

The Do's & Don'ts of Digital Imaging

Keep these useful tips in mind when creating documents for printing on **Connected Black & White Copiers**

- **Color/Grayscale Photos**
should be scanned at 170 ppi (100% size). Do not enlarge scanned images in your page layout program; it will degrade the quality of your images.

Don't crop or rotate imported TIFF files in your layout program. Use your paint program to bring your picture to proper size and orientation before you place it in your document.
- **Black & White (Line Art) Graphics...**
should be set to 600 ppi at 100% size. Higher resolutions will take longer to print without improving quality at all.
- **All Fonts Must Be Included!**
Even Helvetica, Times, Symbol, Palatino and Zapf Dingbats. Also, if any placed EPS graphics have utilized fonts, don't forget to include those as well.
- **Don't Go Font Crazy**
Limit the amount of fonts used in a job. Not only is it common design faux pax, it will make your job more difficult to print. You shouldn't need to use more than five or six typestyles in a single document.
- **Avoid Compressing & Embedding Your Graphics**
Compression may corrupt or distort your graphics, and cause them to print differently than what you expect. Embedding your graphics eliminates any possibility for us to fine-tune or make corrections to your job.
- **Your Graphics Are Important**
Please be sure to include all support graphics (EPS or TIFF) with your print order. Without those original graphics, your images may print in low resolution.
- **Converting Your Text To Outlines**
Don't convert small type or body copy to outlines in an illustration program. Doing so will make the files unnecessarily large, produce sub-standard looking text, and make the document uneditable. Instead, include the font used in the file.
- **Setting Your Layouts**
Set-up your multi-page layouts as one document... regardless of the number of pages you have. This will save time in production by eliminating the need to set up page sizes and printing instructions. It will also cut down the possibility of unconformity of pages and printing problems.
- **Say "No" to "None"**
In Quark Xpress, avoid using the "NONE" background color on picture boxes that have TIFF pictures placed in them. Doing so may cause jagged edges along the picture in the final printed job.
- **K.I.S.S. (Keep It Simple, Silly!)**
Do not create complex paths in Photoshop, Illustrator or other programs. Doing so will make your job difficult or next to impossible to image correctly. Also, keep your control points on vector artwork to a minimum.

The Do's & Don'ts of Digital Imaging

Keep these useful tips in mind when creating documents for printing on
Connected Color Copiers

- **Color/Grayscale Photos**
should be set as RGB (red, green & blue) and at 200 ppi (100% size). Do not enlarge scanned images in your page layout program; it will degrade the quality of your images.

Don't crop or rotate imported TIFF files in your layout program. Use your paint program to bring your picture to proper size and orientation before you place it in your document.
- **Black & White (Line Art) Graphics...**
should be set to 400 ppi at 100% size. Higher resolutions will take longer to print without improving quality at all.
- **All Fonts Must Be Included!**
Even Helvetica, Times, Symbol, Palatino and Zapf Dingbats. Also, if any placed EPS graphics have utilized fonts, don't forget to include those as well.
- **Don't Go Font Crazy**
Limit the amount of fonts used in a job. Not only is it common design faux pas, it will make your job more difficult to print. You shouldn't need to use more than five or six typestyles in a single document.
- **Avoid Compressing & Embedding Your Graphics**
Compression may corrupt or distort your graphics, and cause them to print differently than what you expect. Embedding your graphics eliminates any possibility for us to fine-tune or make corrections to your job.
- **Your Graphics Are Important**
Please be sure to include all support graphics (EPS or TIFF) with your print order. Without those original graphics, your images may print in low resolution.
- **Converting Your Text To Outlines**
Don't convert small type or body copy to outlines in an illustration program. Doing so will make the files unnecessarily large, produce sub-standard looking text, and make the document uneditable. Instead, include the font used in the file.
- **Setting Your Layouts**
Set-up your multi-page layouts as one document... regardless of the number of pages you have. This will save time in production by eliminating the need to set up page sizes and printing instructions. It will also cut down the possibility of unconformity of pages and printing problems.
- **Say "No" to "None"**
In Quark Xpress, avoid using the "NONE" background color on picture boxes that have TIFF pictures placed in them. Doing so may cause jagged edges along the picture in the final printed job.
- **K.I.S.S. (Keep It Simple, Silly!)**
Do not create complex paths in Photoshop, Illustrator or other programs. Doing so will make your job difficult or next to impossible to image correctly. Also, keep your control points on vector artwork to a minimum.

The Do's & Don'ts of Digital Imaging

Keep these useful tips in mind when creating documents for printing on
Digital Offset Presses

- **Color Pictures/Grayscale Pictures/ Graphics...**
must be set as CMYK (cyan, magenta, yellow & black) and at 300 ppi (100% size). Do not enlarge scanned images in your page layout program — doing so will degrade the quality of your images. Our proofs reflect the best possible representation of the finished piece. If there is a problem with the proof, more than likely it will carry over to the press. Please questions any problem you may find with the proof.

In addition, don't crop or rotate imported TIFF files in your layout program. Use Photoshop to bring your picture to proper size and orientation before you import it to your page.
- **Black & White (Line Art) Graphics...**
should be set to at least 600 ppi at 100% size. Resolutions higher than 1200 ppi will take longer to print without improving quality at all.
- **Your Graphics Are Important**
Please be sure ALL of your support graphics (EPS or TIFF) are included with your print order. Without those original graphics, your images may print at a low resolution.
- **Avoid Compressing & Embedding Your Graphics**
Compression may corrupt or distort your graphics, and cause them to print differently than what you expect. Embedding your graphics eliminates any possibility for us to fine-tune or make corrections to your job.
- **All Fonts Must Be Included!**
Even Helvetica, Times, Symbol, Palatino and Zapf Dingbats should be included with your file. A slight difference in font version can have drastic effects. Also, if any placed EPS graphics have utilized fonts, don't forget to include those as well.
- **Don't Go Font Crazy**
Limit the amount of fonts used in a job. Not only is it common design faux pax, it will make your job more difficult to print. You shouldn't need to use more than five or six typestyles in a single document.
- **Converting Your Text To Outlines**
Don't convert small type or body copy to outlines in an illustration program. Doing so will make the files unnecessarily large, produce sub-standard looking text, and make the document uneditable. Instead, include the font used in the file.

More useful preparation tips for **Digital Offset Press**

- **Convert Your Colors**
All colors in your document (standard, PMS or custom) should be converted to PROCESS/CMYK. Also all unused colors should be deleted from your color palette.
- **Rich Black**
If your document has large areas of black, choose these areas to print as RICH BLACK. You can achieve this by selecting:

**50% CYAN 40% MAGENTA
40% YELLOW 100% BLACK**

in your color pallet. This will give that rich black coverage your design requires.
- **Hairlines?**
Hairline rules – those pre-defined thin rules available in PageMaker and Quark Xpress – may look great on your laser print, but will be invisible on a high resolution imagesetter. *Hint: if you need a thin line, use a .25 point rule instead.*
- **White & Out-of-Sight**
When trapping in PageMaker or Quark Xpress, don't set white type to "overprint." This can be a difficult error to catch – a laser printer will show the white text and ignore the overprint instruction, but that white text will be invisible when sent through an imagesetter.
- **Say "No" to "None"**
In Quark Xpress, avoid using the "NONE" background color on picture boxes that have TIFF pictures placed in them. Doing so will cause jagged edges along the picture in the final printed job.
- **K.I.S.S. (Keep It Simple, Silly!)**
Do not create complex clipping paths in Photoshop, Illustrator or other programs. Doing so will make your job difficult or next to impossible to image correctly. Also, keep your control points on vector artwork down to a minimum.
- **Setting Your Layouts**
Set-up your multi-page layouts as one document... regardless of the number of pages you have. This will save time in production by eliminating the need to copy colors, set up page sizes and printing instructions. It will also cut down the possibility of unconformity of pages and printing problems.
- **Overprint-A-No-No**
When creating a graphic in Illustrator, Freehand or Corel Draw, be sure that the colors are not set to "overprint" (unless you want the graphic to be translucent in your page layout program). Select the graphic and check your color pallet to be sure the overprint for the "Fill" and "Stroke" boxes are de-selected.