



Duncan Print Group

Prepress File Specification

Duncan Print Group accepts artwork in a variety of formats, either as print-ready high resolution PDFs or in application files from the leading graphics software applications, either on Mac or PC.

Application Files

We are currently using:

- QuarkXPress V8
- Adobe Creative Suite 4 Professional.

When supplying application files all elements (fonts, logotypes, images) must be collected into the relevant folders with the application file.

Colour or greyscale continuous-tone images should be saved at 300dpi and bitmaps at 2400dpi, at a proportional print size relevant to its final size on a page. Images too low resolution for their final use will have to be resupplied to prevent quality loss.

Format Ideally files should be saved as TIFFs, but JPEG compression can be used as a transmission format to speed up delivery times by reducing the file size. It is recommended that RAW files from digital cameras or Adobe Photoshop .PSD files are not used, as these working formats can produce unexpected results if not properly handled.

Compression If used DPG recommend's loss-less formats, such as Stuffit or Zip archives.

Files should include cyan, magenta, yellow and black separations, together with any spot colour channels. Any objects in Device RGB, Calibrated RGB or LAB must be converted before being imported into a layout application.

Files originated in Adobe Illustrator or Macromedia Freehand should have all fonts embedded or outlined. Their colour space should be set to CMYK and in Illustrator all transparent elements must be flattened.

01: Page Size

Your artwork size must be the same as your required final trimmed dimensions. In Page Setup, create a custom paper size which is the size of your document plus 20mm to allow for registration marks to be added on the PDF.

02: Colours

Identify any non-CMYK separations.



03: Fonts

Check that all the fonts are installed. Delete any instances of fonts that are present in the document but not being used.

QuarkXPress 8 Select *Utilities>Usage...* and select the Fonts pane. Make sure no fonts are using any pseudo text effects such as bolds or italics - only use styles present in the original typeface family.

Click the More Information box to display format and location information.

Adobe InDesign CS4 Select *Type> Find Font*. This palette shows which font formats are in use and displays a warning triangle next to any problem fonts.

04: Placed Images

Check resolutions and colour spaces; try to carry out any major resizing in Adobe Photoshop rather than in your page layout application as this adds to potential output problems. Remember that digital images will proportionally increase or decrease in effective resolution if made smaller or enlarged on a page. For example, a placed 300dpi image reduced by 50 per cent will have an effective resolution of 600dpi; the

same image enlarged to double its size would effectively be 150dpi. This does not apply to pure vector artwork.

QuarkXPress 8 Verify your images in *Utilities>Usage* in the Pictures pane. Click More Information for details such as colour space and original resolution.

Adobe InDesign CS4 Choose *Window>Links*. Modified or missing links display warning icons next to the relevant image. To display image data in InDesign (colour space, resolution etc), select the image and go to *Window>Info*. This palette displays the position, the format (ie, TIFF), the actual and effective ppi - the resolution of the original image and the resolution at its current placed size - the colour space and any ICC profile information.

05: Transparency Flattening

Adobe InDesign CS4 InDesign's creative effects, such as drop shadows and transparency, rely on effective flattening of the file before output, otherwise the final output will often encounter problems. Set *Edit>Transparency Flattener Blend Space* to CMYK.

QuarkXPress 8 automatically flattens objects that incorporate transparency relationships.



Print-ready PDFs

High resolution PDF files should be supplied in accordance with the standard PDF/X-1a:2001 (Pass4press Version 7 compatible PDF), distiller job option settings are available at: <http://www.pass4press.com/>

You can download the pass4press.joboptions file from: www.pass4press.com , and place it in your Acrobat Distiller > Settings folder.

Available also at the Pass4press site are guidelines for setting up Quark, CS2 & 3 InDesign and Acrobat as well as much other information appertaining to implementing digital workflows.

Proofing and file delivery

DPG is happy to accept files uploaded into our secure FTP (webdav) file transfer, we are happy to set up a secure, password protected private site for file and electronic proof submission as required.

All artwork and PDFs sent should be given a relevant name that includes basic information such as the Job Title and section/page number. All file names should be no more than 27 characters and should not include any non-standard characters, eg: \:/*@©. A low-resolution PDF of the output should be included with all supplied application files.

An email confirming the transmission of any digital file should be sent to the relevant account manager. Recordable media must be write-protected and contain only the files relevant to the job. Disks should be clearly labelled with a low-resolution proof of the artwork.

DPG will supply colour-fidelity digital proofs to the ISO16427-2 specification for all process colour jobs if requested, for faster approvals we will provide electronic proofs to the desired specification.

Archiving

We will archive all files that are submitted and used. Any archived material that is to be re-used at a later date may be subject to an additional 'recall' charge.

Queries

DPG is happy to answer any queries about how to supply files optimally, please talk to your sales or account management contact, or to Clive Broadley (cliveb@duncanprint.co.uk) in our prepress department.

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