

## Using the Right Program for Your Project

Use Quark Xpress or InDesign for laying out pages. **This is especially important on multi-page projects.** Using drawing programs like Photoshop, Illustrator or Corel Draw to lay out pages with photographs and columns of text is **NOT** recommended. These programs often take extra time to output files. They also tend to be a larger file size and are hard to manage. You should use Illustrator for design, creation of logos and graphics to be used as vector art. You should use Photoshop for all photos and line art.

We do accept files from Word, Excel, Powerpoint, Publisher and Coreldraw, however you may not receive the quality you desire in the final product with these programs.

## Photographs and Line Art

All Photoshop files should be saved as CMYK, Grayscale, Duotone or Bitmap for line art. Images should be 300dpi at 100% of the size used in the document. Keep clipping paths simple. Make sure that the path is placed at least 2 pixels within the colored area of your image to prevent edge halos.

## Page Sizes & Page Design

Set up the page size of your document to be the final trim size of a single page. For example, if you want an 8.5 x 11 page, set the page size to 8.5 x 11. If your project is a 4 x 6 postcard, set the page size to 4 x 6. Make sure all items that are to bleed (run off the page) extend beyond the page boundary by 1/8 inch. Do **NOT** make your pages larger to accommodate the bleed.

Avoid placing text or objects within 1/8 inch of the edge of the page unless it is a photo or graphic that will bleed off the page.

Set your pages as single pages in a regular printing order of page 1, page 2, page 3, etc. Do **NOT** set the document in "Printer Spreads". If you want to include odd-size pages or inserts, create them in a separate document. For example, if you have an 8.5 x 11 document with an 11x17 foldout, produce the foldout as a separate document.

If you are designing a document that will fold, it is important the panels are set up correctly. Contact us if you need information for panel sizes to avoid potential problems.

Die lines should be set as a separate spot color not used in the document. They can be created in Illustrator and imported into the "Page Layout" program or they can be created directly within the "Page Layout" program.

Spot varnishes should be set up as a separate spot color. Many customers prefer us to create the varnish plate to avoid problems.

## File Preparation

Include all layout documents and each linked/imported image. Include **ALL** fonts used in your document or images. Be sure to include all weight and styles used. (Bold, Italics, Extra Bold etc.) Include any NATIVE Illustrator or PhotoShop (layered) files that were used to create the EPS or TIFF images that were used. This can save a lot of time if we need to edit or correct a file. A PDF of the final file is helpful and is an important quality check point. PDF is a technology from Adobe Systems that has become a standard file delivery format for the Graphic Arts field. To create a PDF from Quark or InDesign, use the "Export to a PDF" option. Use the highest settings to get the best results.