

~~IDEAS~~
I.D.E.A.S.

Trouble-Free Output

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Trouble-Free Output

Page Size & Bleeds

Double-check the page [trim] size

- Especially if picking up an old ad or layout
- Do this early on — it could save a lot of extra reformatting!

Make sure every item that touches the page edge extends at least 1/8" (0.125" or 9 pts.)

BEYOND the page edge

InDesign: Set Page Size and Bleed under the Document Setup menu.

QuarkXPress: Set Page Size under Layout Properties; Bleed guides can using the Guides palette.



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Font Usage

Check for incorrectly or inappropriately styled fonts

- **Look for any incorrectly styled fonts**
- **Nonexistent Styles, such as: Future XBold «Bold», Zapf Dingbats «Bold Italic», change them to the correct «Plain» style**

This is most an issue with QuarkXPress.

InDesign only allows actual font styles that are installed on the computer, however, converted files (from early Quark or PageMaker documents) or imported Word formats can cause improper styling, which will show up with a pink background.



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Font Myths

**If you hear any of these comments,
consider using another printer:**

- **Don't use TrueType fonts**
- **Don't use OpenType fonts**
- **You must Distill, not Export PDFs from InDesign**
Due to font encoding
- **You must convert your type to outlines**

**All these problems are due to outdated RIPs or outdated
knowledge—either one is bad.**



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Missing/Modified Graphics

Check for missing/modified images

InDesign:

Warning appears when document is opened

Do not Automatically Update unless you are sure of the edits

QuarkXPress:

Change your General Preferences

Change Auto Picture Import to "On" (verify)

Click OK, Save file, Close and reopen file

The Picture Usage menu will appear, listing ONLY missing modified graphics



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Missing/Modified Graphics

- **If any graphics are listed as missing —
Relink them**
- **If any graphics are listed as modified —
Update them**
To be safe, click “Show Me” or “Go to Link” and update files one at a time



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Image Color Mode

RGB Workflow

Make sure your color management settings are correct

They should be sync'd between all applications

One RGB image can create multiple CMYK PDFs

CMYK Workflow

Convert any RGB images to CMYK

Note: You should create a separate CMYK for each method of printing.



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Image Resolution

Make sure the images have enough!

- **1.5-times the line screen (LPI) for conventional printing**

Check with printer for line screen

- **Some printers require 2x the LPI**

Creates much larger files

If an image is enlarged in page-layout program, the resolution has to be accounted for

Use the Info panel in InDesign to check "effective" resolution

See separate PDF called "Understanding Resolution"



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Image Format

Use only proper format

InDesign: Native Photoshop (.psd) and Illustrator (.ai) file are best

Photoshop PDF files can be used to maintain vector elements

If only a *Background* layer in Photoshop, either PSD or TIFF

QuarkXPress: Native Photoshop files and TIFF for images; native Illustrator (version 8 only) or EPS files

DCS2 and EPS files may be required for spot-color images

Save AI EPS files with 8-Bit TIFF Color Preview on Mac

Avoid JPEG, PICT, WMF, BMP, PNG, and GIF formats



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Spec Colors Correctly

User the proper guide for picking colors

Use the Pantone Process Color Guide for picking CMYK

This guide has no connection to solid or spot colors
(there are other process guides available too)

Use the Pantone Solid Color Guide for *only* spot-colors

Don't use a spot-color guide for picking process colors!

**Use the Pantone Bridge or Solid-to-Process guides
only when necessary**

To check the quality of conversion if forced to select a spot color
for process-color printing

To pick a color that prints well in both printing methods



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Spot Colors

Check for Unwanted spot colors

QuarkXPress: the Colors palette

Look for colors with a registration symbol,
rather than a CMYK symbol

Fix: Edit color and turn off Spot Color check box

InDesign: the Swatches palette

Look for colors with a round dot (spot),
rather than a solid gray box

Permanent fix: Edit color, change Mode to CMYK,
change Type to Process

Temp fix: Use Ink Manager to convert or alias ink



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Overset Text

Check for overset text boxes

QuarkXPress:

Use Line Check (Utilities-Line Check)

InDesign:

Use Info panel on a story-by-story basis;
check the Preflight panel (ID CS4 and up)
scan document for red overset symbol

Note: You will get an automatic warning when printing or exporting



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Preflight Files

Specialized Preflight software

Markzware FlightCheck Pro

FlightCheck Designer

Preflight Plug-Ins/XTensions/Scripts

Gluon QX for QuarkXPress (\$99)

Zevrix InPreflight for Mac InDesign (\$40)

(InDesign CS4 and up have built-in preflight)

Don't bother with the preflight in earlier versions of InDesign.

Acrobat Pro has built-in preflight for exported PDFs



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What to Send to Printer

Send the following:

A set of Laser prints and/or color proofs

Mark the proof if it is not final version on disk, but only for small changes — or not printed at actual size.

Any changes to the layout should require a new laser print

Either a PDF file, or collected native files and fonts.

QuarkXPress: Collect for Output

InDesign: Package

If color is critical, ask the printer for a set of *CONTRACT* proofs



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Other Issues

Transparency

**See separate PDF called
“Tips for Dealing with Transparency in InDesign”**

Many of the same principles can be applied to Quark files

PDF Format

I would always send a PDF/X file to a printer

Don't use any settings without modifications

See separate PDF called “PDF/X Explained”

Generally, I would send a PDF/X-1a unless I discussed other PDF/X options with printer in advance