



dingtm

DOING MORE

Guide to supplying artwork



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Here at DMP we want your files to print with the minimum of fuss and for the finished job to look like you envisaged. So even if you are a seasoned professional designer and are used to supplying files for print, please take the time to follow this guide to create a PDF that is perfect for our system.

Guide to supplying artwork

Preferred file formats

Press ready PDF - with fonts embedded.

Quark XPress - supply fonts and images using the 'Collect for Output' command from the File menu.

Adobe InDesign - as above using the 'Package' command from the File menu.

If you wish to submit artwork in a program not listed above, we might be able to accommodate you but please call to discuss it with us first on 01535 608405.

Supplying PDF artwork

We would prefer all artwork to be supplied as high-resolution PDF files. This is the standard file format for transmitting artwork for printing and it is most important to prepare your PDF files correctly before sending to us. Please see detailed instructions on the following pages.

Bleed and crop marks

Make sure that there is at least 3mm of image bleed around your artwork when setting up your original document. Crop marks may be included.

Images

Please ensure all embedded images are in the CMYK format – not RGB! RGB images may look fine on screen but final output is always in CMYK for the printing process. Images not converted can print incorrectly and valuable time will be lost whilst the problem is rectified.

Imposition

Please do not supply artwork with imposed pages or 'printer's pairs' as our PDF workflow includes software that will correctly impose the pages for our printing processes.

Booklets

If you are supplying files for multi-page jobs, such as bookwork, leaflets etc, the file needs to be supplied at the finished size with the requisite 3mm bleed where necessary. Do not create A3 spreads if the final finished size is A4 – use A4 facing pages. If the job is saddle-stitched use 'facing pages' in your page layout options. If it is perfect-bound, we advise you to supply the artwork in single pages with bleed on all four sides. This allows for the final bindery requirements. Please also ensure that all crop marks are at least 3mm outside of the page area.

Proofing

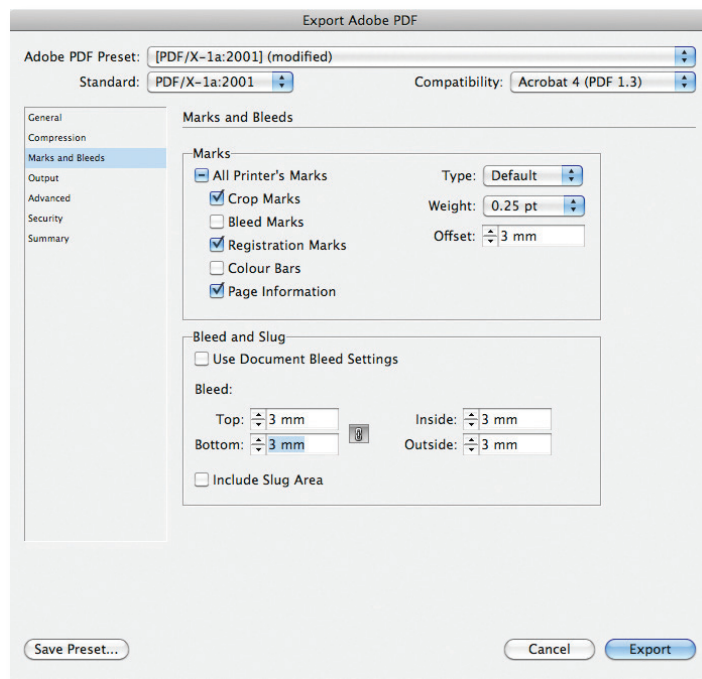
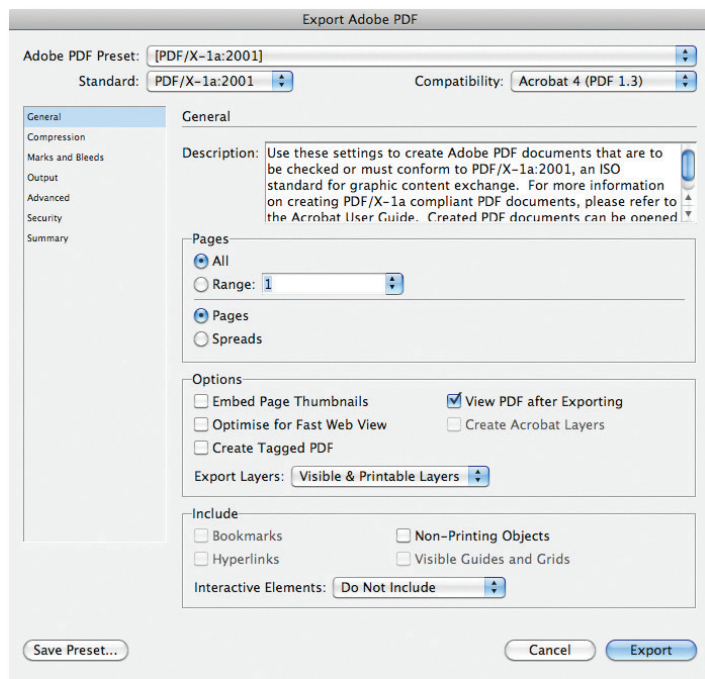
You will be supplied with a colour proof before the job is printed. Please be aware this proof will not be 100% colour accurate as certain colours have various characteristics and it is virtually impossible to guarantee accuracy in shades of colours.



Supplying files in Adobe InDesign

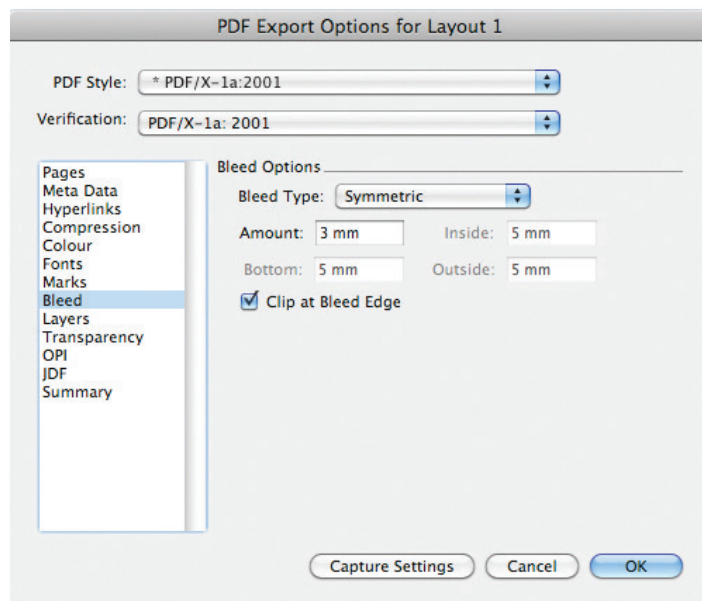
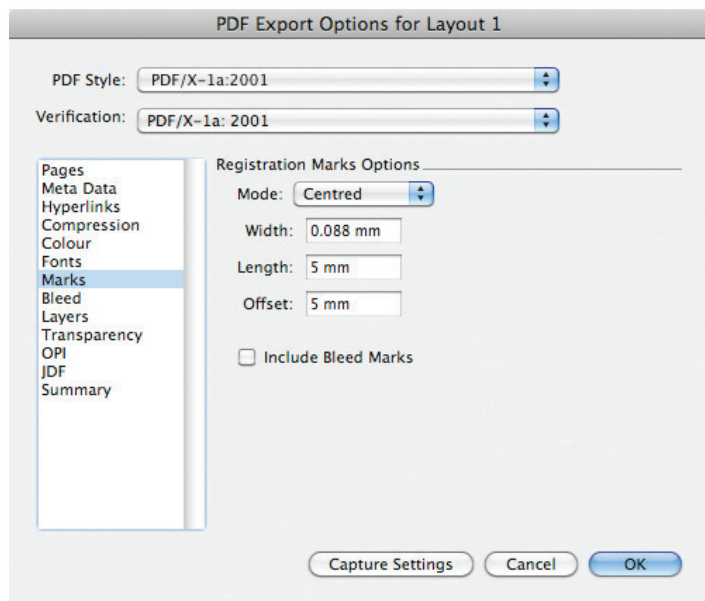
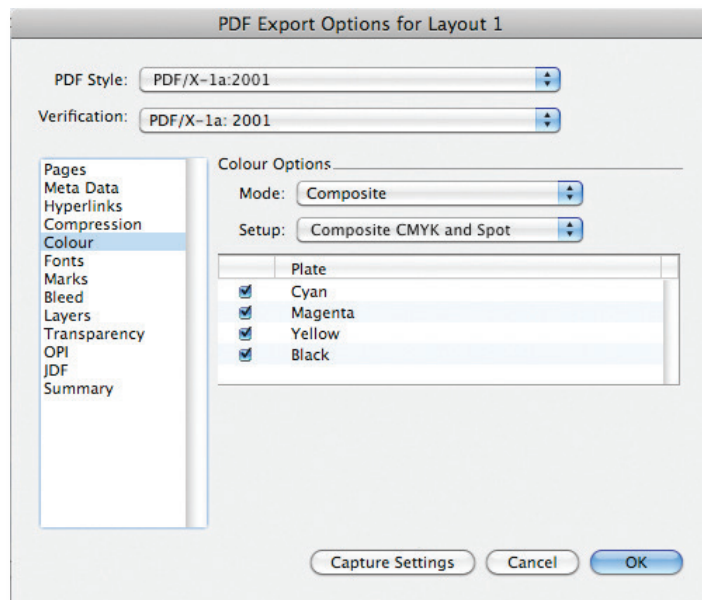
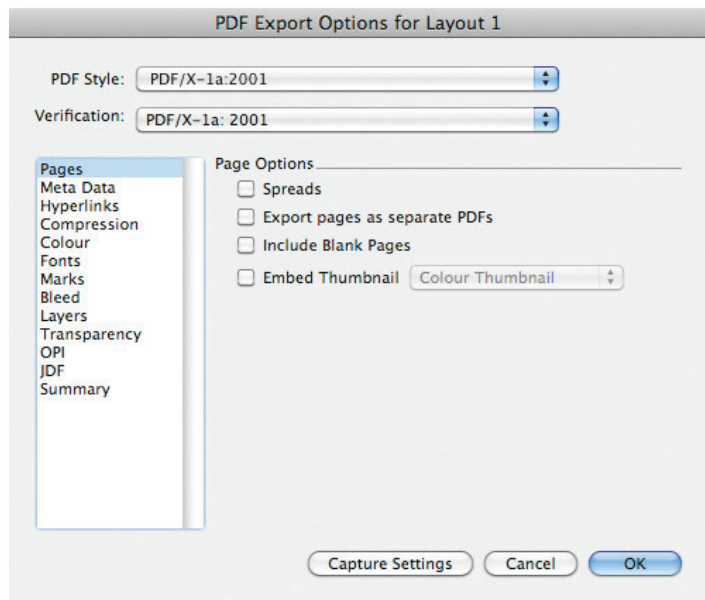
For the best quality PDFs use the export setting 'PDF/X-1a: 2001, with trim marks offset at 3mm and bleed set at 3mm – see images below. No other settings need to be altered for our systems.

If you would prefer to send us the native files please "Package" (from the File menu) all linked graphics and fonts and either send on a CD/DVD disk or contact us on **01535 608405**, where one of our account handlers will provide you with a password to upload to our FTP site. If you are using InDesign CS6 or 7 please export to IDML as we are currently only running CS5.5.



Supplying files in Quark XPress

The following instructions apply to Quark XPress 8. From File > Export > Layout as PDF, select the PDF/X-1a: 2001 setting but modify as the boxes below. Alternatively, send us the native files by using File > Collect for Output and saving all linked images and fonts.



Supplying files in Adobe Photoshop or Illustrator

There are several things to be aware of when designing artwork in any of these two packages. If you are using Photoshop, please ensure the document size is correct **before** you begin working. The canvas size needs to include 3mm bleed within the overall area – for example an A4 poster (210 x 297mm) would need to have a canvas area of 216 x 303mm. Drag guidelines in 3mm from top, bottom, left and right to show where the trim will be. Make sure that you are working in the CMYK colour space and not RGB and that any black text is colourized at 0C 0M 0Y 100K. Set any text layers to 'Multiply' and the image resolution is 300dpi. Please supply all files as flattened only or saved as Photoshop PDF (PDF/X-1a: 2001), TIFF or high-res JPEG. Please call us if you have any reservations.

If you are supplying artwork in Adobe Illustrator again please ensure that you are working in the CMYK colour space, that all spot colours have been turned to process (unless expressly printing in that colour) and that all fonts have been converted to outlines before sending the file to us. Don't forget to keep an editable version for your own records, though. Also allow 3mm for image bleed. Alternatively supply the file as PDF (PDF/X-1a: 2001) as above.

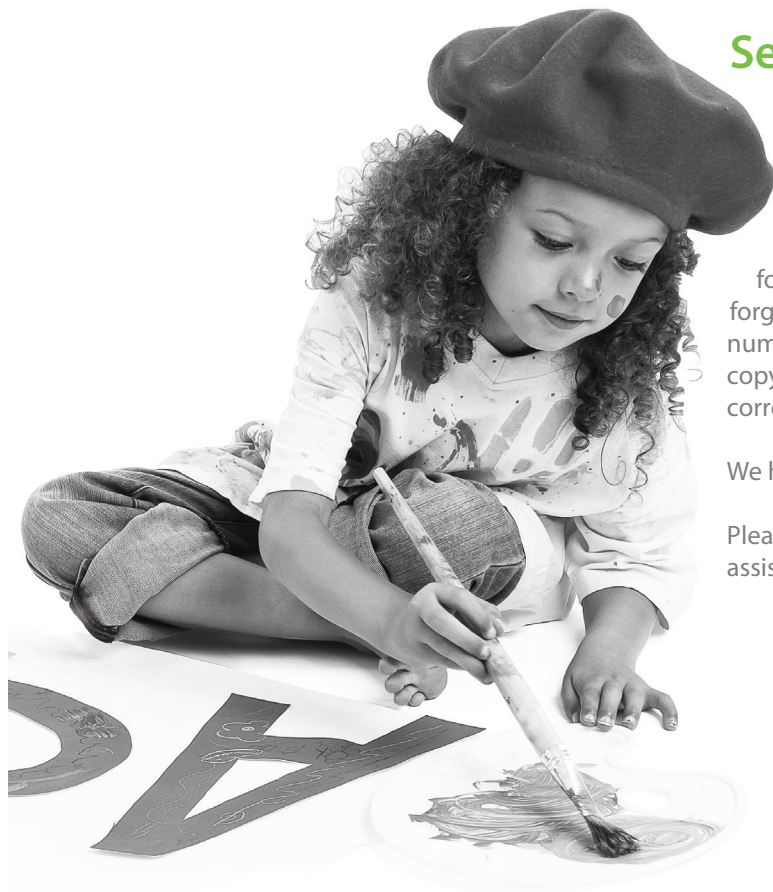
Sending artwork on disk

CD Rom, DVD or USB memory sticks can be sent to us at the address on the following page.

It is most useful to include a hard copy of your artwork for reference along with any other instructions, most specifically folding guides or cutter guides for pocket folders. Please don't forget to include a contact name, email address or telephone number should we have any queries and remember to save a copy of your file, in case we are required to do any changes or corrections

We hope you have found this guide most useful.

Please contact us on **01535 608405** if we can be of more assistance.



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