

PRINTING TIPS

File formats

We can take documents created with Mac or PC version of Quark, PageMaker, Illustrator, Photoshop, Publisher, Microsoft Word, PowerPoint and/or PDF.* If you have created documents in Publisher, Word, or PowerPoint that contain photos, clipart, or other images, send a hard copy with your document. **CAUTION: *Do NOT** use the PDFWriter or the generic "Save as PDF" option. These methods only create a low-quality PDF which is fine for viewing on a monitor or printing to a desktop printer, but will be grainy or pixelated when printed at high resolution. These methods also do not embed the necessary fonts. **To create a PDF suitable for high-quality printing, you must use Acrobat Distiller set to "Press Quality."**

Image resolution for photos

1. You should scan your images using a resolution of 300dpi.
2. Resolution and size are inversely proportional to each other. So, if you enlarge an image, you lower its resolution. If you reduce an image, you increase its resolution.
3. **How an image is originally acquired will determine its resolution.**
4. Low resolution images print with jagged edges and appear fuzzy.

Images from the Internet

JPG and GIF files are Internet images, saved with a compression process designed to remove color and visual quality to achieve small file sizes. Internet images are usually saved at a resolution of 72dpi for quick screen loads and **will not** print crisp and clear.

Preferred photo format

Photographic images can be saved in different file formats. The format of choice is one that does not lose color quality, contrast or file size. TIF or EPS files are best for printing.

Fonts

A complete listing of all fonts used to create a document should accompany the document for output. Always include fonts with the document. PostScript fonts have both a "screen font" and a "printer font". ALWAYS SEND BOTH!

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. However, printing presses print color pictures using a different set of colors: Cyan (blue), Magenta (red), Yellow, and Black (called "CMYK"). **Software such as Publisher, Word, and PowerPoint produce RGB files and will have to be converted.** So, at some stage, your RGB file must be translated to CMYK in order to print it on a printing press. When we receive RGB images, we do a standard conversion to CMYK, which may completely change some colors in the document. You will have more control over the appearance of your printed piece if you convert all of the images from RGB to CMYK before sending your file. This is easily done using an image editing program such as Photoshop or PhotoPaint.

What are bleeds, and do I need them?

Bleed is the term for printing that goes right to the edge of the paper. This means that the printer must print the piece oversized and then trim back to the final size. To create a bleed carry the image, background, line, etc. 1/8" outside the piece you are working on.

Hard copy proofs

Always provide a hard copy of the final version of the file printed out at 100%. This eliminates many opportunities for misunderstandings. **Remember, if you had trouble printing a laser proof, it is likely that we will have trouble, too!** Indicate on your proof what software program was used.

Transferring files

We accept 100 or 200 MG zip disk, CD's, or DVD's. If your files are too large to fit on a disk, we can provide instructions for you to transfer your files electronically.

