Macprint - PDF PREPARATION CHECK LIST PH 379 9399

Please read through the following instructions to prevent unexpected print results. This document provides specifications to maximise print quality. Any files which require modifications can either be re-supplied or we can correct them for a fee.

When preparing artwork for printing a good rule of thumb is that the quality you put into you files is the quality you can expect to be reflected in the final print. Both digital and offset print require 300ppi images and vector text fonts for best results.

To produce high quality press ready pdf files several basic principles need to be followed. The correct method for producing bullet proof, colour correct pdf files is outlined below. Firstly you will need to produce a postscript file which is the base file from which you can distill a print ready pdf using Adobe Acrobat Distiller.

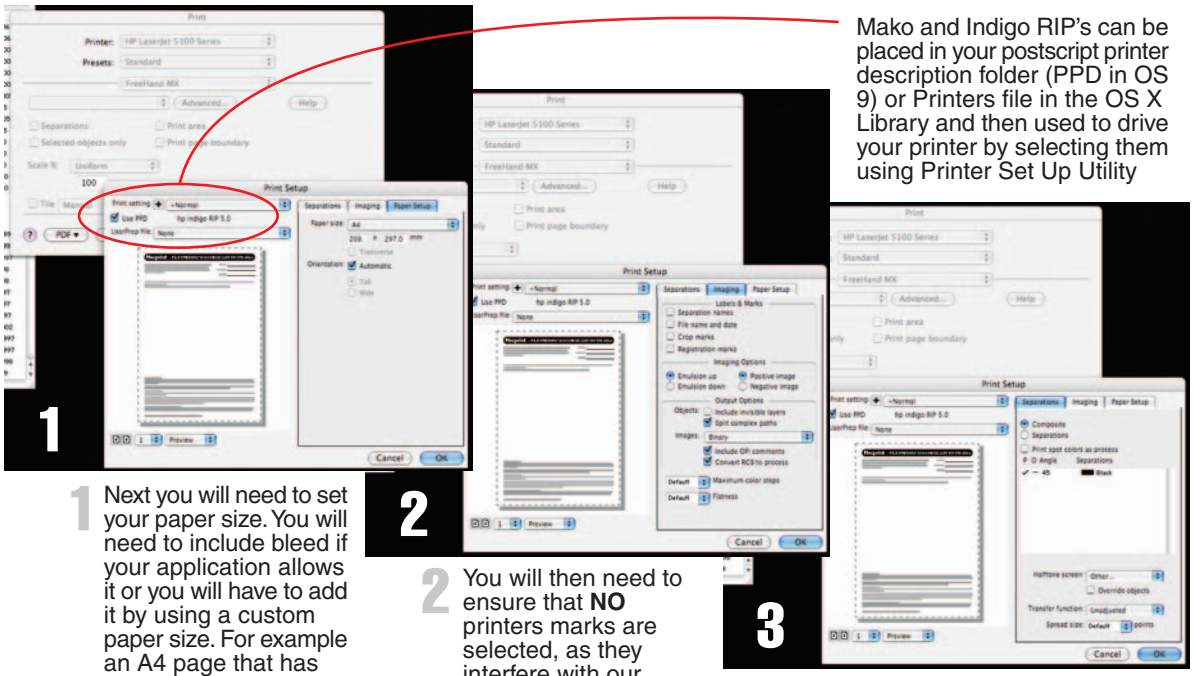
Most applications, in their print box will allow you to save to a file instead of printing through your desktop printer.
Here for example we are going to use Freehand, other applications will have similar options available.

Postscript Files

The first step in producing a postscript file is to clean up your file by eliminating unused colours and text blocks. You should then save a copy of your file to be used as your print file. Using this file you should then convert all text to outlines, and check your links (images, eps files) are using the correct colours either CMYK or Pantone colours.

Printer Driver

Mako and Indigo RIP's can be placed in your postscript printer description folder (PPD in OS 9) or Printers file in the OS X Library and then used to drive your printer by selecting them using Printer Set Up Utility



1 Next you will need to set your paper size. You will need to include bleed if your application allows it or you will have to add it by using a custom paper size. For example an A4 page that has 3mm bleed the paper size will need to be set to 216 x 303mm

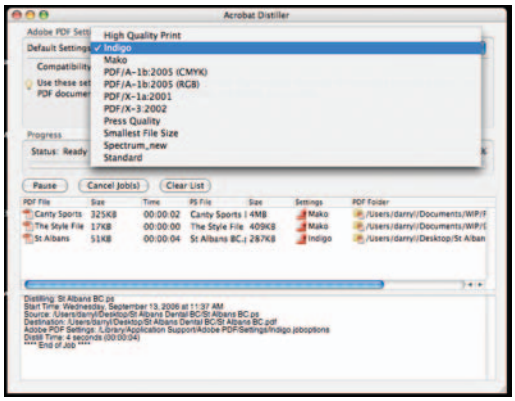
2 You will then need to ensure that **NO** printers marks are selected, as they interfere with our imposition software.

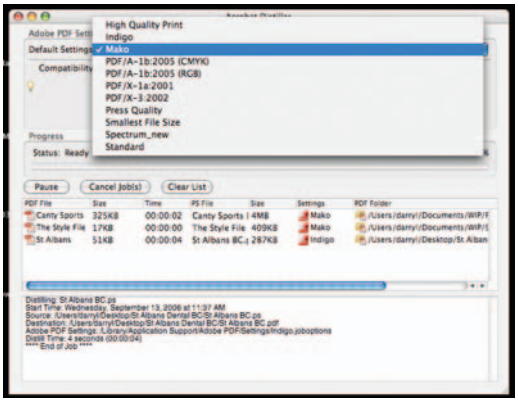
3 In the print separation box ensure that only the inks you require are selected.

Distilling PDF Files

We use two different distiller job options. The Indigo description is for our HP Indigo digital press, this should be used in tandem with the HP Indigo RIP which you should install as an optional print driver for producing your postscript file.

The second is the Mako CTP job options, for use with our offset plate maker, again to be used with the Mako RIP





Distiller Job options and Indigo & Mako RIP available for download

FILE PREPARATION
We recommend setting all files up in a lineart software such as Freehand or Illustrator. All files should be set up using Pantone colours from the universal colour swatch *or* CMYK from the CMYK universal colour chart as the CMYK (printer) Vs RGB (monitor) colour gamuts are very different.

Always do artwork at 1:1. Where possible do all text as vector/paths art and have images and effects as placed raster files . Since most files are trimmed, please include bleed.

COLOUR MATCHING
We endeavour to provide colour matching as accurately as possible. Use the correct colour mix and colour name in your file. We will print what is indicated in the file.

Using CMYK combinations provides a set gamut of achievable colours. Any colours out of gamut will be mapped as closely to the required sample as possible. We suggest you use a Calibration software such as Adobe Gamma to colour manage your monitor for more accurate soft-proofing. If you require a specific colour please supply a colour correct proof or swatch for matching (Chromalin or AbsoluteProof). If a colour hard copy proof is required, please contact us on 03 379 9399.

RESOLUTION (Raster Files - photoshop etc)
Offset printing requires a resolution setting of 300 ppi (photoshop). Please note that you cannot take a low resolution image/logo/file and just turn it into a high resolution image. This does not work. It will still be a low quality image. You need to find the high quality original or rescan.