


# artwork guide

how to supply artwork fully set up for print





Whether you decide to produce your own digital origination files will depend on your level of expertise with computers and desk-top-publishing (DTP) or graphics programs.

First we will deal with the programs which are most commonly available to PC users, Microsoft Word and Publisher. Word is only a word processing application and its files can not be used to download to our Postscript driven CtP system but we can extract your text from them and assemble it with your photographs and graphics if you supply a hard-copy layout of your proposed design. Word is especially acceptable for multi-page book-work text as it can eliminate time consuming re-keying.

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Publisher, although sold as a DTP program works well printing down to your ink jet printer, but we have found it unreliable as a pre-press application. In the past the colours could not be separated and photographs failed to appear on the final plates. This may have been overcome with the 2005 version but we have no first hand knowledge of this. Currently, as with Word files, we can retrieve the text and graphics and re-assemble in an industry standard document format.

If your expertise extends to producing DTP application page layout files these are the industry standard programs we support the following in house: Quark, InDesign, Freehand , Illustrator on both Macintosh & Windows platforms. Please talk to us if you have a file prepared in any another program if possible we will find a work-around solution.

Atkinson Print accepts your work on most popular types of portable media, including: CD Rom, DVD, ZIP (100), Floppy disks, USB & Firewire Devices. You can send your files email to: [artwork@atkinsonprint.co.uk](mailto:artwork@atkinsonprint.co.uk)

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We suggest that the image resolution for scanned photographs should be 300 dpi and saved as TIFFS. Line art (bitmap) should be scanned at final image size 1200 dpi and again saved as TIFF files. If required our scanning facilities will take originals up to A3 size and we can also scan transparencies.

Please crop, rotate or scale all your graphics and images in your original graphics application (e.g. Photoshop) before placing them into your page layout document

Graphics from the web produce very poor images in printed documents they are very low resolution (72 dpi) and need to be much smaller than they do on your monitor. Our advice is do not use photographs taken from the internet and if you need logos the final image should

be very small or better still re-draw them. You may be able to download a high-resolution copy from the website of the company whose logo you require.

We advise that you do not create rule lines thinner than .25 pts. ("hairlines" do not reproduce well).

We understand that every publication is unique and may have issues that are not addressed here. Please call our Pre-Press Department if you have any queries about work you plan to place with us. We hope you find these guidelines helpful in preparing your files for print.

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## WHEN PREPARING YOUR FILES:

Please indicate the file name, program used and platform (Mac or PC) and provide a contact name and phone number. Keep backup copies of your job. A 100% hard copy printout of your work would let us see the way you visualize your work.. Please indicate the percentage reduction if you have to "fit to page".

Set all document pages to the final trim size (eg: A4 297mm x 210mm). Do not include the bleed in the document size. Instead extend all images and elements that need to bleed 3mm beyond the crop ticks onto the pasteboard in order to provide enough extra image area for a clean trim.

Supply your file as single pages. Files may contain multiple pages, but please don't build files as spreads. Unless they are printers spreads (but talk to us first).

In the case of a multi-page brochure or book work we prefer all the pages in one document otherwise complications can be caused at our imposition stage.

## Type Fonts

Remember to include all the fonts you have used in your design by including them with your files in a folder. For Postscript type 1 include both the screen and printer fonts.

We would prefer that you do not use "applied" type styles in the Control or Measurements palettes in PageMaker or Quark, but select the true bold and italic versions from the font list. Even if they work on your laser printout they can cause problems when your file goes to the plate-setter. Allow black text in colour files to overprint for the best results. EPS is required for duotones or files with clipping paths. If you have inserted EPS files that include text that is not converted to curves, be sure to send the fonts for those images as well.

Fonts: Be sure to include a fonts folder. Include all of the screen and printer fonts used in your creative file. (Don't forget the fonts in your embedded graphics.)

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## Colours

If your job is to be four colour process (full colour), be sure to convert all colours to CMYK before submitting your files. Be sure not to use RGB, CIE-Lab or indexed colours in files for printing. It is important that all the elements in line separations are designated with the correct Pantone reference or your files could produce more plates than are needed. Print inkjet/laser proofs as separations to check for problems. Please remember that the colours you see on your monitor may not match the finished printed job. If they are critical check them against our Pantone reference books.

Delete unused colors in your color palette before saving and/or exporting. This will reduce unnecessary data in the final PostScript file.

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## Trapping

Default trapping can cause less than acceptable results. Unless you are experienced in setting colour trapping, please allow us to handle all the trapping for your files.

## Photographs and Graphics

In addition to your finished page layout document and fonts folder you should create a graphics folder that contains all the photographs, logos and images you have used. All colour photographs and vector graphics should be saved as CMYK in a TIFF or EPS format. These are the standards for commercial high resolution printing. An EPS is required for duotones or files with clipping paths.

If you are including digital photographs in your work you should take them at the highest definition that your camera allows. Most cameras produce JPEG files. Re-save these as TIFF files and convert them to CMYK before placing them into your layout document.



# glossary

## **CMYK**

An abbreviation for cyan, magenta, yellow, black.

## **DPI**

Dots per inch, a measurement used to determine the resolution of printed images and text.

## **EPS**

Encapsulated postscript file.

## **JPEG**

Joint Photographic Experts Group. A compressed photographic file that needs conversion to TIFF for the printing process.

## **OVERPRINT**

The printing of one colour over another without knocking out the colour laying beneath.

## **RGB**

The red, green, blue format type used on scanners and monitors. It is not suitable for the printing process and therefore must be converted to CMYK.

## **SPOT COLOUR**

Colour printed with a customised ink, outside of the four process colours cyan, magenta, yellow and black.

## **TIFF**

Tagged Image File Format. The common file format for images for the printing process.

## **TRAPPING**

A pre-press operation that allows for variation in registration during printing. The effect is created mainly by allowing a slight overlap between colours.

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