

Designer's Guide



UPDATED JULY 2008

Preparing Electronic Files

► **PRE-PRESS**
PRESS
POST-PRESS
MAILING
SPECIALTY

The Designer's Guide has been created to assist you with submitting the necessary materials and accurately prepare your electronic files for print production. Following these guidelines will help ensure the successful, timely completion of your project.

PAGE LAYOUT FILES:

Define page size as a final size.
Check to see that all bleeds measure .125".
M.O.W will provide all trap.
Clipping paths need to be created in Photoshop; avoid Quark clipping paths.
Page/panel sizes should be correct for the style of fold, if final piece requires folding.

TYPE/FONT ISSUES:

Avoid style options or buttons as they may result in incorrect output.
Choose a font from the font menu.
Avoid specifying a rule weight of hairline (define it as a .25 pt. rule).

COLOR:

Define color names exactly the same between graphics software and page layout programs (CV,CVC,CVU,...).
Define all colors appropriately as spot or CMYK colors in both the graphics and page layout programs.

IMAGE CONSIDERATIONS:

Don't forget those embedded art files!
Convert all live color bitmap files from RGB to CMYK.
Avoid placing PICT files. Convert them to EPS or TIFF format.
Set picture box background color to none in QuarkXPress whenever possible.
Create blends (or gradients) in Photoshop adding a gaussian noise of 2. This step will help reduce banding.
Avoid saving any EPS Options (halftone screening or transfer functions) with Adobe Photoshop images.
Clipping Paths created in Photoshop need to be one full pixel into the image.

SCANNED IMAGES

Scan line work at 800 dpi (dots per inch) or above. This will ensure optimum quality.
Provide live color bitmap images at scan resolutions of 300 dpi.
All work is output at 175 lpi (lines per inch). Unless otherwise specified.
Place all scans at 100 percent size or smaller in page layout. Enlargements could compromise quality.

We make it easy for you to submit files for printing and/or mailing. Choose email, or FTP.

ELEMENTS ON THE DISK/FTP/EMAIL TO BE SENT TO M.O.W SHOULD INCLUDE:

Page layout files.
Live art files/scanned images. Don't forget embedded art files.
No need to send E.P.O. images, they just take up extra disk space.
Screen and printer fonts. Be sure to check all art files for fonts needed.
A composite 100% size laser print.

Please call with any Questions!