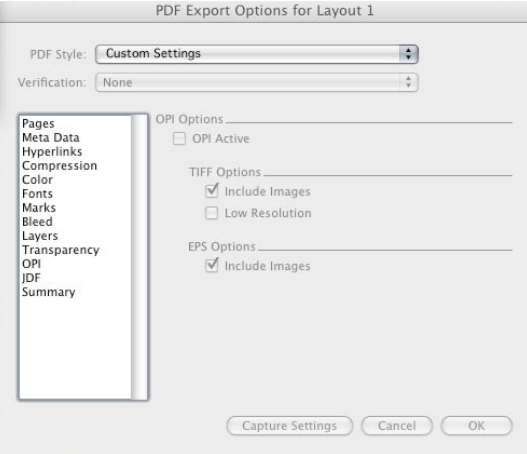
G



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I



J

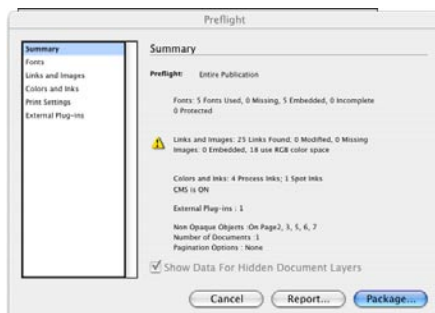
## To Package an InDesign Document

Packaging your InDesign documents ensures that we have all elements needed to work with your native file.

1. File→Package  
\*If an error message appears (img. A), click view info and correct any preflight problems before packaging (img. B).
2. Fill in any printing instructions (optional). Click Continue (img. C).
3. Make sure the Create Package dialog box matches screen shot below (img. D). Click Save.
4. A new folder has now been created with the native file, links and fonts included (img. E).



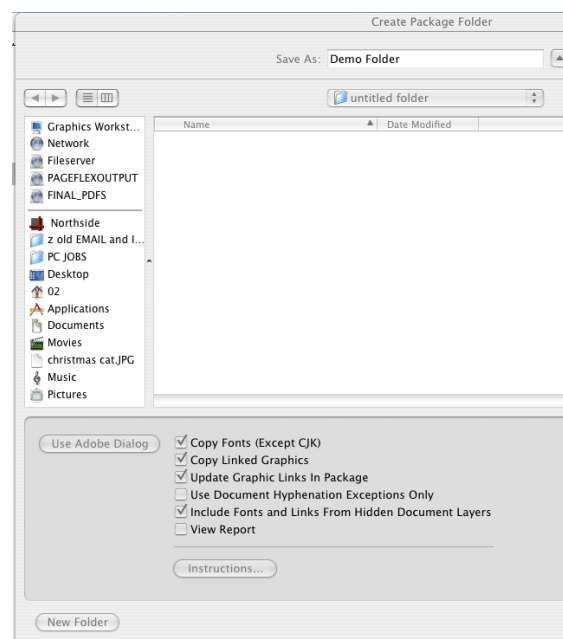
A



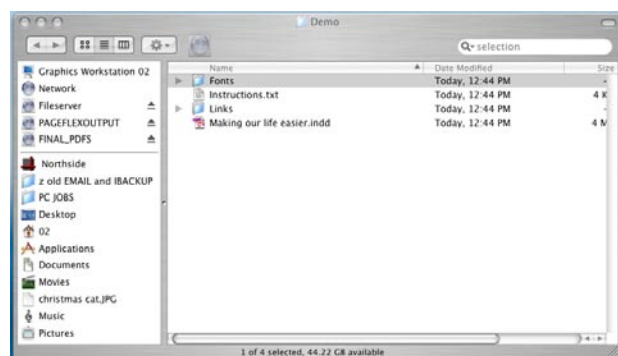
B



C



D



E

## To Collect for Output in Quark XPress

Collecting for output ensures that we have all elements needed to work with your native file.

Before you collect for output, create a folder where you will save the quark files. \*Quark does not do this for you like Indesign does.\*

1. File→Collect for Output.
2. Set your output dialog box to match img. A below. Click save.

**A**

