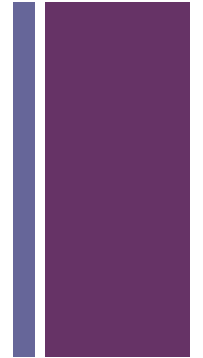


## Printing: Pre-flight Checklist

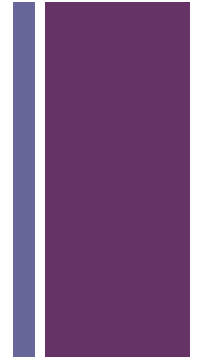
Digital Graphic Design MM3

# + Pre-flight Checklist



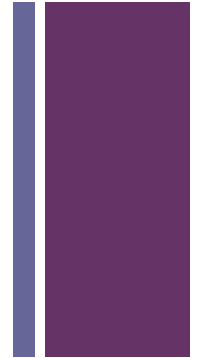
- Pre flight Process involves checking a design file for errors and making sure it's set up properly before sending it to the printers.
- Don't underestimate the time involved in this.

# + File Resolution



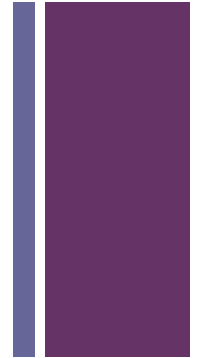
- Design/layout file should be at least 300 dpi.
- Images should be 300dpi (or as close as possible). Remember web images are 72ppi. Vector images are resolution independent, so print very well.
- For signage printing, adhere to the printer's specification. This may range from 100 – 150 dpi.

# + Colour and Images



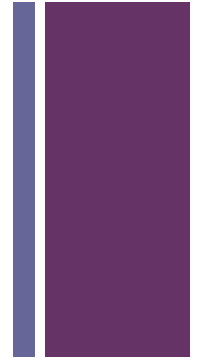
- Document should be CMYK colour mode, not RGB.
- Images should be CMYK, not RGB. Check web images are converted.
- All spot colours converted to CMYK, if using four-colour, process printing. To do this in Adobe Illustrator, choose Edit Colours from the Edit menu, and choose Convert to CMYK.
- Spot colour names are correct, if using spot printing.
- Link or embed images.

# + Fonts



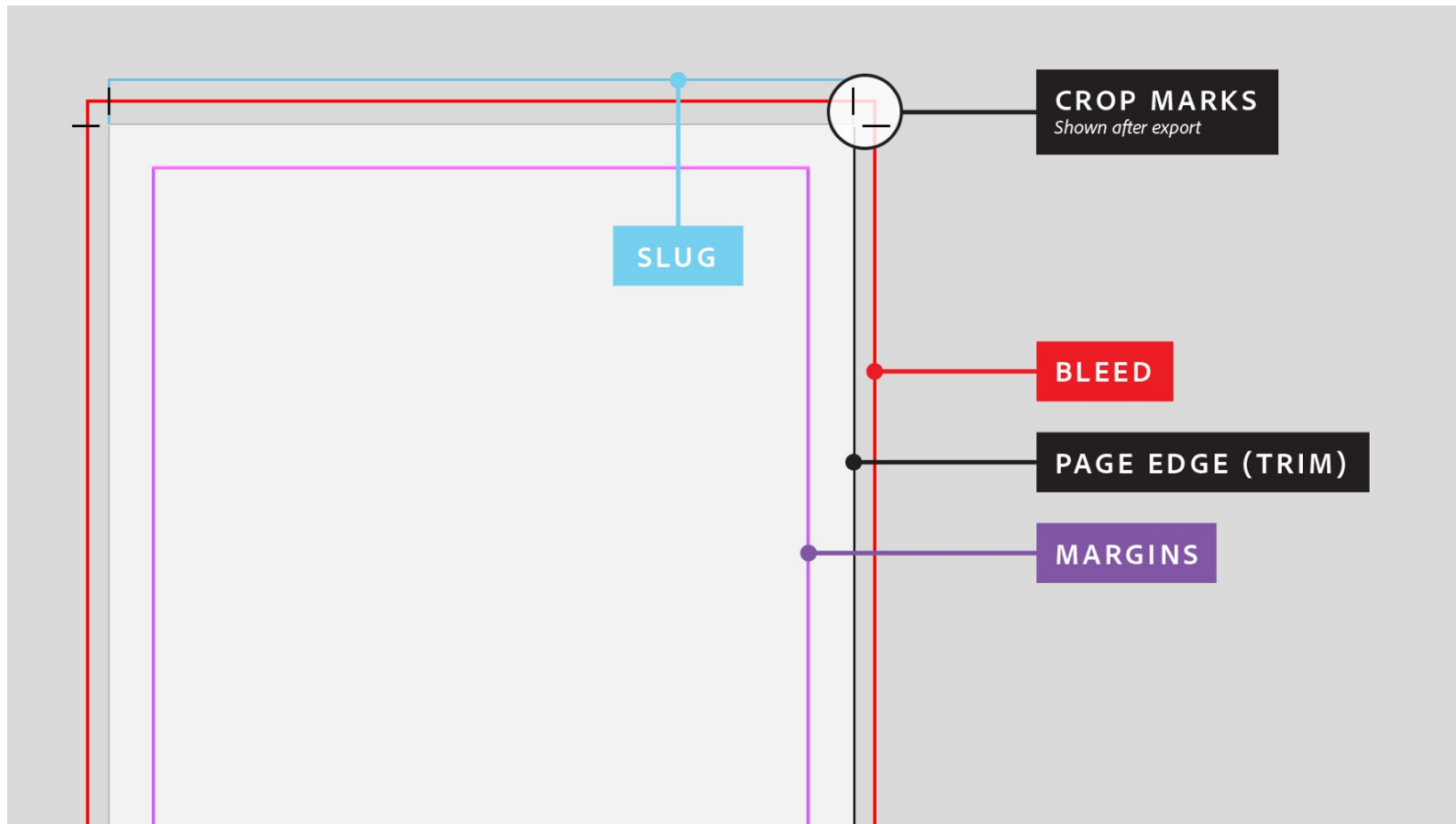
- Check that no fonts are listed as missing.
- How to include fonts in the file for print.
  - Include fonts in a linked folder.
  - Convert the text to outlines (shapes). Before converting to outlines, remember to keep a copy of the text for future editing, just simple turn off it's visibility.
- Save the entire file as a high resolution image.

# + Margins and Bleeds



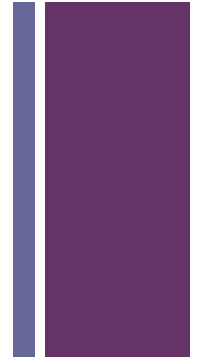
- Check that all important elements stay within the specified safe zone area and not too close to the edge. Insure these elements don't run the risk of getting cut off.
- If you wish your artwork to go to the edge of the page, make sure it extends into the bleed area to avoid ending up with a white border.
- The industry standard is 3mm bleed on each edge. With a 3mm safe zone inside the edge.
- Crop marks are used to indicate to the print house, where the paper is to be trimmed to the finished paper size.
- Slugs contain text information for print, e.g. client name, dimensions, modification date, etc.

# + Margins and Bleeds



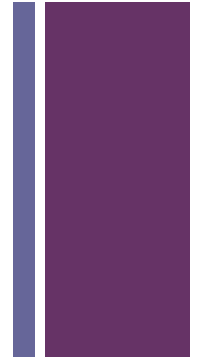
## + Clean up the final file for print

- Delete unnecessary layers or elements from your file.
- Remove unnecessary objects outside of the artboards.
- Remove unused swatches.
- Prepare the pdf for print.





# + Proofing



- Proofing is the last opportunity to check for text errors, misalignment and colour problems.
- Check,
  - Spelling (and grammar)
  - Details (Phone numbers, email addresses, dates and times)
  - Size (A6 is a lot smaller than A4)
  - Pictures and Logos (are they sharp enough?)
- Get at least one other person to check your work.
- Monitor (soft proofing) – used for judging layout of elements and so on, but cannot check colours.
- Hard copy samples:
  - Press proof – uses paper and ink same as final job, this can be very expensive.
  - Digital proof – uses digital printing to create a sample very close to final job – colours may not be exactly the same.