

The following guide and tips will be helpful in preparing your digital files. The downloadable PDF contains additional information and explanations of common terms to help us communicate better with you.

If you have any questions, please call us at: 770 938.0078.

## Create documents in Page Layout Programs (Quark, PageMaker, or InDesign)

- ✓ Create your document in the exact size of the final trimmed piece. *For example, if you are creating a letter-size multiple-page document with facing pages, your page size would be 8.5x11, not 11x17.*
- ✓ Use the *master page* to place common items such as page numbers in the same location on multiple pages.
- ✓ Create multiple-page documents in *reader's spreads*.
- ✓ Extend images that bleed off the document page by an 1/8" (standard).
- ✓ Delete unused colors in the color palette from EPS and page layout files.
- ✓ Images that cross-over facing pages should be divided into two separate picture boxes and aligned on their respective pages.
- ✓ Scale bitmap images no more than 10% up or down from their original size. A drastic enlargement will cause loss of detail and a drastic reduction may extend imaging time and delay your job.
- ✓ Link images in your Illustrator and FreeHand files. **Do not embed them.**
- ☺ **Tip:** Feel free to use the most recent or updated versions of any software programs (we update daily) and remember to include any special Quark Xtensions you may have used to create your document.
- ⊗ *Please be aware that creating files in drawing programs such as Illustrator, FreeHand or Corel Draw can incur an additional charge for preparing the files.*

## Saving images

- ✓ Save all PhotoShop files in the CMYK color mode, which includes any nested or embedded files.-
- ✓ Submit PhotoShop files only in the TIFF or EPS formats.
- ✓ Delete any alpha channels or saved paths in PhotoShop files.
- ✓ Delete unused colors in the color palette from Illustrator, FreeHand.
- ✓ Turn off JPEG, LZW, or ZIP compression in your PhotoShop files.
- 📖 There are two types of images: *Vector* and *Bitmap*. Vector images consist of lines and curves you create in programs like Illustrator or Freehand. They are called *vectors* because they can be described in mathematical terms such as size, length and position. Vector graphics are *device-independent*, meaning they can be scaled up or down with no loss in detail.  
Bitmap images are images created in painting programs such as PhotoShop. *Bitmaps* (also called, raster images) are created on a grid with small squares called, *pixels*. Each pixel has a location and color value assigned to it. These images are device-dependent, meaning they have a fixed number of pixels for a given area. Some images look jagged or *bitmapped* because they do not have a sufficient amount of pixel information or *resolution*. A high resolution image will have more pixels per grid, which allows for greater detail and color transitions.
- ☺ **Tip:** A formula for determining resolution (dpi) is: **1.5 x the line screen = resolution**. Unless specified, Scott Lithographing uses a 150 line screen (1.5 x 150 = 225 dpi). Many still use the old formula of 2x the line screen, but there is no visible loss of detail at this lower dpi and it saves valuable disk space.

## Image types



**Bitmap - (in *bitmap* mode)** Typically black & white images (no grays) used for text or logos. These should be saved at 600 dpi, as a TIFF and scaled to 100% of the intended size. The background can be set to *none*. Use your page layout program to colorize the image.

**Bitmap - (in *grayscale* or *CMYK* mode)** These are black & white or color images. They should be saved at 225 dpi, as a TIFF or EPS and scaled to 100% of the intended size. We prefer TIFFs if there are no clipping paths, because EPSs tend to have a slightly larger file size. The background should be set to white or a color in QuarkXpress.



**Tip:** If you are creating an image with a clipping path it must be saved as an EPS and the tolerance should be set between 2 and 4, with 2 being a tighter setting for irregular shapes.

**Bitmap - (in *duotone* mode)** These images can be monotonies, duotonies, tritonies or quadtonies and must be saved as an EPS.



**Tip:** Use channel 1 for the darkest color and if you are using black make sure it says *Black* in the window, *not Process Black* (your page layout program will see it as a different color). Set the screen angles in your page layout program not in PhotoShop. Scott Lithographing can select them for you upon request.

**Vector** - Can be saved at any size and scaled up or down in your page layout program (*we suggest 100% for a better preview*) and they can only be saved as an EPS.



**Tip:** Preventing gradient banding: select all and set the output resolution to 2540.

## Color Modes

You may color correct in RGB or LAB, but save images that will be imported into your page layout program in CMYK mode. Importing in RGB will prevent the image from being output properly. RGB is for images that will only be viewed on a monitor.



**Tip:** Remember to calibrate your monitor frequently and delete any alpha channels to reduce the file size.

## Color Selection

Spot (PMS) colors must use the same name in all image files. For instance, if you are using PMS 185 CV in a file and PMS 185 CVU in another, your page layout program will see them as two separate colors. Please indicate if a PMS color is to be spot or built out of process colors.



**Tip:** Keep in mind that some spot colors may not reproduce satisfactorily when built out of process.



**Tip:** If you are using metallic inks it is a good idea to aqueous coat or varnish the sheet to prevent smearing.

## Fonts



Be sure to include the printer and screen font for each Type 1 font.



Check the font usage window to ensure you have included all your fonts.



If you've used fonts in EPS artwork: Either convert the text to paths or include the font(s).



There are two basic types of fonts: *PostScript* and *TrueType*. Postscript comes in Type 1,2, or 3 (Type 1 is the most popular). You will have two fonts; the screen font and the printer font. The screen font is for displaying the font on your screen (the icon shows a single "A"). The printer font is used by printers and imagesetters to create the type mathematically. TrueType contains both the screen and printer fonts in one file (the icon shows three "A"s)



**A few tips:** Use current and brand name fonts whenever possible (ie. Adobe, Bitstream). Keep a compressed version of your font library and replace any fonts that cause printing problems.



**Tip:** Use the actual weight of the typeface, such as Helvetica Bold. Do not use menu styling.

## Trapping

We prefer to use our own trap settings. If you are comfortable doing your own trapping you may do so and indicate that on your purchase order, but you will be responsible for any trapping errors.

## Spelling

As a rule, we do not check the spelling of documents because we are not privy to the jargon, product names or special pronouns of other industries. Please spell-check and proof-read your document carefully as we are not responsible for misspelled words, spacing or punctuation.

## PC Files

We accept PC files created in Quark Xpress, Pagemaker, InDesign, Photoshop, Illustrator, Freehand, and Corel Draw files saved as an EPS.

*Please check with us before submitting files created with Microsoft products.*

## Collect For Output

We strongly suggest using the *Collect for Output* option when using Quark Xpress. Collect all the elements of your job (images, fonts and final files) and place them into one of three folders: Finals, Support, and Fonts. Please be aware that Quark will list the fonts on the collect for output report, but *it will not collect them for you.*

☺ **Tip:** *We recommend using FlightCheck or PreFlight Pro prior to submitting your files.*

## Media

We accept the following media: Iomega Zip, Zip 250, Jaz, Jaz 2, CD or Floppy disk.

## Archiving

Scott Lithographing regularly backs up our files and as a courtesy we can provide them upon request for a small fee, but we cannot assume responsibility for archiving any file(s). We do offer CD recording.

# FINAL CHECK LIST:

- ✓ **All electronic files, support images and fonts on disk.**
- ✓ **All photos, transparencies, or art to be scanned.**
- ✓ **Any special instructions.**
- ✓ **A set each of b&w laser composites/separations.**
- ✓ **A mock-up (if applicable).**
- ✓ **A previously printed sample (if applicable).**