Press Printing File Preparation
Guidelines & Terminology

GUIDELINES

File Format:

For press ready images we require all files to be saved in JPEG format. If files are not submitted in JPEG format, a file conversion charge will be applied to the order. If you are working in a desktop publishing software such as QuarkXpress or InDesign, export your file as high-resolution PDF file, then open it in Photoshop and save it as a JPEG file.

Resolution:

All file formats must have a minimum of 300 dpi (dot per inch) resolution. Print images need to be created at 300 dpi or there will be a substantial drop in the image quality.

All Files Must Have a Bleed on ALL SIDES:

Please add a ¼˝ to the overall dimension of your press-ready digital files, for all press products.

- We require ALL files to be built to the full bleed dimension specified for each trim size.

- We automatically trim 0.125˝ off of each edge, which will result in the final trim size

- Simply add 0.25˝ to the overall dimension of your digital layout. Example: a 5˝x7˝ would have a bleed size of 5.25˝x7.25˝ and a 8.5˝x11˝ flyer would have a bleed size of 8.75˝x11.25˝.

What is a bleed?

It is the portion of the card that will be trimmed off when cut to the final size.

Why add a bleed?

The purpose of a bleed is to continue a color, image or design to the edge of the card.

Crop / Trim Marks

Denotes where the paper will be cut to the final size.
By adding the 1/8˝ extra to all four sides of the piece, it allows the color to extend to the edge.

For example, if the final size of the piece is 5˝x7˝ inches, your images size should be set up with bleeds, making the size 5.25˝x7.25˝.

Add 1/8˝

Add 1/8˝

Add 1/8˝

Add 1/8˝

Josh Thompson
Johnston High School
Please join us
May 29, 2010
from 4–7p.m.
at Jester Park
2 0 1 0

Helpful tip :

You may wish to create a ***Critical Element Safe Zone,*** up to 1/8˝ inside the trim marks.

This will ensure you will not loose any important elements, such as text, graphics, borders or images during the printing process.

• The green shaded area indicates where potentials clipping of elements may accrue in the production process.

INDEX OF PRESS TERMINOLOGY:

Bindery / Finishing - Refers to document production other than printing. Usually includes, cutting, folding, binding, stapling, collating.

Bond (paper) - Standard grade of writing or printing paper; used for letterhead, class handouts etc. Is often referred to as 20#.

Book or Text paper - The general term for coated and uncoated offset papers. Heavier than 20# bond; available in 60#, 70#, and 80# weights

Card stock- Is a thick paper ideal for greeting cards, business cards, and postcards. Card stock paper comes in a variety of different colors, textures and weights.

CMYK - (Cyan, Magenta, Yellow and Black) CMYK is the abbreviation for the four process colors used in standard four-color printing.

Cover paper- The general term for coated and uncoated offset papers. Heavier than 80# weights and is used for book covers, file folders, presentation folders and brochures.

Crop or Trim marks - In printing, marks placed on the copy to indicate the edge of the paper. Used as a guide when cutting documents to finished size.

Flood - Covering an entire sheet with ink or varnish. Also called painting.

Four Color Process - Printing in full color using four color separation negatives and ink yellow, magenta, cyan and black.

Grayscale A grayscale image is any raster image that contains shades of gray (more than just pure black and pure white). Scanned "black-and-white" photographs are a typical example of grayscale images.

JPEG -A JPEG file is also called a JPG file. It stands for Joint Photographic Expert Group. JPEG files are a commonly used file type for images (picture/photograph) usually taken on a digital camera and transferred to a computer to be viewed by the user.

Perfect Binding - A way of adhesive binding multi-section jobs. Individual sections are collected together and glue is then applied to the spine and a cover pulled on before the product is trimmed to size.

PDF - Portable Document Format (PDF), sometimes mistaken for "Printable Document Format", is an open file format created by Adobe Systems. PDF files are most appropriately used to encode the exact look of a document in a device independent way. A valid PDF will render exactly the same regardless of its origin or destination.

Process Color - Color printing that uses four ink colors, Cyan, Magenta, Yellow, and Black (CMYK) to produce a full range of colors.

Registration - The proper alignment of different inks when printing. If inks are out of registration, white gaps or incorrect colors may be visible at the edges of elements.

Saddle-Stitching - Stitching or stapling multiple pages along a fold.

Score - Creasing paper, usually a heavier stock, to produce cleaner folds.

Spiral Binding - A book bound with wires in spiral form inserted through holes punched along the binding.

Uncoated paper - Uncoated paper is available in many different finishes, colors, and weights and is generally more absorbent than coated papers.

Vector Graphics - Vector graphics are the use of geometrical primitives such as points, lines, curves, and polygons, which are all based upon mathematical equations to represent images in computer graphics. Or to make that definition easier, vector graphics are commonly known as line art. Vector graphics are opposite to raster graphics, which is the representation of images as a collection of pixels (dots), such as photos.

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Form# LAB_105