

Creative to Prepress

Covering all the bases with:

JIM KOHLER printing & graphic arts specialist

Accent® Opaque
Carolina®
Hammermill®
Springhill®
Williamsburg
PAPERS

Process Efficiency from Designer to PrePress to Press

Here are ten short tips that will help you efficiently send your files to the printer and through their system with speed and success. These tips are compatible with both Mac's and PC's.

Software - Make sure the software you are using is the same software the printer is using. Not using software that is designed for high end print will cause the printer much more work as they will have to work through your file.

Specify - The right color settings and paper profiles. Talk to your printer, they might be able to supply you with their ICC profiles which you can import into your system (Mac or PC).

Convert - Image files from RGB to CMYK before sending to the printer or placing in a page layout program.

Fonts - They may look great on your screen but may not work in offset printing. You should be using Postscript fonts, but the problem arises in that Postscript fonts are different for the Mac and PC. If you are working on a PC make sure the printer you are using has the ability for PC's. Do NOT use True Type fonts. They won't work! Open Type fonts work on PC's and Mac's easily.

Image Resolution - For images, 300 dpi or PPI is good for almost all applications. Actually, if you scan an image too high, it may print "chunky." For line or bitmaps, you should be at a higher resolution and at an even divisor of 2540 dpi, such as 635 dpi. Printers need higher resolution to reproduce well and to define clean edges. I recommend scanning as high as 1,200 dpi in most cases.

Spot Colors - If you are using spot colors make sure that you are specifying the PMS colors used in your documentation. Always double check your color palette to make sure you are using ONLY the color you want specified to print. Extra color means extra cost.

Bleed and Crop Marks - Make sure you have included any bleed needed for your project. Usually 1/8" bleed will do for most flat items. Also, make sure the bleed you are using will fit the stock you are printing! Offset your crop marks by 1/4" so that they do not bleed into your image.

Trapping - Don't trap yourself!! Let the printer do that. While conventional software will trap, most printers use much more sophisticated software to do it themselves.

Pre-Flight - You can run Pre-Flighting and it will check your file for fonts, images, colors, etc. Anything that is a miss will be pointed out. Always print SEPARATION proofs for you and the printer. If you are uploading via a FTP account, save the separation proofs as a PDF file for them to print out. Once the folder is created it is all set to be burned on a disk or sent to the printer via FTP.

Printer's Proof - While the systems used today are very good they are not 100% what you will see off the printing press. There may be some subtle differences once your project starts rolling off the press.

"Did You Know" Tips
provided by Jim Kohler for
International Paper and
Printer's Playbook™

PrintersPlaybook.com

 Printer's Playbook

 Printer's Playbook

 PPlaybook