PREPARING ART FOR DIGITAL PRINT

All acceptable Mac & Windows software is listed below.

Program	Instructions
InDesign	Include all fonts and images used. Convert fonts to outlines if possible to avoid font conflict. Page size must be set to the trim size of your job. Bleed should extend 3mm beyond the page area.
PDF	Press or Print Optimised. Page size must be set to the trim size plus 3mm bleed all around if necessary. Images & graphics must be in CMYK format.
CANVA	Include all fonts and images used. Page size must be set to the trim size of your job. Bleed should extend 3mm beyond the page area.
Adobe Photoshop	CMYK, 300dpi or above, flattened, no layers, saved as .JPG, .EPS or .TIF. Image size must be set to the trim size plus 3mm bleed all around if necessary.
Adobe Illustrator	Include all images used. Convert fonts to outlines to avoid font conflict. Page size must be set to the trim size of your job. Bleeds should extend 3mm beyond the page area.
Word	All images used must be supplied separate to the Word document at 300dpi.
Powerpoint	Include all fonts and images used.

QUICK HINTS AND TIPS FOR SUPPLYING DIGITAL FILES

1. Include 3mm of bleed on all elements that extend beyond the trim edge.

2. Scan or save colour and greyscale images at 300dpi at 100% of the final size.

3. Scanned line art needs to be no more than 1200dpi at 100% of the final size.

4. Don't use PDF Maker for making PDFs to print - they are rarely acceptable quality. Most other mainstream applications produce good quality PDFs when "High Quality", "Print" or "Press" settings are used.

5. Supply files 1-up. Our imposition software will duplicate the job to fit the press.

6. Include all fonts used, including those in imported EPS graphics.

It is our practice to consider only digital art as production ready. Additional charges will be incurred for scanning, typesetting and design.

Please do not hesitate to contact us for more information on any of the above - 08 8232 3636

SPECIFICATIONS FOR SUPPLYING DIGITAL FILES

Bleeds: Bleed is the term for printing that goes over the trimmed border of the paper, letting colour run right up to the outer edge.

All layout packages allow you set up for bleed. When we get your file we print it then trim it to the required size. Any image outside the trim area is cut off, leaving colour running right up to the freshly cut edge. For cutting purposes, bleed must extend 3mm beyond intended trim.

Borders: Inset borders must be at least 3mm inside the trim edge.

Pictures from the internet: Some customers provide us with images that have been downloaded from the internet, and which are generally low resolution images intended for screen viewing, not printing. These will always print out blurry, jagged and be poor quality. Avoid using them if at all possible.

Resolution: Black & white images (line art, logos): 800 - 1200dpi
Colour & grayscale images: 300dpi or above at 100%

Fonts: Make sure to send a copy of the fonts and images you've used in your job. In InDesign use the "Package" command to collect both fonts and images in one file.

Colours: Colour images should be saved as CMYK. Coloured elements such as type and backgrounds should have an assigned CMYK Colour.
Colour conversions from Pantone to CMYK may be inaccurate - see 'Pantones' below.

Colour proofs: Pricing includes a colour proof from the press if required (shipping not included).
Changes made after the initial proof may incur additional pre-press charges of $30. Email proofs (pdfs) will be sent automatically, however, screen colours do not represent printed colours and therefore cannot be used for colour proofing purposes.

Rich black: Larger areas of black will print beautifully if a "rich black" is used. We suggest making a new colour using 30C, 30M, 30Y, 100K. This will produce a deep, lustrous black. Make sure text or fine lines are not set to print in this "rich black" leave it 100K only.

Booklet work: Avoid placing elements across the fold, except on the cover and centre spread. Also avoid colour breaks at the fold (centre) which may cross the fold and appear in the opposite end of the book.

Turnaround time: Most proofs will be ready same day after acceptable files are submitted. Most short-run digital jobs will be finished 24 hours after the proof is signed. Jobs requiring folding or binding may require more time.

Stock: Our presses have a range of stock we can print on. Please contact us for more information.

Pantones: If you use Pantone colours in a CMYK job our equipment will automatically convert the colour at the printer and the result is generally better than if you try the conversion to CMYK yourself. Most of these CMYK conversions are very similar, but some, notably very bright colours like lime greens, bright oranges or reds, are less so. If you have access to a Pantone Process Colour book, check these shades first to see if you'll be happy with the result.

Scans:
- Save all scanned images in CMYK jpeg, eps or tiff formats.
- Colour and greyscale scans should be used at 100% final size with a resolution of 300dpi. Scaling is allowed, if the final effective resolution is close to 300dpi.
- Black and white (line art) material should be scanned at no more than 1200dpi.
- Avoid resizing, or skewing graphics in any program other than Illustrator or Photoshop.