



## The Production Expert

Sometimes, it takes a little pull to get exactly what you want. Use this handy checklist to be sure everything is exactly as it should be – so that your design is produced just the way you envision it.

Other times, just knowing the right people is all you need. Got too much work on your hands and not enough time? Give us a call. We've got the right experts to pull things together.

Tips for pulling it together:

- 1 Make sure there are no embedded EPS's or other graphic elements one inside the other. This can often make it impossible to properly process your file, as it will fool the postscript interpreter and drop out needed fonts and other elements without warning.
- 2 Work within the limits of the four color printing process, especially with regard to type. For small type, two colors is recommended and three colors is possible, while one of the colors in the mix should always print 80 to 100%.
- 3 Here's a precise way to ensure that two rules meet exactly at a 90° angle. Make sure the endpoints of the two rules intersect at the same coordinates. Add or subtract from the first rule half the width of the second rule. The result is a perfect corner.

### copy issues

- 1 Do a final spell check and then proofread just before sending out the project.
- 2 Check for consistent rags and line breaks, and avoid widows and orphans.
- 3 Check that style sheets are properly applied.
- 4 Under style sheets, set "normal" the same as the body text.
- 5 Use find/change to delete unnecessary double spaces after periods in the body text.
- 6 Check consistency of type size, weight, tracking, and color, and paragraph spacing.

### job preparation issues

- 11 Check spot color separations by running laser separations.
- 12 Create 1/8" bleed on all sides.
- 13 Delete unused style sheets, unused fonts from "font usage" list, unused master pages, and unused colors.
- 14 Clearly label FPO images in the file and on the hard copy.
- 15 Make sure that process colors are designated in the color dialog box.

### printer issues

- 7 Take into account the need for double hits, screens under large solid areas, and varnish over solids and images.
- 8 Note type of proofs to be seen (i.e., match print, rainbow proof, die line).
- 9 Images should accommodate dot gain according to paper stock.
- 10 Review printing process – offset, silkscreen, flexography, web printing – to accommodate for line screens, shadow densities, etc.

### document preparation issues

- 16 On the printer specs, include the schedule, delivery information, and any other special instructions or questions.
- 17 Include a full size dummy (color if possible), and a marked-up copy.
- 18 "Print window" of items on disk with folders open.
- 19 Include final images linked to the document and all fonts in your "collect for output."
- 20 Mark up hard copy for color breaks, linescreens, traps, glue, scores, folds, and die cuts.