ARTWORK PREPARATION CHECKLIST

Correct file & artwork preparation is an integral part of the print process.
It is essential to ensure you receive a high quality finish.

CHECKLIST

☐ **USE THE RIGHT SOFTWARE** (not a word processing, spreadsheet or presentation package) The print industry uses programs especially designed for page layout. These include Quark, Indesign and Illustrator.

☐ **SUPPLY HI-RES PDF FILES ONLY** Our first preference is to receive files as PDF (Portable Document Format). A PDF file encapsulates a complete description of a fixed-layout flat document, including the text, fonts, graphics, and other information needed to display it. This will help eliminate problems such as font issues and missing images. We accept PDFs generated from Quark or Indesign however it is best to run these files through Acrobat Distiller using Press Optimised presets.

☐ **ARTWORK CREATED IN ILLUSTRATOR** If you supply an Illustrator document please do not embed pictures into Illustrator but remember to supply them separately.

☐ **BE SURE TO INCLUDE TRIM MARKS AND BLEED** If your image bleeds off the edge you need to ensure that you have enough image on your file to allow for this to happen, we require a minimum of 2.5mm bleed all around. To ensure we know where to cut your job, accurate trim marks must be included, along with any fold marks if your job is to be folded.

☐ **SAVE ALL IMAGES IN CMYK AND NOT RGB** RGB colour is the colour space used for monitors, cameras and TVs, all printing requires a colour space called CMYK. All images can be simply converted into CMYK using photoshop or an equivalent graphics editing program. This needs to be done before you save your file as a PDF.

☐ **SUPPLY ONLY THE COLOURS REQUIRED** Be sure to delete any unneccessary colours in your file. Ensure that any spot colours are defined as spot colours and all other colours are 4 colour process (CMYK).

☐ **EMBED YOUR FONTS** When supplying Illustrator or PDF documents please note that it is preferred that the fonts be outlined or embedded if no changes are necessary.

☐ **SUPPLY HI-RES IMAGES AND PDFS** The optimum resolution required for all images at 100% final output size is 300dpi. Any images taken from websites are at 72dpi (or less) and can not be reproduced at a quality suitable for printing. When supplying Photoshop files eg. TIFF, EPS, JPEG etc, please ensure that they are flattened.

☐ **MAKE YOUR PAGE SIZE THE ACTUAL SIZE YOU REQUIRE** If you want an A4 flyer, create your file at 210x297mm (plus bleed) and not US letter. If you want an A5 booklet, set your pages to A5 and not A4. Having to resize files is time consuming and will add cost to your project.

Please Note: Failure to supply your artwork correctly could delay your job, and may incur additional costs.

NEED HELP?

If your not sure about any of the points above call us on

07 5596 3767

That way we can ensure that your job arrives to us problem free, delivered on time and to budget.

OFFSET, DIGITAL & LARGE FORMAT PRINTING

COMPLETE PRINTING

...putting the 'eye' in print