PRINTING OPTIONS and FILE PREP FOR OUTPUT

Basic printing options and preparing files for output for print production

Two basic directions

- commercial printing
  - offset lithography
  - silkscreen

- direct digital
  - high quality/high speed "laser prints"
  - ink jet
  - vinyl sign/lettering
  - Kinkos/Staples/Other

- decision based on cost and quantity

PRINTING OPTIONS

POSTER EXAMPLE

18 X 24 COLOR POSTER

Cost comparison example

- commercial printing
  - 10 copies — $4,000 — $400ea
  - 1,000 copies — $4,000 — $4ea

- direct digital
  - 10 copies — $200 — $20ea
  - 1,000 copies — $20,000 — $20ea

+ *other costs and services — trim, bind, fold, label, etc.*

OUTPUT OPTIONS

Be prepared to answer these questions the vendor may ask.

- composite or separations
- direct to plate
- ~~film negatives/positives (usually not)~~
- ~~right/wrong read — emulsion up/down (usually not)~~
- ~~dpi — 1200/2400+~~
- lpi (line screen) 120, 133, 150, etc.
- document size — inches, and % (scale) of output
- pages to print — some or all
- crop and registration marks (printer usually decides)

FINAL PROOF & PREFLIGHT

A lot of this info can be tracked directly in InDesign using the PreFlight Function, or preflight software such as "FlightCheck"

- check for correct version of document
- check layout/placement of items, color, rules, etc.
- check for typos — run spell check
- check for missing fonts
- check for missing links or links to update for graphics and images
- placed images:
  - correct resolution (actual vs effective)
  - saved in appropriate file format — TIFF, other
  - image mode - CYMK (if for color seps)
  - GREYSCALE (if for single color)
- placed graphics — color matches, fonts or outlines ?
- check seps (if needed) for proper color breaks

ASSEMBLE FILE

- application file *or* Postscript, or PDF file ?
- if Postscript or PDF what settings to use PDF/X...

You can do this manually, or use the layout software's "collect for output" or "package" function.

- if application file
  - correct version of your document
  - provide linked graphics/images or embed
  - provide fonts
  - "package" feature

PROVIDE REFERENCE & INFO

You may need this as the vendor has no idea what it should look like.

- composite laser (color if appropriate) for visual reference with file info — name, date, time
- laser print separations (if appropriate) with file info

- software used — programs and versions if application file

- maybe, but probably not
  - ~~contents of disk — file name, size (k)~~
  - ~~list of placed graphics and images~~
  - ~~list of fonts (include manufacturer)~~

SELECT A VENDOR

Ask around, shop around for a reliable vendor.

- provide services required
- knowledgeable staff
- reliable — deadlines and quality
- software compatibility — application files
  ~~Mac/Windows?~~
- ~~font compatibility~~
- ~~media compatibility — CD/DVD~~
- pricing
- time frame/deadline
- extra charge for rush service?
- other services — trim, fold, bind, label, etc.

SHIPPING YOUR JOB

*Be prepared
to provide files
in a number
of ways.*

- email file ? compressed files ?
- upload file to a server (ftp), DropBox, etc
- physical — CD/DVD — SDcard — flashdrive
  - use an envelope
  - protect your media — a case, holder, cardboard, etc
  - label all items with name, address, phone number, and email
  - SDcards and flash drives are $$$ and are easily lost !