

CHECKLIST FOR PREPARING ARTWORK FILES FOR OUTPUT

FONTS

- Try to avoid TrueType fonts. While they sometimes can be output without any issues, that cannot always be guaranteed. PostScript Type 1 fonts are the best choice for fonts.
- Do not use menu styles to make type bold or italic. Use the appropriate bold or italic version of the font. Do not use menu styles to modify type attributes (shadow, outline, etc.). These effects may work on your desktop printer, but may not output correctly from the Imagesetter.
- Type used in vector EPS files should be converted to outlines in Adobe Illustrator or converted to paths in Macromedia Freehand.

GRAPHICS

- Preferred file formats are TIFF and EPS. Other formats — such as JPEG, GIF, PICT or BMP — will require extra work to convert, and results may not be what you expect. WMF files cannot be used.
- Images should be provided at a resolution of at least 250–300 pixels per inch (ppi) *at the final size they are to be used*. Images that include type, logos or other hard edges should be saved at a higher resolution, preferably at least 600 ppi. Note that increasing the resolution of a lower-resolution file does not improve its quality — in fact, it may degrade the quality.
- RGB files should be converted to a color mode suitable for their intended use. Images for four-color printing should be converted to CMYK. Images for one-color printing or spot-color printing should be converted to grayscale or bitmap. Files supplied as RGB will not print with acceptable color, if they separate at all.
- If sending vector EPS files from programs such as Adobe Illustrator or Macromedia Freehand, include the original files and any files used in them.
- When saving a Photoshop file in EPS format, do not use JPEG encoding. Your file will not output correctly, if at all. Use Binary encoding.
- Bitmapped graphic frames (including those found in QuarkXPress) may not reproduce properly.
- If you make any last minutes changes to a graphics file, including changing its name, be sure to update its link in the page-layout file.
- If you are sending a revised file, give it a new name, to avoid confusion with the original file.

COLORS

- Double-check that colors are defined as spot or separated colors depending on how you wish to have them print.
- Remove unused colors from your file. Extra colors increase file size and make the troubleshooting process more difficult and time-consuming.
- Registration is a color that will print on all negatives. Do not use it in place of black.
- You cannot print Spot Colors from a Photoshop file. Spot colors cannot be extracted from a Photoshop TIFF or EPS file. [Photoshop 6 or higher does support spot color separation, but only if the file is prepared correctly and saved as a DCS file.]

WHAT TO SEND US

MEDIA

- We can accept files on CD, Zip 100, Zip 250, SuperDisk, or floppy disk.
- Be sure to include your organization, contact information, project name and date of preparation on each disk you send.
- Include all graphics used in the file, and all fonts. Remember that Postscript fonts on the Mac consist of **two** files —the screen (or bitmap) font and the PostScript (or outline) font.
- Do not include files unrelated to the job on the disk.

HARD COPY

- Your hard copy should be printed from the final version of the file at 100%. If you send an earlier version with changes marked on it, we cannot be sure of what the final output is supposed to look like, which could lead to costly delays and additional expenses.
- If your job consists of more than one color, you should also print out a copy of each of the separation plates so that you and we can be certain that the job is separating as planned before incurring the cost of films.

