

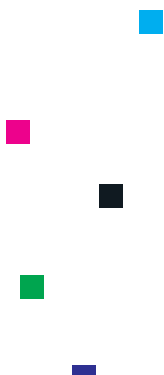


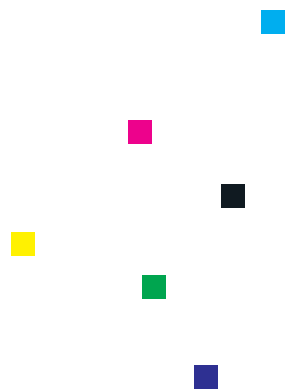
PROGRESSIVE GRAPHICS

Commercial Printers

DIGITAL PREPRESS GUIDELINES

*The First Steps to Superior Printing are
Great Communication and Understanding
Between You and Progressive Graphics*





Digital Prepress Guidelines

The manner in which the graphic arts community presents its material to a high quality printer can either make or break a project – or at least make it terribly expensive. But with technology evolving at breakneck pace, it is often difficult to know for sure what the most efficient way to submit electronic files to your printer may be. Our goal is to help guide you through the process of preparing your files for Progressive Graphics in a manner that results in improved throughput of your project, reduction in additional charges and superior final results.

One of the biggest challenges we face in the printing industry today is the assumption that if a digital file will print to a laser or ink jet printer, the file is ready to be sent to a high quality printer. Unfortunately, transferring files to another computer, printing

to another printer, looking at another monitor - in short, using other equipment than that used by the designer – can have a negative effect on a project if the file isn't properly prepared.

Use these guidelines to make informed decisions about specific issues related to your digital files. A better prepared computer file will help insure a smoother and speedier transition from disk to final product.

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Digital Prepress Guidelines

SOFTWARE

There are many different software programs on the market catering to page layout and image manipulation. However, only a small number of programs offer the prepress controls needed for high resolution and high quality printing.

We accept the following **FILE FORMATS** for output purposes:

MacIntosh Platform

QuarkXpress®

Adobe Pagemaker®

Adobe InDesign®

Adobe Photoshop®

Adobe Illustrator®

Macromedia Freehand®

PC Platform

All listed above

as well as graphics from any program
that can be exported in .tif or .eps format
or .ai format, such as Corel Draw

PDF files are also acceptable, although they must be high resolution and with all the fonts embedded. Please contact our prepress department if you are unsure what settings should be used to make your PDF.

We can also accept your **postscript file** created from any application, though you must first contact us for the necessary PPD (Postscript Printer Description) file, – or you can download it from our website – to install on your system.

Digital Prepress Guidelines

LASER PROOFS

It is important for you to **send us hard copies (“lasers”)** of your files at the size they are to be printed. Although color is nice, black and white is sufficient. Tile if necessary and assemble into as tight a “comp” as possible.

If you have reduced your laser pages, please indicate the percentage of reduction on the laser print.

- If your lasers have elements that do not actually print, mark your lasers to instruct us to delete them before printing to film.
- If you have an FPO (for position only) linked into your document, please mark the image as an FPO only. If we are to scan the high resolution image for you, please indicate this on your lasers. If you have placed a low resolution image and want us to re-link to a high resolution version you have also provided, please note this on your lasers.
- If we are not provided a laser or pdf of your

document for comparison, we will issue you a “pre-output” proof for approval, but be aware this can cause delays in production.

*Attach
hard copies
(lasers)
of your files.*

If requested, we can provide clip art from our library. We would then submit an art proof to our clients for approval showing any art elements we added, prior to providing a final proof.

Digital Prepress Guidelines

GRAPHICS AND SCANS

- **Please include all your linked graphic files.** All your graphics should be in **eps** or **tiff** format. (EPS is required for duotones or files with clipping paths.) Avoid PICT and Windows BMP files.
- Save vector images (Illustrator, Freehand) as EPS files. Most page layout programs will not properly image a vector image in its native file format, although it may appear fine on screen.
- Scan all photos, whether grayscale or color, at no less than 300 dpi and at *slightly* larger dimensions than what will eventually be used. Progressive Graphics uses line screens of 175 lpi and higher. Avoid sending scans at 72 dpi – although suitable for viewing onscreen and for web pages, this resolution is too low for quality offset printing.
- Crop scans in Photoshop to be slightly larger (both in pixel-area and in resolution) than their final size, and resize and crop using the

*Include
every linked
graphic.*

picture window in your layout application. This leaves some “room” in case photo later needs to be shifted in window. Avoid, however, excessive image resizing in page layout programs. Enlarging an image more than 20% of its original size will degrade the quality, while excessive reducing (less than 75% of original size) unnecessarily increases the file size and may slow down or crash the RIP.

- Avoid rotating images in page layout programs. Rather, do this in Photoshop and resave the image for import.
- When scanning line art (black images with no gray on a white background), scan at the highest resolution your equipment can produce (1200 dpi if possible) and save in bitmap format (rather than grayscale) whenever possible.

Digital Prepress Guidelines

FONTS

- **Send all fonts used in your files.** We may have a copy of your particular font in our font library, however, many different companies make fonts of the same name and they do differ. PostScript Type 1 fonts are preferred. Use TrueType fonts sparingly, if at all, since these do not print well to PostScript printers and imagesetters. Be aware that Type 1 fonts consist of two parts, a screen font and a printer font. **Both** must be sent with the files to print accurately.
- If you have fonts in your vector EPS files, conflicts may arise when the file is output to film if the font is not sent. We suggest converting any text in EPS files to outline (path) characters if possible. The letter characters then become a graphic object and do not require the fonts to be downloaded to the output device.
- Avoid using “applied” type styles – do not use the Control or Measurements palettes in PageMaker or QuarkXpress to make the type bold or italic. Always pick your bold or italic font from the font list. If bold or italic versions of your fonts are not available in your font list,

*Send
ALL
the fonts used
in your file.*

you can use the palettes, but be warned that “applying” a style in this manner will not always work when imagesetting, even if it appears to work on your laser printout.

- Do **NOT** use Multiple Master fonts.
- Do **NOT** color type smaller than 9 point, unless you are using a solid spot color or a solid process color. “Building” a non-solid color requires dots of various colors, and these dots in small type degrade the sharpness of the type.
- If you customize character widths and kerning pairs with a font editing program, thereby changing the font metrics, provide the modified font. Otherwise, your customizations will go unseen.
- Know that third-party font manufacturers cut corners when making fonts, which is how they can provide them cheaply. Frequently these fonts have reduced character sets, and do not provide the high-quality look that Type 1 fonts do.

Digital Prepress Guidelines

COLOR

Choose colors from swatch books rather than from your monitor. All monitors display color differently, so the color you see on your monitor will probably not look the same on ours. Remember, you are seeing an RGB rendering of a CMYK color, not the actual color. For best results, pick your colors from swatch books rather than from what you see on your monitor. The Pantone Matching System (PMS) is recommended for this purpose. Progressive Graphics also has a **Tint Chart Booklet** of process color combinations available upon request, that is an excellent, free tool.

*Choose color
“by the numbers” not
by what you see on
your monitor.*

- Save all color photos and vector artwork as CMYK if your job is 4-color.
- Never use RGB, HSL, Trumatch, Toyo, Lab or any other non-standard color models. Use only Pantone and CMYK colors.
- Let us know what colors are to be generated as spot and what colors will be 4-color process. Also, if the piece will spot varnish, please indicate on your laser the varnish treatments you desire.
- If you have provided a color laser proof, be aware that the colors it represents may vary widely from the actual printed colors.
- Limit the number of colors in the color palette to the total number of colors in the document. Delete unused colors before saving and/or exporting – this reduces unnecessary data in the final PostScript file.
- Make sure colors that are the same are also named the same. PMS 185 is a separate color from Pantone 185 CV, which in turn is separate from Pantone 185 CVC, etc. Unfortunately, the default setting is inconsistent between applications, so it is necessary to manually change the name in the originating application.
- In a four-color job, printing large black areas as 100% black generally makes a poor-looking and dull black because it will print too light. For a deep, rich black, consider 76 percent cyan, 50 percent magenta, 44 percent yellow and 98 percent black. In smaller areas of black, where small type may be reversed out, consider building black as 100% black and 50% cyan.

Digital Prepress Guidelines

BLEEDS

Any element that extends to the final edge of the paper needs to be extended further to .125" *beyond* the final trimmed edge of the piece - this is called bleed. Remember, images created in Photoshop or drawing programs such as Freehand or Illustrator should have adequate image area to bleed properly off the page.

TRAPPING

Progressive Graphics uses state of the art trapping software, so it is no longer necessary for clients to handle this portion of the prepress process themselves. Our trained technicians will see that all trapping needs of your document are met in a way that will yield the highest quality final results. If you are planning for any special overprinting of an ink to occur please indicate it on your lasers.

IMPOSITION

Our technicians use software to impose your job into the best format for our printing presses. You do not need to concern yourself with this matter.

- In general, it is best to submit books as **single pages**, beginning with page 1 (or the front cover). It is acceptable to submit books in reader spreads **where two separate pages form the reader spread** if you use elements (photos, headlines) that cross from one page to the other.
- Do not submit books created in reader spreads where the two "pages" are placed on one double-sized page in your document. This type of document cannot be easily arranged to print on the press.

Digital Prepress Guidelines

OTHER TIPS

- Delete all unused items from outside of the document layout before exporting. This prevents confusion resulting from missing graphics or fonts that aren't used in the printed area, and it also reduces errors at the RIP.
- Don't use hairline rules. On a 300 dpi laser printer hairline rules are clearly visible. But on high-resolution imagesetters they are almost invisibly thin. Make your thinnest lines at least .2 points wide and your thinnest dotted rules at least .4 points wide.

PROGRESSIVE GRAPHICS'

TOP 10

PROBLEMS ENCOUNTERED WITH DIGITAL FILES

1. Missing **FONT**S.
2. Low resolution or missing **GRAPHICS**.
3. Digital Files **Don't Match** Client's Supplied **Lasers**.
4. Characters **modified by** using the **style palette** (ie.: bold or italic) rather than by using the actual bold or italic font.
5. Spot **color gradients** in **Illustrator** will only print in CMYK, changing a two spot color job into 6 colors. (This is a quirk of Illustrator®. Use Freehand®, or substitute process colors for your spot colors and create the gradient that way. Remember to indicate this on your laser.)
6. Photos **don't fill** out picture windows (i.e. a tiny gap is left between the photo and its border.)
7. Book pages set up as one double-sized page in **reader spreads**.
8. **Inaccurate clipping** paths.
9. **Line art** (logos) saved in **300 dpi grayscale** format, rather than 1200 dpi bitmap format
10. **Not enough** graphic or scan to meet **bleed** requirements.

Digital Prepress Guidelines

QUICK REFERENCE GUIDE

Graphics: EPS or TIFF; 300 dpi for CMYK or grayscale, 1200 dpi for bitmap.

Fonts: PostScript (in two files for each font) or TrueType (one file), PostScript preferred.

Bleeds: 1/8 inch (.125") beyond edge.

Scans: Originals can not be larger than 16.75" x 11.75" (434 mm x 300 mm), and .375" thick. Depending on the size of the original and the resolution of the final output, Progressive Graphics can make scanned enlargements up to 1,780%.

Document formats: **Macintosh Platform:** QuarkXpress®, Adobe Pagemaker®, Adobe InDesign®, Adobe Photoshop®, Adobe Illustrator®, Macromedia Freehand®, Adobe Acrobat® PDF, PostScript file (made with **P.G.'s** PPD). **PC Platform:** All listed above as well as graphics from any program that can be exported in .tif or .eps format or .ai format, such as Corel Draw®.

Media formats accepted: 100MB or 250 MB Zip, 1 GB Jaz, CD-ROM, Imation Super Disk, Imation 5.25" Optical Disk, 1.4 MB floppy disk, 4 mm DAT tape, 88 or 200 MB SyQuest cartridge, 230 MB or 640 MB Optical disc, external portable hard drives with USB or Firewire connection.

Please include: laser print-outs that specify folds, all colors, format, outside-to-inside orientation and reduction percentage; any artwork to be scanned; contact name, telephone number and email address.

We hope you find these guidelines helpful in preparing your files for print. We also acknowledge that every publication is unique and may have issues that are not addressed here. Please feel free to call our Prepress Department with any questions you may have.



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GRAPHICS**
Commercial Printers

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