

FILE PREPARATION CHECKLIST

ARE ALL OF THE ELEMENTS ON THE DISK YOU WILL BE SENDING FOR OUTPUT?

Layout files	PostScript fonts (2 parts, screen & printer)
Placed scans, linked documents and illustrations	TrueType fonts (1 part only)
Hard copy proofs	Special instructions

Most importantly, editable forms of graphics MUST be provided, even if the graphic is stored within the publication.

TYPICAL PAGE BUILDING ISSUES TO WATCH FOR:

- Page size should be defined as final trim size.
- Bleeds should be created at 1/8" (9 points).
- Do not build your files as 2 page spreads, either printer or reader.
- Unused items on your pasteboard area (outside the page area) are to be eliminated
- Unwanted elements should be deleted not covered with white boxes.

TYPICAL TYPE RELATED ISSUES TO WATCH FOR:

- Do not use hairline rules. (Define them as at least 0.3 point)
- Do not use bold or italic on the styles bar. Choose styled font from the font menu.
- Do not use outline style. (Create outlines by stroking text in an illustration program.)
- Do not use shadow styles. This will result in a low resolution shadow, rather create 2 text boxes, one on top of the other, slightly offset).
- For best results, only use Type 1 PostScript fonts. Other may not give the desired results.

TYPICAL PROBLEMS ASSOCIATED WITH HOW COLORS ARE DEFINED:

- Always make certain that color names are EXACTLY IDENTICAL both within the layout program as well as any other programs used to create files used in the document.
- Define colors as either SPOT or CMYK only.
- The name of any spot color should include its family name. e.g.PANTONE 186 C
- Before submission to a commercial printer, send a color separated file to your laser printer.
- If you get too many colors, you will want to go back and correct this.
- Delete all unused colors in all of your colors palatte.

IMAGE CONSIDERATIONS:

For Vector files such as line art illustrations or charts:

- File format will generally be EPS
- Preferred applications are Illustrator and Freehand

For bitmapped/pixel files such as pictures:

- Resolution for photos will be at least 200 ppi. Line art scans should be at least 800 ppi.
- Convert all color photos to CMYK mode. Any RGB files will need to be converted and thus additional time and money.
- Mark any pictures to be scanned as FPO and supply photos.
- Major scaling should be done in the original scan and not in the page layout program. Drastic enlargements of a scan can result in a low resolution photo.