



A CONSOLIDATED GRAPHICS COMPANY

Tips & Tricks

Setting up your files for print

Guidelines for submitting projects:

- Use a page layout application, such as InDesign.
- Create documents at the same size as the finished page.
- Create documents in reader spreads.
- Include all screen and printer fonts with projects. (Avoid TrueType when possible.)
- Provide current laser proofs of your file(s).
- Include color-separated hard copy for spot color jobs.
- Make sure images used in CMYK jobs are in CMYK color space, not RGB.
- Always “place” your images — do not “paste” them from the clipboard.
- Include all placed and embedded images and graphics as separate files.
- Do not place JPEG images — convert JPEGs to .TIF or .EPS before placing.
- Make sure “transfer function” is not checked when you save photoshop files.
- Photoshop images should be at least 300 dpi when used at 100% in the layout.
- Do not use special characters (i.e., “!”@#\$%^&*()”;:” etc.) in file names.

Output ready disk:

Prepare the job in a page-layout application such as InDesign. Include all fonts and graphics in CMYK mode, properly trapped. Use Illustrator or FreeHand for creating and editing graphic designs, and save as an eps.

Color Modes:

RGB files must be converted to CMYK, or the file will output as composite black only.

Trapping:

McKay prefers to trap your job. We know the best fit for our equipment. Naturally, if you're comfortable with chokes and spreads, have at it! Just be sure to carefully check your proof.

Smooth Vignettes:

Create vignettes in PhotoShop. Open a new PhotoShop document in the exact size of the vignette you need. (If you vignette to white, make your document size one inch larger on the side that vignettes to white). Specify the resolution at 355 dpi, no less. Set up your starting and ending colors as your foreground and background colors, then use the vignette tool to create your vignette. To prevent a hard edge on a vignette that goes to white, stop your vignette at the correct size, short of the document border. Add 3% noise under filters. Go to "Levels" under "Adjust Image" and put these numbers in the available field: 3 1.00 252 Save your vignette as a .tiff. A beautiful, soft vignette with no banding.

Embedded Files:

When placing images in PageMaker, use links to the original files, do not embed. Embedding images not only causes the PageMaker file size to increase dramatically but can also be a deterrent when troubleshooting problematic files.

Packed Blacks:

If you have a black element that is overprinting a piece of 4-color, Use 100K, 30C, 30M, 30Y to get a rich black.

Microsoft Products:

Microsoft applications only image as RGB. You will incur additional cost to convert these files to a format that will image to CMYK.