PR 486: FINAL PROJECT PRINTING GUIDE

Whether you choose to have me print your project or get it printed by a local print shop, here are some things to keep in mind to make the process of creating your collateral and getting it made a (relatively) hassle-free process.

GENERAL GUIDELINES

- Size your canvas to whatever size you need your object to be. If you're papering over a box or something else, make sure you get your object and measure it and determine how big your item needs to be. Create your item in whatever program you wish (Illustrator, Photoshop, InDesign).
- Check your resolution!!! 300ppi as much as possible for print purposes.
- If you are using third-party templates as guides, please do not forget to turn off the layer that has all the guides in it.
- ALWAYS PACKAGE YOUR FILES PROPERLY!!!!! I (and most printers, quite frankly) prefer to use native files to print. You need to package all your files properly anyway to turn them in, so make sure your PSDs, AIs, and INDDs are in proper working order!9
- Keep in mind that if you go to a third-party printer (like your local FedEx), they might not print edge-to-edge and anything larger than 8.5 x 11 might cost you a lot of money! Please get a quote and DO NOT WAIT UNTIL THE LAST MINUTE.

SPECIFIC GUIDELINES IF JENN IS PRINTING YOUR PROJECT

- The largest single piece of paper I can print out is 13 inches x 19 inches. If your object needs to be larger than this, we might have to figure this out. If you are covering over a box, we can print each panel separately.
- For the least amount of trimming, I can accommodate the following paper sizes and print edge-to-edge. (See the separate magazine section for what size you should use for standard-size books.)
  - 13 x 19 inches (Super B)

- 11 x 17 inches (tabloid)
- 8.5 x 11 inches (letter size)
- 8.5 x 14 inches (legal size, though I don't have any of this paper on hand, I have to pick some up)
- 4 x 6 inches (or 6 x 4 inches) for postcards

- I will determine for the most part what paper your items will be printed on. The Super B and tabloid sheets only come in one type: 13 x 19 is a slightly heavier presentation matte paper that is flexible but not rigid if you need to fold it; the 11 x 17 is not as heavy as the Super B mainly because I print most magazine projects on this and it can't be too rigid or else the magazine will not print properly. My regular letter size paper is also relatively nice (it's better than crappy bond that you'll get in most printers). I also have 100lb cardstock (this is pretty thick) at 8.5 x 11. The 4 x 6 postcard stock I use is thicker than regular paper but not as heavy as my cardstock.
- If you want something printed on cardstock, please specify that (and what needs to be put on cardstock) in an email!
- If you are concerned about color output, your only chance to see a sample ahead of time is during the open lab, so please follow the open lab deadlines accordingly! Remember that color output varies from printer to printer — this isn't just limited to my printer, but *any* printer you go to — so if you don't want surprises, plan accordingly so you can get an actual sample in hand before your project is due.

FOR STICKERS / LABELS / THINGS THAT WILL STICK TO SOMETHING AND COVER SOMETHING UP

- Anything that's going to be run through the sticker machine must not exceed 4.5 inches on *two* sides. As long as *one* side is 4.5 inches or less, you should be OK. For example, if you wanted to make a bumper sticker, it's obviously going to be longer than 4.5 inches on only one side (it's a short but very long rectangle, say, 2 x 8 inches). That would work fine. But if you submitted a 5 x 5 inch square graphic, that would *not* fit through the sticker machine.

- Anything that doesn't fit through the sticker machine can still be stickered — you just have to use a different adhesive method!
- All stickers and labels come in three flavors:
  - Laminated (shiny on the non-sticky side). This is like your standard sticker.
  - Matte (not shiny on the non-sticky side). This works best for boxes or for anything you don't want to be shiny but you do want it sticky.
  - Clear (for if you need a clear background instead of regular paper). These are shiny by default.
- Please specify which sticker style you want (I will assume laminated unless specified otherwise).
- For stickers, again, just size your canvas to however big your sticker is supposed to be. Your print will come out square / rectangle on the adhesive paper and you'll just cut it out however you want.
- Please keep in mind that I cannot make sticker sheets (I don't have the cutting capability to do that). My assumption is that you're making individual stickers, like the kind that people put on their laptops or water bottles. If you're making a pack of stickers, you obviously would just cut them out but not peel off the adhesive.

FOR APPAREL
- In general, grab a t-shirt (or whatever piece of apparel you plan to use) and use that to determine what size you need your design to be. Consider placement and how big you need the design to be.
- Always ask if you can provide your own t-shirt / sweatshirt, etc. Sometimes this can save you money!
- Most apparel places will ask you for a *vector* file, so prepared to work in Illustrator unless you're putting a photograph on your shirt (in that case, make sure it's as high-resolution as possible and turn in a native PSD).
- If you are working with a third-party t-shirt maker, don't forget to specify where you want your design: back or front, breast pocket (left or right side?), how far or close to the neckline it needs to be. A t-shirt maker will generally send you a proof before the thing is made.

- If you are going the iron-on route, again, just size your canvas to the size of your design. Keep in mind that most iron-on paper comes in 8.5 x 11 sheets only. If you need me to print your iron-on transfer, you must provide me the paper.

FOR MAGAZINES / BOOKLETS

- YOUR MAGAZINE MUST HAVE A PAGE COUNT THAT IS A MULTIPLE OF 4: 4, 8, 12, 16, 20, etc. Give me a book that is not a count of 4 and it will immediately be rejected.
- Double-check your page size! The page size is the size of the cover of your booklet!
- These are the standard page sizes you can work with that will require the least amount of trimming if I'm doing your printing:
    - 8.5 x 11 inches (this is your standard magazine size)
    - 5.5 x 8.5 inches (this is what's called half-letter — the size of a Playbill or most programs for events)
    - 7.5 x 8.5 inches (this is what's called half-legal). If you're looking for a more square-ish book without the fuss, this is the size you should use.
- If you use something outside the standard size, keep in mind that you'll have to trim the excess before you assemble your book. (I will not do this for you!!!)
- Please use InDesign for the final output of your book! I do not care if you use Illustrator or Photoshop to design your individual pages and then place them into InDesign. That's totally fine. But if you give me a 20-page book in Illustrator or Photoshop only, I will quickly reject this and make you put your work in InDesign because calculating the book layout for proper printing is a pain in the ass if it isn't done in InDesign.

FOR FOLDABLE ITEMS (TRI-FOLD BROCHURES, FRENCH FOLD)

- Make sure you make a paper mockup of your item so you know how you need to order the panels and whether anything needs to be made upside down.
- Your final output must be "print-ready": That is, it must be properly arranged on a sheet of paper before you turn it in, and any upside-down panels should be turned upside down. I will just print what I get, so I'm not responsible if it turns out to be in the wrong order when it's folded!
- In general, most people use 11 x 8.5 inches for the size of a tri-fold brochure, but you're welcome to use any of the standard paper sizes outlined in the "If Jenn is printing for you" section.