

[CHECKLIST]

- Artwork is saved as a **high resolution pdf** (preferred) or has been preflighted and **packaged** correctly with all fonts and images (links).
- When supplying the final artwork include a complete **hard copy** print.
- Page is set up at the exact **finished size** with **crop marks**.
- If **bleed** is required, allow 3-5mm extra on all trim edges. Crop marks must be included.
- Images and graphics have a **resolution** of 300dpi.
- Images and graphics have been placed into the document at 100% or not enlarged more than 130% or reduced less than 50%.
- All images and graphics have been converted from RGB to **CMYK or spot colours**.
- Lines** are no finer than 0.5 of a point.
- In the artwork design no text is placed within 4mm of the **trim** of the page.



Customers please note we charge a minimum download fee of \$5.

Download fees for artwork supplied as:

- **pdf - \$5**
- **psd, jpeg & tiff - \$15**
- **Packaged Indesign, Illustrator & Quark files - \$15**
- **Microsoft Word Applications - \$15**

Any changes made to artwork will incur a standard fee of \$100 per hour.



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pre-press

A Guide for Supplying Art



South Brisbane

Avoid **unnecessary delays and costs** by following these simple steps.

[SUPPLY OF ARTWORK]

DVD > CD > USB > Email > Snap Send File -
www.southbrisbane.snapprinting.com.au

[FILE FORMATS]

Adobe Acrobat PDF (preferred) > Indesign > Quark
> Illustrator > Photoshop > Microsoft Applications

[PREPARATION OF IMAGES]

- Size to be 100% of intended print size
- Image resolution no less than 300 dpi
- Format images as CMYK or Greyscale TIFF (not RGB)
- Flatten layers to a single image layer

[CREATING YOUR ARTWORK]

- Document size to be 100% of intended print size
- Set document colour mode as CMYK or Greyscale (not RGB) for all print based design
- Convert fonts to outlines or curves
- Place CMYK or Greyscale images at 100%
- Flatten layers and include trim marks and 3mm bleed

[SAVING YOUR DOCUMENT FOR PRINT]

- Save As/Export PRESS READY PDF
- Ensure Adobe CS2 or higher compatibility
- If using Microsoft programs such as Word and Publisher it is vital to embed all fonts. In Microsoft Word, select: tools, options, save and tick box called 'embed all type fonts'.

[HINTS]

- When using PDF files, make sure that the 'embed all fonts and images' box is ticked. If in doubt, check your software manual.
- Please note that some Pantone colours are outside of the CMYK range and that colours seen on screen (RGB) do not represent the finished result.
- Remember to keep an original copy of your file and check all spelling carefully.
- Any extra work required to ensure correct output of your files will incur additional artwork fees and could delay production of your job.

[PREFLIGHT & PACKAGING ARTWORK]

Before sending your document to us we recommend you perform a **preflight** quality check on the document. The preflight utility warns of problems that may prevent a document from printing as desired, such as missing image files or fonts. It also provides helpful information about a document, such as the inks it uses, the first page a font appears on, and print settings.

When supplying original art files we recommend you **package** the files you've used, including fonts and linked graphics, for easy hand over. When you package a file, you create a folder that contains the InDesign or Quark document, any necessary fonts, linked graphics, text files, and a customised report. This report, which is saved as a text file, includes the information in the Printing Instructions dialog box; a list of all used fonts, links, and inks required to print the document; and print settings.

Check your software help files for step by step instructions.

[GLOSSARY]

Banding – A pattern of horizontal or vertical lines that occurs in solid colors, continuous-tone tints, gradations or images, instead of a smooth color or transition or colors.

Bleed – Printing an image past where the final print will be trimmed, which allows color to extend all the way to the edges of the final print.

Color Specification – Numeric values (%) used to specify a color within a color system.

EPS – An Adobe graphic file format; allows different information, such as colors and fill patterns, to be carried between software programs. Files can include bitmap and vector information.

Flattened Image – In a flattened image, all visible layers are merged into the background, greatly reducing file size. Flattening an image discards all hidden layers and fills the remaining transparent areas with white. In most cases, you won't want to flatten a file until you have finished editing individual layers.

Four-Color Process – Any printing method that utilizes the subtractive primaries (CMY) plus black (K) to create the illusion of different colors.

PANTONE® Matching System – Numbering system for identifying 3,000+ colors created through combinations of 14 primary color inks. The Pantone company produces numerous color-matching systems for standard print and computer applications.

PDF – Electronic document format from Adobe Acrobat that allows the distribution of files across pc and mac platforms as originally designed and formatted.

Pixelation – Process that results when image pixels are simply enlarged to increase image size, resulting in jagged boxing effect throughout.

Preflighting – Process of checking a graphic file for potential problems before sending it for final output, essentially to find font, color and other problems.

Process Color – Cyan, magenta, yellow and black (CMYK), combined in a matching system to recreate thousands of colors in offset and direct digital printing.

Raster Image – An image comprised of a collection of pixels. Unlike a 'vector image' a 'raster image' cannot be edited.

Resolution – Resolution is a measure of the detail in an image; the higher the resolution the higher the amount of detail and the bigger the file size.

RGB (Red, Green and Blue) – The three colors used by monitors and scanners for transferring and representing color data. The rule of thumb in imaging is that input and display are in RGB, while output/print is done in CMYK.

Spot Colors or PMS Colours – Premixed Pantone Colours used independently in a printed piece for a specific need (i.e. corporate colours).

Tiff – A document format developed as a standard for color or grayscale graphics, including scanned images. The quality of the image is determined by its DPI.

Vector Image – A computer image that is created uses points, lines, polygons and bezier curves to produce paths that can be edited in layers.