

Do's & Dont's



UPDATED AUGUST 2008

Preparing Electronic Files

- ▶ **PRE-PRESS**
- PRESS**
- POST-PRESS**
- MAILING**
- SPECIALTY**

The Do's & Don'ts 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.

Do's:

Define **page size** as a **final size**.

Check to see that **all bleeds measure .125"**.

Check that Page/panel sizes are correct for the style of fold, if final piece requires folding.

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.

Convert all live color bitmap files from **RGB to CMYK**

Set picture box background color to none in QuarkXPress whenever possible.

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**.

Place all scans at **100 percent size or smaller** in page layout. Enlargements could compromise quality.

Dont's

Avoid style options or buttons as they may result in incorrect output.

Avoid specifying a rule weight of hairline (define it as a .25 pt. rule).

Don't forget those embedded art files!

Avoid placing PICT files. Convert them to EPS or TIFF format.

Avoid saving any EPS Options (**halftone screening or transfer functions**) with Adobe Photoshop images.

Don't assign trap in page layout or graphics programs. M.O.W will provide all trap.

Avoid creating PDF files with trim marks or page information but add bleed where applicable.

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 F.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!