

PROVIDING DIGITAL ARTWORK

A short guide to creating and supplying your files for print. If in doubt, please ask for more information.

Page make up guidelines

Wherever possible, use one of the popular postscript software packages for your design:

- QuarkXPress
- InDesign
- Pagemaker
- Photoshop
- Illustrator
- Freehand
- Corel Draw

Microsoft Word is not a suitable package, it is an office word processor with no ability to handle CMYK colour.

PDFs are acceptable but please ensure that they include all fonts, that the pictures are at a suitable resolution and the colours are in CMYK, not RGB. If bleed is necessary, include it in the file.

Supply pages at the finished page size.

Incorporate blank pages where appropriate – for example, the Inside front cover and Inside back cover.

Arrange the pages in the correct running order: Front cover to back cover, unless you're supplying the cover as a single spread.

When your design overlaps the page edge, generally leave a bleed of 3mm.

Make sure you create your supplied proofs from the final saved files of the pages.

Font guidelines

Remember to supply printer fonts for all type used in your designs. Also supply any fonts that are embedded within your image files.

Avoid applying menu styles to fonts, select the bold or italic versions directly from the font menu.

Image guidelines

Ensure that all linked images used on the pages are supplied. You should supply images in CMYK not RGB.

Scanned continuous tone images should be at a minimum of 300ppi (pixels per inch) at 100% magnification.

Scanned black and white images should be in greyscale at a minimum of 300ppi at 100% magnification.

Scanned linework images must be at a minimum of 1200ppi at 100% magnification.

If supplying DCS files, save in a non-composite format.

Wherever possible, simplify your vector artwork by removing unwanted detail.

When supplying complex images generated from layered files, make sure you save the layered files too, as last minute corrections may be required.

Supplying files

Collect all the required resources for your application files (images, fonts etc), either by manually grouping everything into one folder, or by using flight-checking software, which automatically collates the necessary resources from your files.

Use a simple file naming system, avoiding using special characters such as ! () / \ £ ± § in your filenames.

Include written details of the files you send and supply a set of paper

proofs, output at 100% with trims if possible, from your final saved files, for checking against.

Supplying original material

If scanning of transparencies, photographs and illustrations is required, collect together all the originals.

Previously printed images should be avoided, but can be used provided you do not exceed 100% of the original printed size.

Be aware here of copyright laws on picture usage.

Wherever possible, supply clean originals without colour casts, scratches and stains.

Please supply typed comments indicating the page position, image magnification, cropping position, type of original and any colour or retouching corrections desired.

If retouching or colour corrections are required, mark up your proofs clearly on an overlay.

Use appropriate packaging to protect the originals while in transit.

The print specification

Your brief should be as specific as possible. The following checklist will help you with your print specification:

Quantity: Specify how many copies you want produced and allowed for any extra copies you might need.

Type and weight of material: Specify the type and weight of material you want the job printed on. We can advise on suitable stock.

Colours: How many colours are there and are they to be printed both sides?

Flat size: What is the flat size of the item before and after trimming?

Folds/finished size: How many folds are there and what is the sequence?

Pages: How many pages will the finished item have and what is the finished size?

Special instructions

Finishing: Specify any protection for your literature, for example varnishes, lamination, and artwork for die cuts or embossing.

Reproduction: Are you supplying transparencies/colour negatives. If so, what size and how many?

Proofs: Do you need proofs? If so, what type?

Timing: Agree a schedule with Lancing Press, stating when artwork will be available and when proofs are required.

Delivery: What is the final delivery date? Include clear packing and delivery instructions

In general

Please ensure artwork is supplied to these specifications. Artwork received that is not in line with these specifications may be subject to amendment charges.

Lancing Press cannot accept responsibility for print errors or late deliveries where artwork has been supplied incorrectly or has been generated in unsuitable programs such as Word and Powerpoint, regardless of how it was exported.

All artwork supplied that requires a particular imposition or folding must be accompanied by a mockup that is imposed and folded as required.