



Preparing Design Files for Print

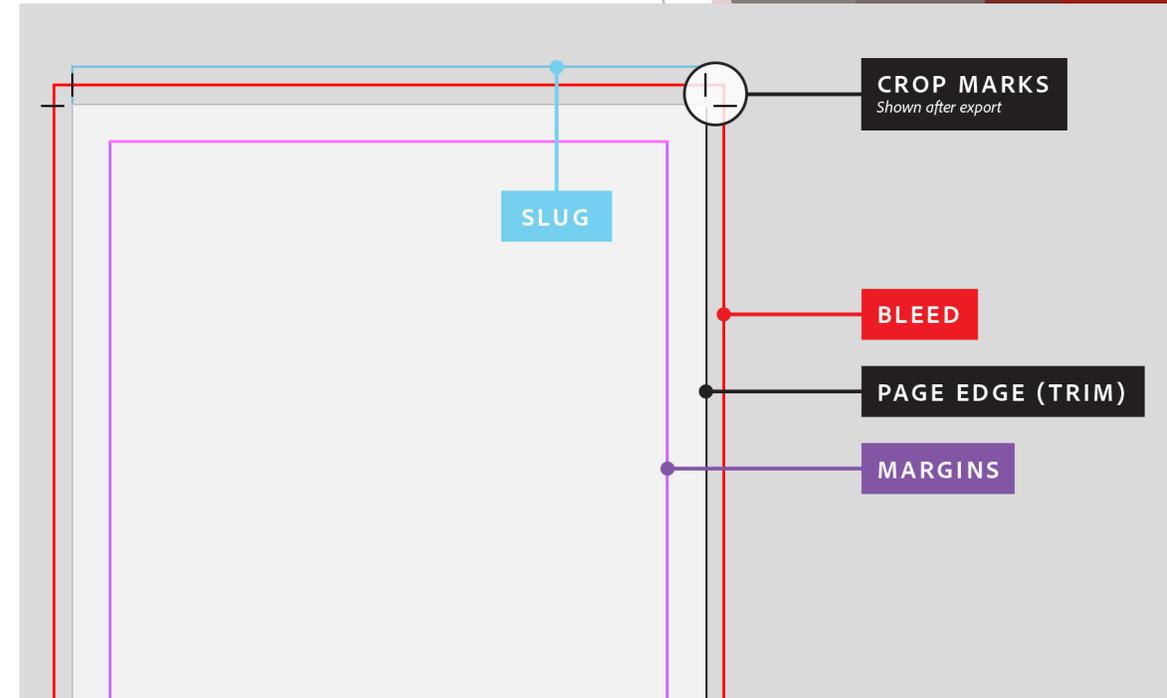
Kaitly Lynch

Keys to designing for print

- ▶ Setting up your file correctly before you begin designing
- ▶ Following guidelines for print while designing
- ▶ Formatting and sending the file correctly upon completion of the project

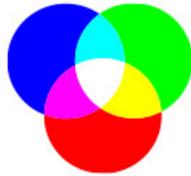
Setting up your print file

- ▶ Bleed
 - ▶ Minimum required bleed is .125 inches on all sides
- ▶ Trim line
 - ▶ Indicates the full area that is visible in the final product
- ▶ Margins
 - ▶ Important information should remain inside the margins to ensure it can be seen
- ▶ Crop marks
 - ▶ Indicate where the paper can be cut
 - ▶ Only visible after export
- ▶ Slug
 - ▶ Can place a document title and date here to help identify and printed materials



RGB vs. CMYK vs. Spot Color

RGB



- ▶ Red, Green, Blue
- ▶ Monitors, LCD displays and digital media display in RGB color.

CMYK



- ▶ Cyan, Magenta, Yellow, Black
- ▶ Standard color mode for print unless specifically requested to be in spot color.

Spot



PMS 5483

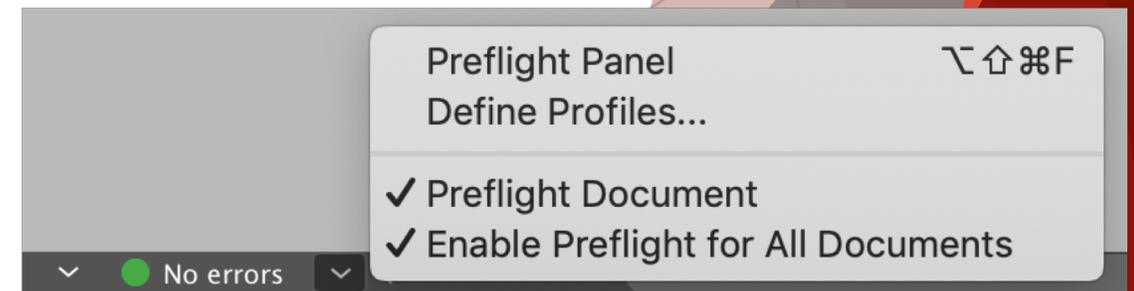
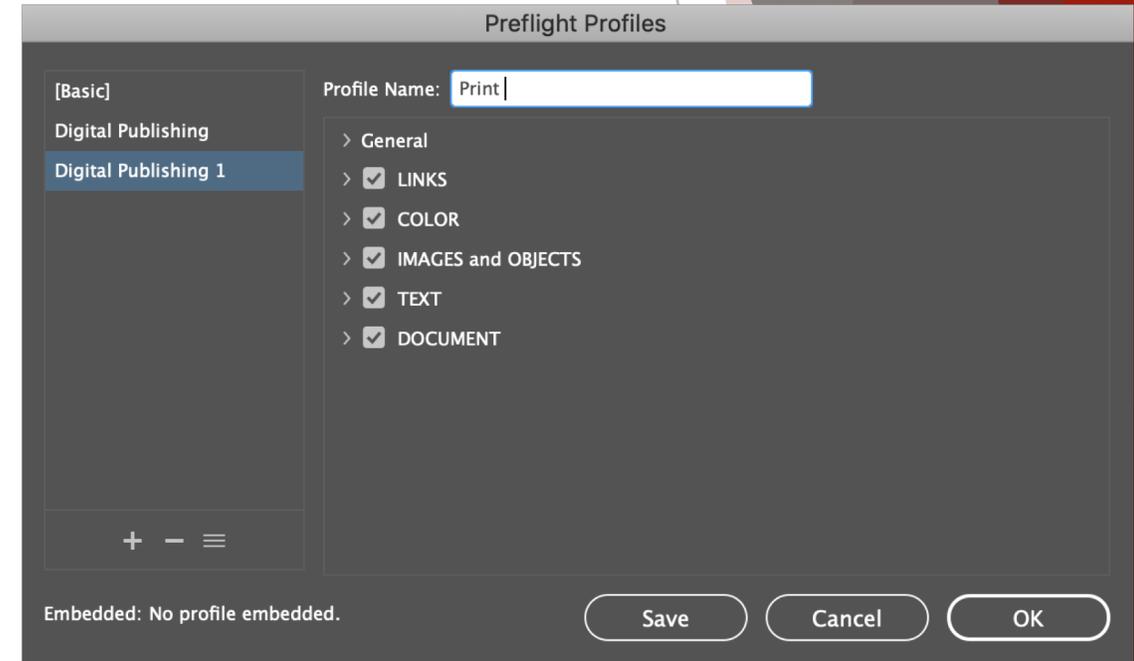
- ▶ A color or ink that has been specifically mixed to a color matching system such as Pantone
- ▶ Offset and screen-printing.

During the design process

- ▶ Make sure all images and colors are converted to CMYK color mode
- ▶ Images or design elements should have a resolution at a minimum of 300 pixels per inch (PPI)
 - ▶ A resolution lower than 300 PPI will cause images to appear at a lower quality
- ▶ Link files instead of embedding
 - ▶ Linking files will allow you to go back and edit them without having to completely start the process over if changes are needed.
 - ▶ However, once linked you can not rename or move where the file is stored or the link will be broken.
- ▶ Stay inside the margins
- ▶ Send all files by packaging the file

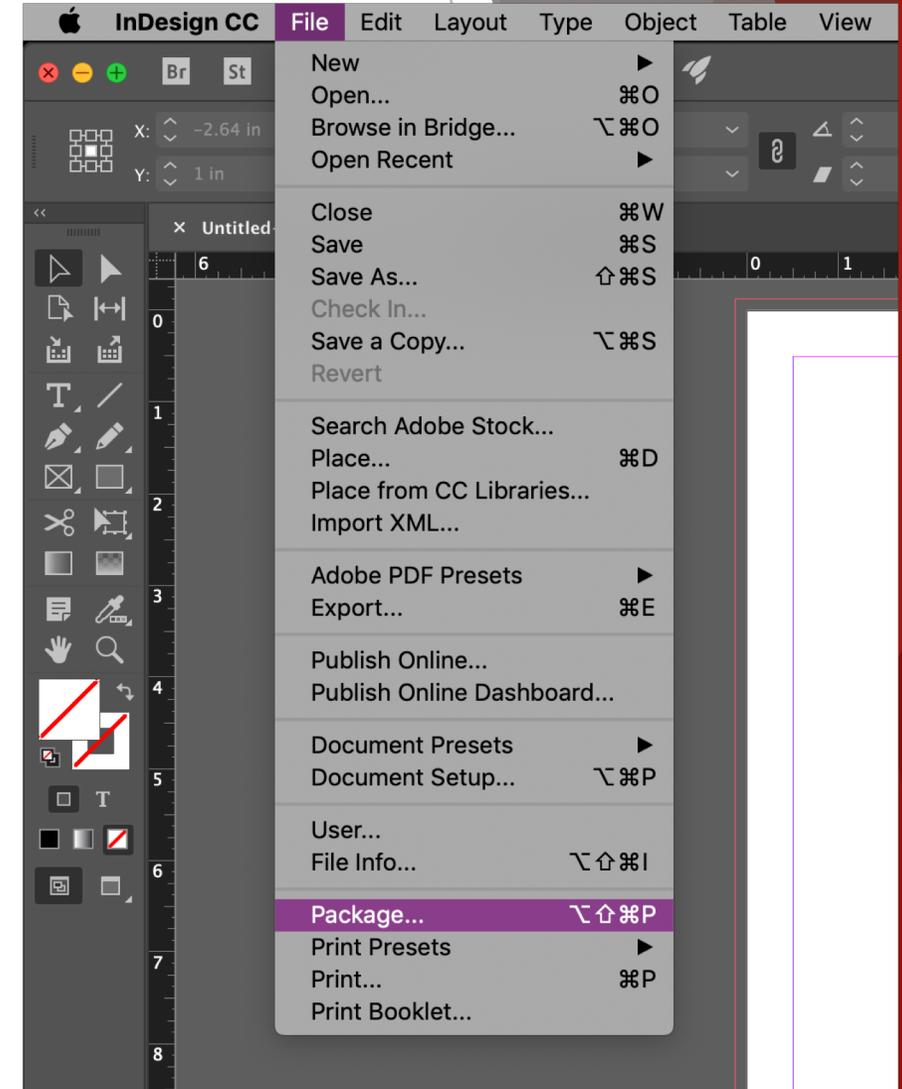
Preflight

- ▶ Preflight will allow InDesign to check your file for common printing errors so you can solve any problems before sending to the printer.
- ▶ Preflight checks for:
 - ▶ Missing or broken links to files and fonts
 - ▶ Low-resolution images
 - ▶ Overset text
 - ▶ Color mode
 - ▶ Document format



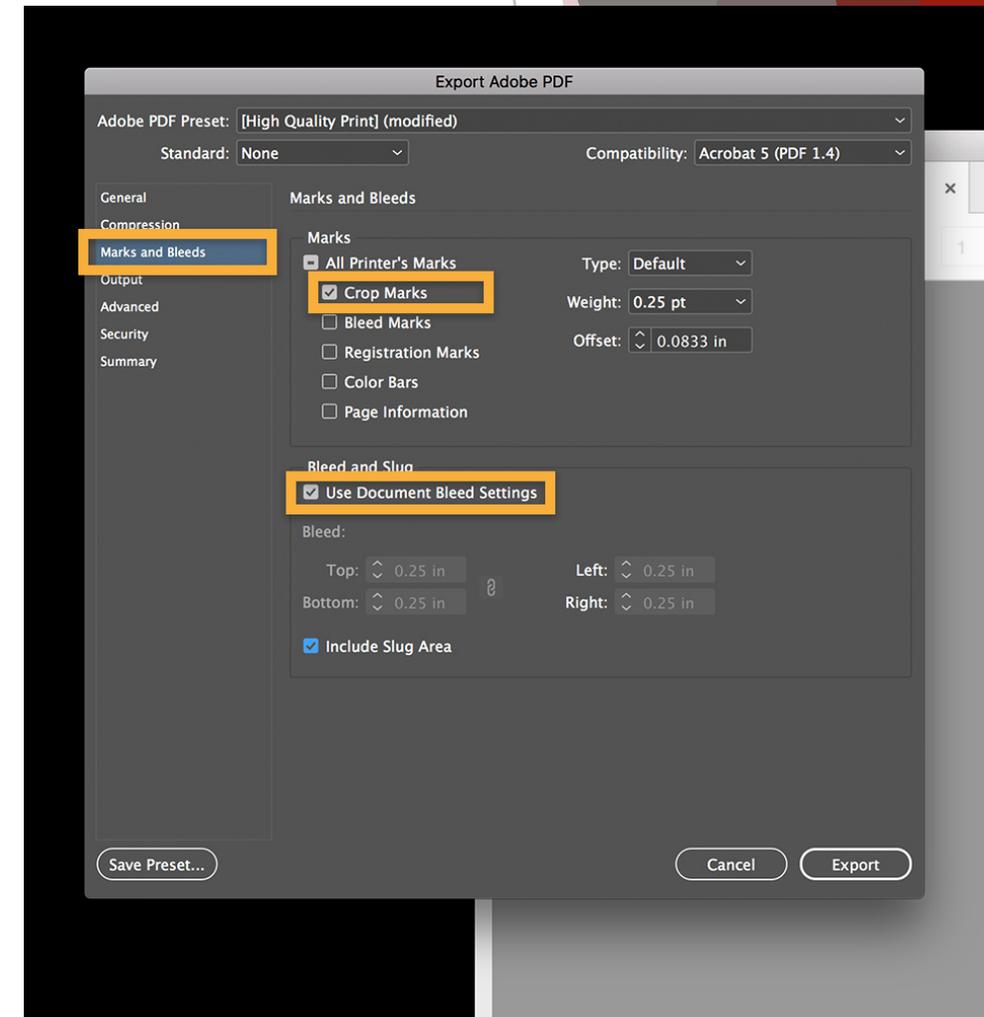
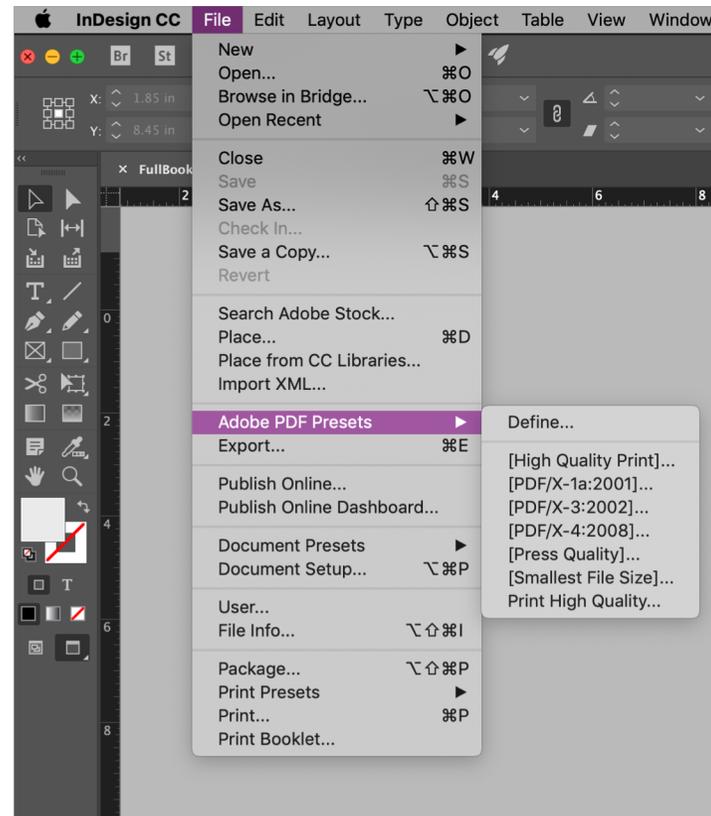
Exporting the InDesign File

- ▶ If the printer has requested an InDesign file you will need to package the file.
- ▶ Packaging a file copies all links and fonts into a folder which can be sent to the printer to keep the file intact.
- ▶ A packaged file will export a folder to include:
 - ▶ All links and images
 - ▶ Fonts
 - ▶ InDesign File
 - ▶ PDF File



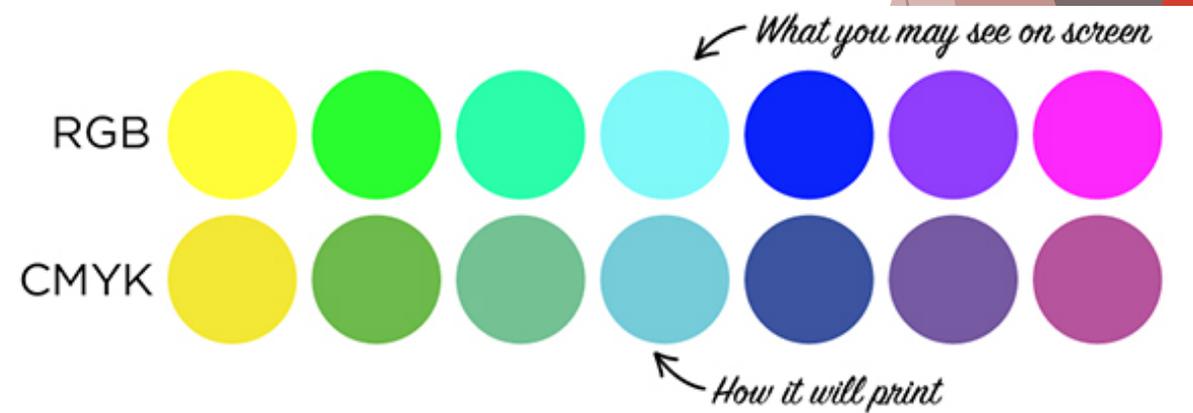
Exporting a PDF

- ▶ If the printer has requested a PDF you should export the file to include printers marks such as bleed and cut lines.
- ▶ Printers may require different marks.



Why proper set up matters

- ▶ If the file is not prepared properly the quality of images may be decreased or links may not appear when printed.
- ▶ If a bleed is not included you may end up with unintended white space around the edges.
- ▶ If the file is not in the correct color mode the colors will not appear as originally intended.



Sources

- ▶ <https://helpx.adobe.com/indesign/how-to/set-print-bleed.html>
- ▶ <http://www.thenational-group.com/resources/fileprep.html>
- ▶ <https://helpx.adobe.com/indesign/using/preflighting-files-handoff.html>
- ▶ <https://cgsprint.wordpress.com/2011/06/17/what-is-a-bleed/>
- ▶ <https://design.tutsplus.com/articles/the-beginners-guide-to-prepping-and-sending-to-print--cms-23657>