

how to prepare your artwork

This booklet is designed to help you when creating your artwork for print. It includes a range of helpful hints and tips as well as outlining some of the processes involved in producing digital artwork.

1. How to provide your artwork to Kall Kwik

We recommend that you supply your artwork as a high resolution PDF, with crops and bleed.

We also can accept your files created in Adobe Illustrator, Photoshop, InDesign or Quark Xpress.

We can also accept other formats such as Microsoft Word, Publisher, Powerpoint etc but recommend that these files are saved in a high resolution PDF format.

Photographs should be saved preferably as 300 dpi high resolution JPEG's (for the best quality) or alternatively as a TIFF or an EPS.

2. Accepted file formats

- Quark (collected for output)
- InDesign (collected for print)
- Illustrator (fonts outlined)
- Photoshop (flattened file)
- Publisher
- Powerpoint
- Word
- Adobe PDF
- EPS (encapsulated postscript)
- JPEG
- TIFF

3. What is a bleed and when do I need this?

The bleed is any colour or content from your artwork that runs to the edge of the desired page. It is important that in cases when you do require a bleed that a minimum of 3 mm over the cropped edges is provided. If you don't provide bleed there is a chance that a white edge will be seen after the printed paper is trimmed down to size.

4. What are crop marks and when do I need them?

Crop marks are again very important when setting up a document as these in turn tell the printer exactly where the document should be cut to. Crop marks should be placed off the printed area in each corner of the document and should not be placed as a border around your artwork. *Below is an example of how crop marks and bleed are placed and work.*



The dotted line shows the bleed edge, the area between this and the solid line is the bleed and should be 3 - 5mm wide.

The solid line shows the edges of the finished piece. (these should not be placed on your artwork).

These are the crop marks, placed in each corner which will be used as guides to cut the printed artwork down to size.

5. Resolution

If you are creating or scanning artwork please ensure that the resolution is high enough to ensure a crisp finish. We recommend a minimum of 300dpi.

Sometimes when we are supplied with an image of low quality and resolution we may ask for a picture of a higher resolution (ideally between 200dpi and 300dpi) This may seem like a simple case of changing the dpi on the original photo in Photoshop but this only further pixelates the picture so an original high resolution picture is needed.

Below is an example of a picture saved 72 dpi & 300 dpi



72 dpi



300 dpi

6. Paper size guide

A0 1188 x 840 mm
A1 840 x 594 mm
A2 594 x 420 mm

A3 420 x 297 mm
A4 297 x 210 mm
A5 210 x 148.5 mm

A6 148.5 x 105 mm
A7 105 x 74.25 mm

7. Creating a PDF (portable document format)

Saving your files as a PDF is the safest way to hand your artwork over as it captures all the fonts and artwork set up. You can create a PDF from many of the modern packages including Illustrator, InDesign and Quark. See following pages on **'how to create a PDF'**. If using a Microsoft package such as Office or Publisher you will need to have a PDF creating software such as Adobe Acrobat. These are several free programs available on the internet to download eg www.pdf955.com. To create a PDF select File, print and then choose the PDF package you have.

8. Colour matching

Colours can vary massively from screen to print so please ensure that you supply hard copy so we know the colours you are expecting. If you are looking for a spot colour please ask to see our Pantone swatch to help you choose.

9. We can receive artwork by many different ways such as:

Email CD DVD Portable hard drive Memory stick

We have a ftp site (file transfer process) which makes it easier for you to send us large files (max 20mb). Please visit our website and go to "send a file".

10. Need some help?

If it all sounds a bit too complicated why not let us design it for you? We have an in-house studio of experienced designers who can help you decide on what you need and will come up with a design for you from start to finish.

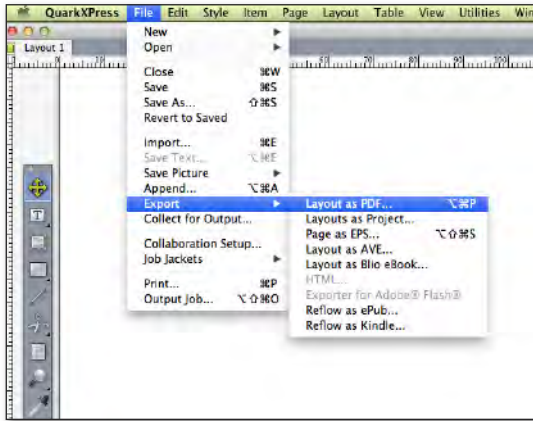
Please ask for details

how to create a PDF file for print

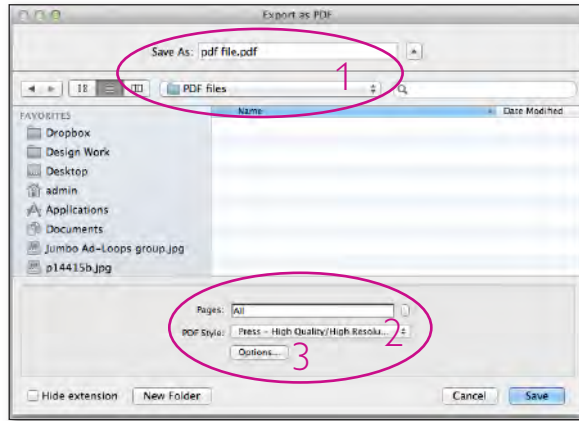
The following pages show a step by step guide for creating a PDF with **crops and bleed** from Quark Xpress, InDesign & Microsoft Publisher. When creating your document design with 3mm bleed in mind.

Quark Xpress

the following steps show how to create a PDF with crops and bleed.

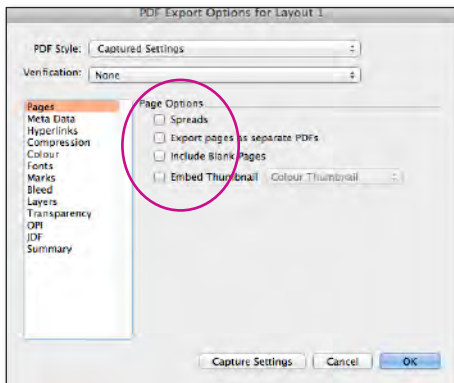


Step 1: File → Export → Layout as PDF

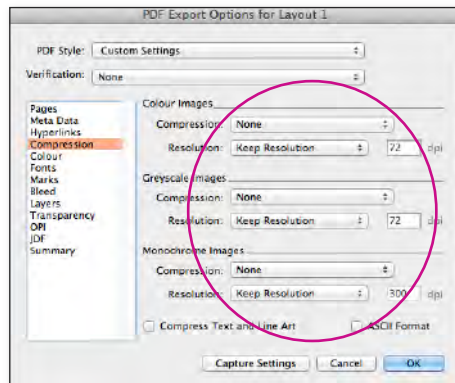


Step 2:

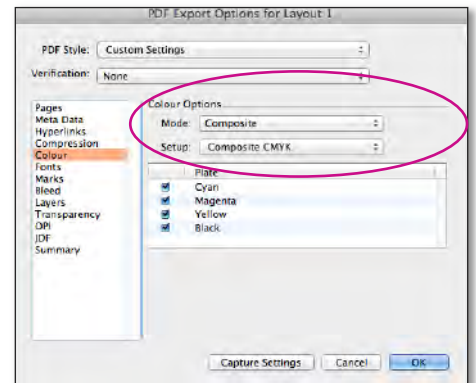
1. choose location where you are saving your PDF and file name
2. from drop down menu select **press - high quality/high resolution**
3. then click on **options box** where another pop up box will appear



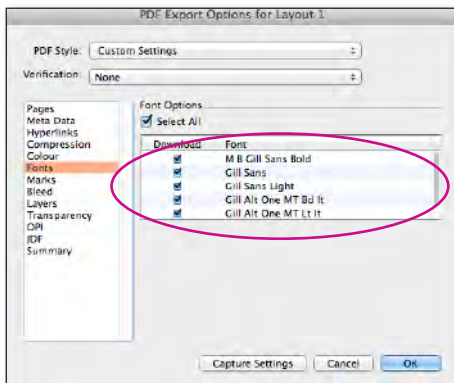
Step 3: 'options pop up box' down the left hand side shows various options you will need to adjust to make your PDF.



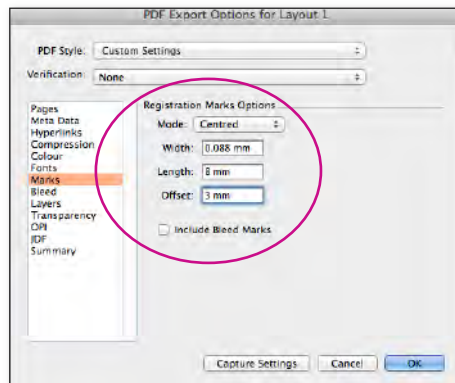
Step 4: 'compression' for best print quality do not compress your images as all your images should be at 300dpi.



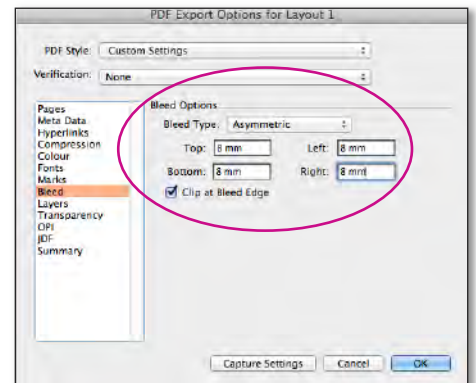
Step 5: 'colour options' from Mode drop down select **composite**. Setup drop down select **composite CMYK**



Step 6: 'font' to reduce any font corruption make sure all fonts are ticked so that they will download and embed within the document

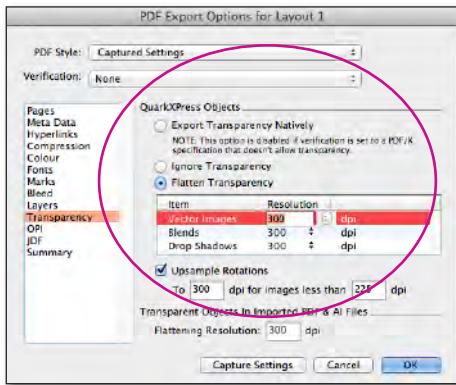


Step 7: 'marks' Mode drop down select centred. Width should automatically be set at 0.088mm. In the Length box type 8mm. In the Offset box type 3mm

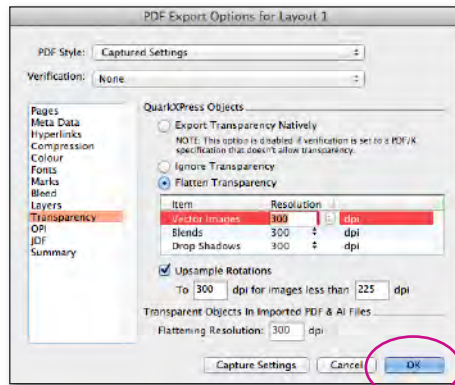


Step 8: 'bleeds' Bleed type drop down select Asymmetric. In the Top box type 8mm and like wise for Left, Bottom & Right

Quark Xpress continued



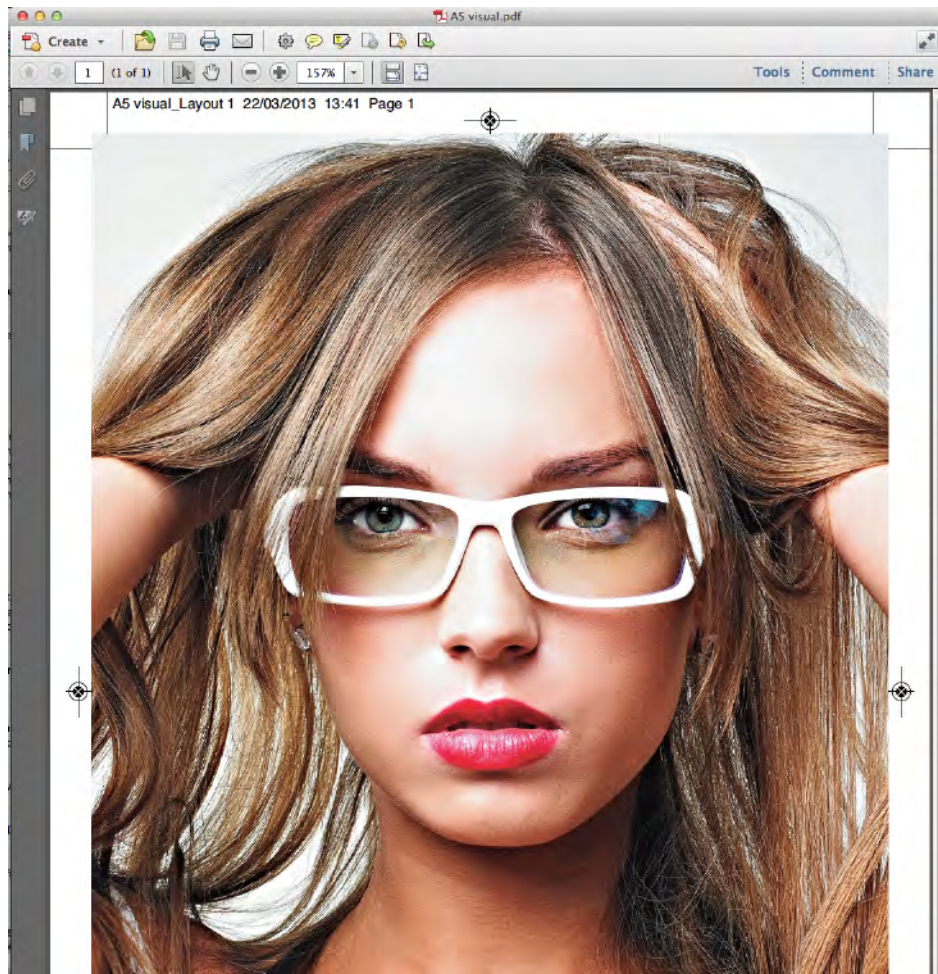
Step 7: **'transparency'** tick 'flatten transparency' then change the resolution on Vector Images, Blends & Drop Shadows to 300 dpi. This can be done clicking on the up and down arrows highlighting each section box and typing in 300



Step 8: **'ok'** You will now have all the settings you'll need to use when writing a PDF with Bleed & Crops, click on OK.



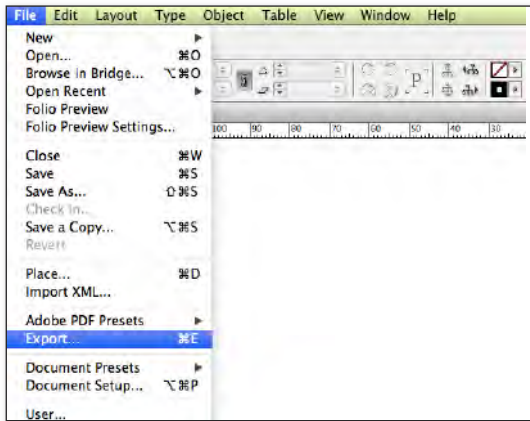
Step 9: **'save'** click on save and your PDF will start writing and will be saved into your selected folder.



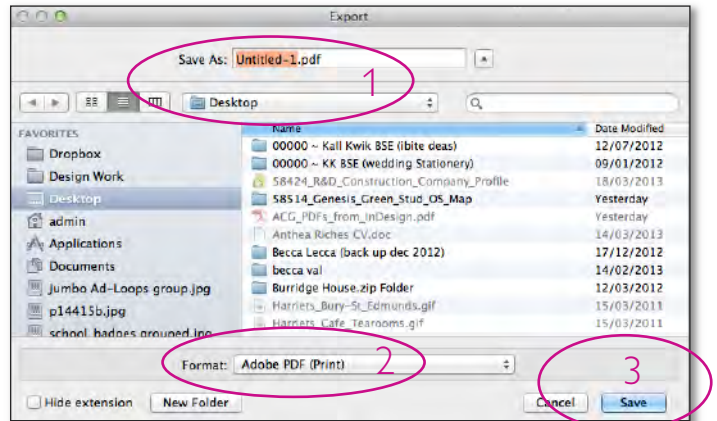
Step 10: **'checking PDF'** Once your PDF has written please check your file. The image to the left shows PDF file with bleed and crops.

InDesign

the following steps show how to create a PDF with crops and bleed.

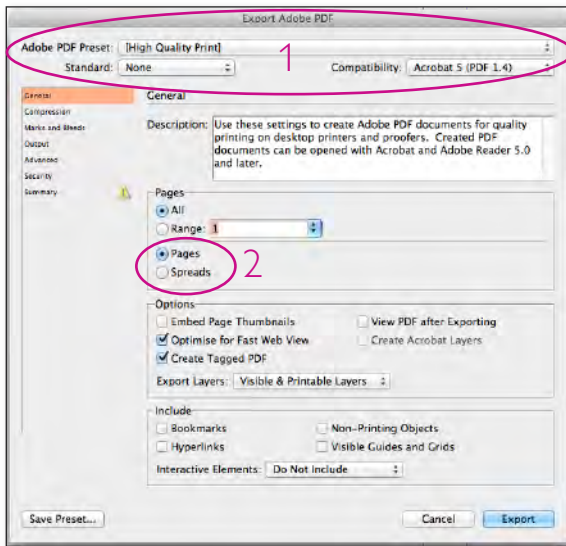


Step 1: File → Export



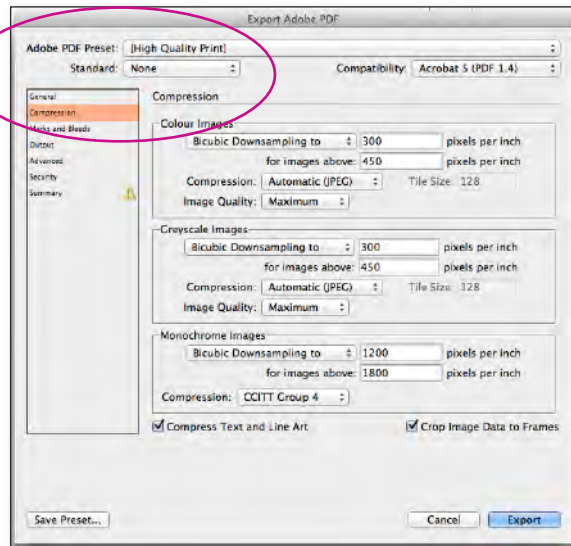
Step 2:

1. choose location where you are saving your PDF and file name
2. from drop down menu select **Adobe PDF (Print)**
3. then click on **Save**

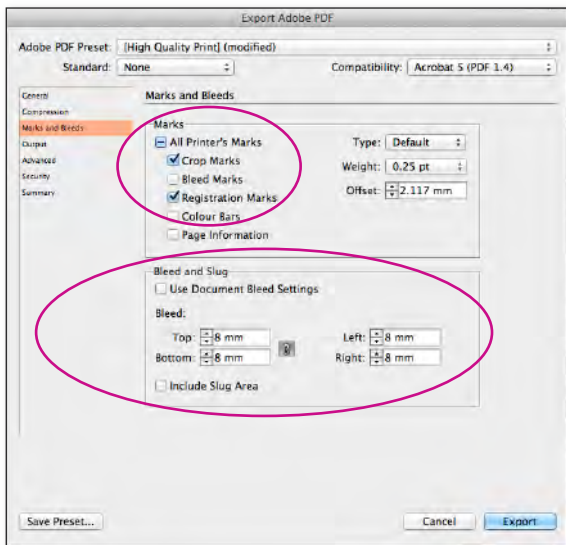


Step 3: 'general'

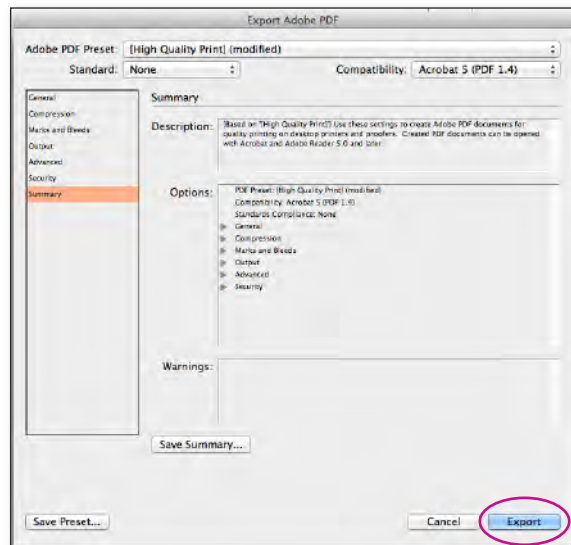
1. select 'high quality print' in the top drop down menu
2. select 'pages' even if your document is of a 'spread design'



Step 4: 'compression' the setting that is embedded with 'high quality print' will suffice, you will not need to change them

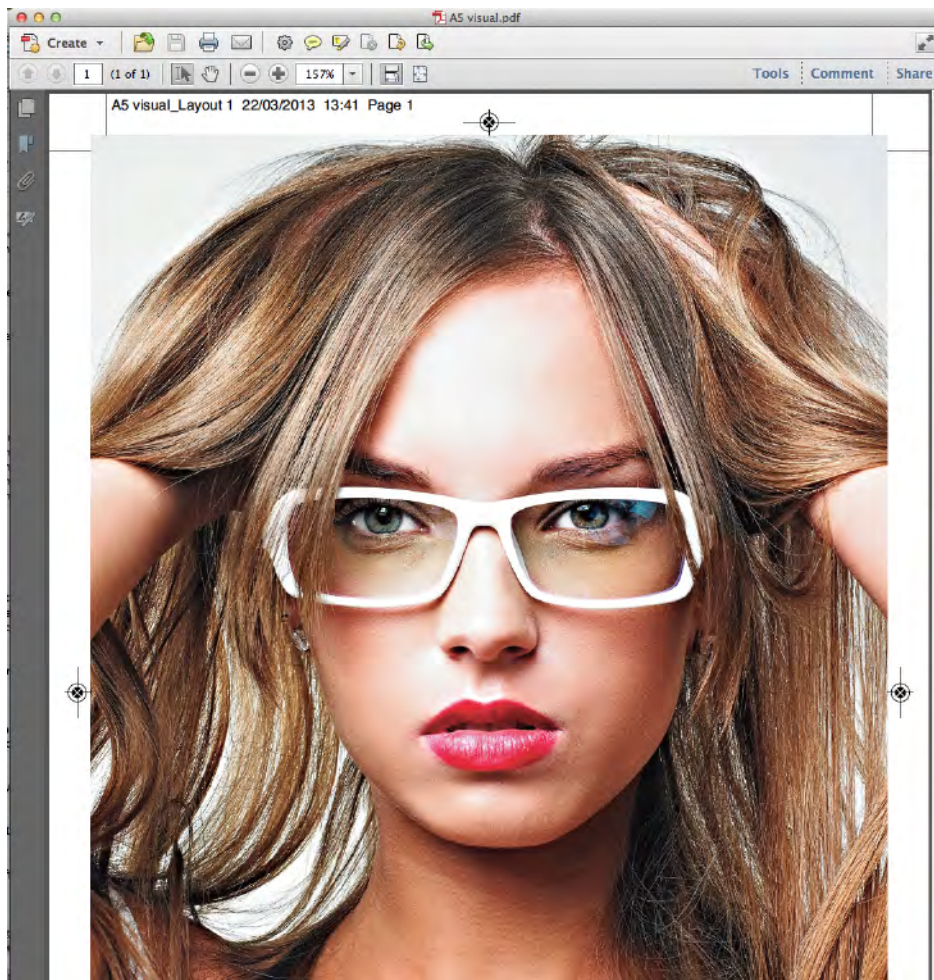


Step 5: 'marks and bleeds' tick 'crop marks' and 'registration marks'. Bleed section: type in 8mm in the Top, Left, Bottom & Right.



Step 6: 'export' You will now have all the settings you'll need to use when writing a PDF with Bleed & Crops, click on OK.

InDesign continued

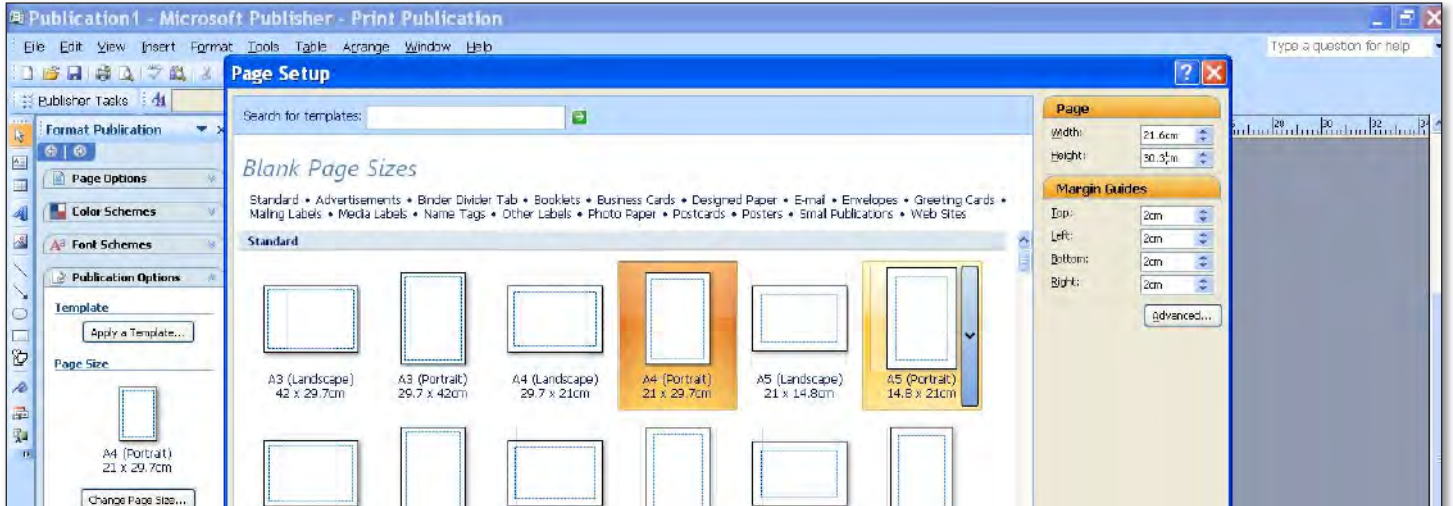


Step 7: Your PDF will start writing and will be saved into your selected folder:

Step 8: **'checking PDF'** Once your PDF has written please check your file. The image to the left shows PDF file with bleed and crops.

Microsoft Publisher

the following steps show how to create a PDF with crops and bleed.



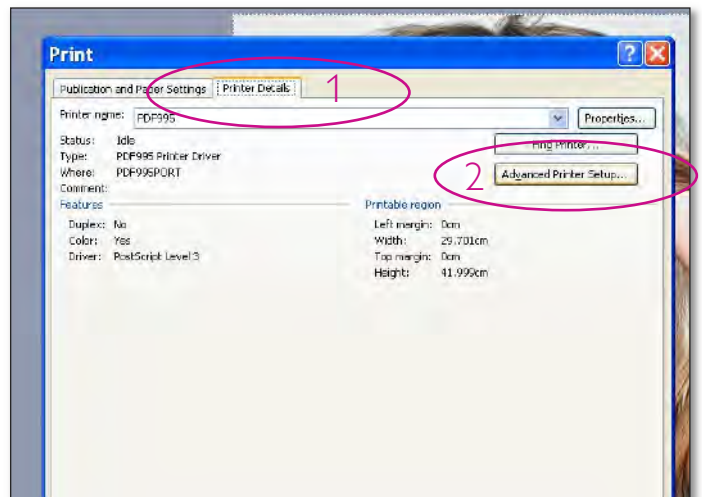
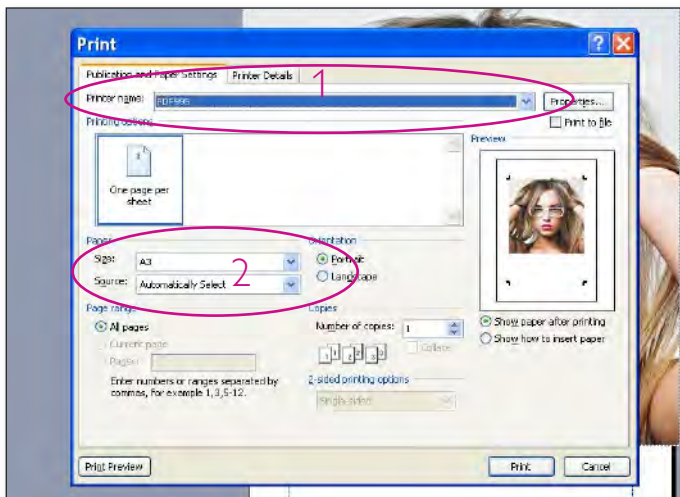
You can create a bleed with text, pictures, or any other type of object.

IMPORTANT To create a bleed, you need to set your publication up to print on a sheet of paper that is larger than the finished publication page that you want. i.e. if your finished printed document is A4 (21cm x 29.7cm) your page needs to be set 0.3cm bigger all the way round (21.6cm x 30.3cm).

Step 1: On the **File** menu, click **Page Setup**.

Step 2: In the **Page Setup** dialog box, under **Page**, select the dimensions that you want. Your selection represents the page size of the printer paper. If you need to create a bleed, be sure to change the paper size so that the publication will fit on the paper after it has been printed and trimmed. To create a custom page size, enter your changes in the Width and Height boxes, and make sure that you select a paper size that is larger than your finished publication page size.

Step 3: Position the object that you want to bleed so that it extends beyond the edges of the publication page.

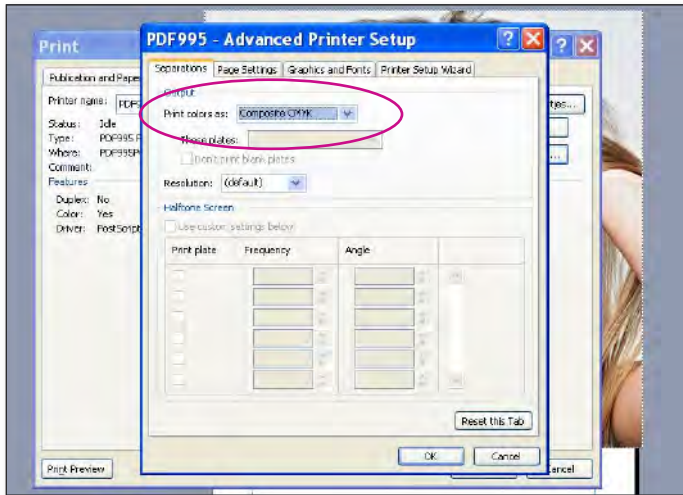


Step 4: File → Print

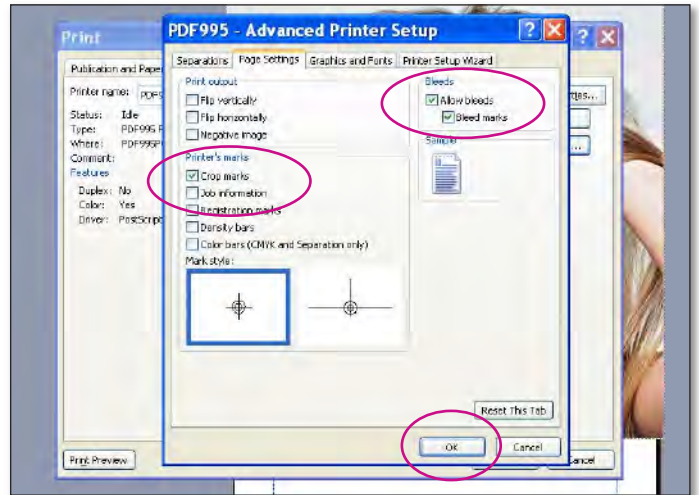
1. select your printer 'PDF995' see section 7 in the main notes
2. select your paper size to be bigger then your document

Step 5: click on 'printer details' then click on 'advanced printer setup'

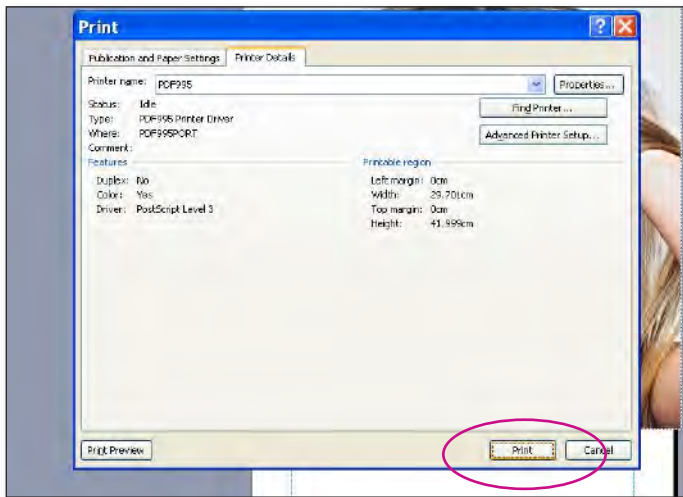
Microsoft Publisher continued



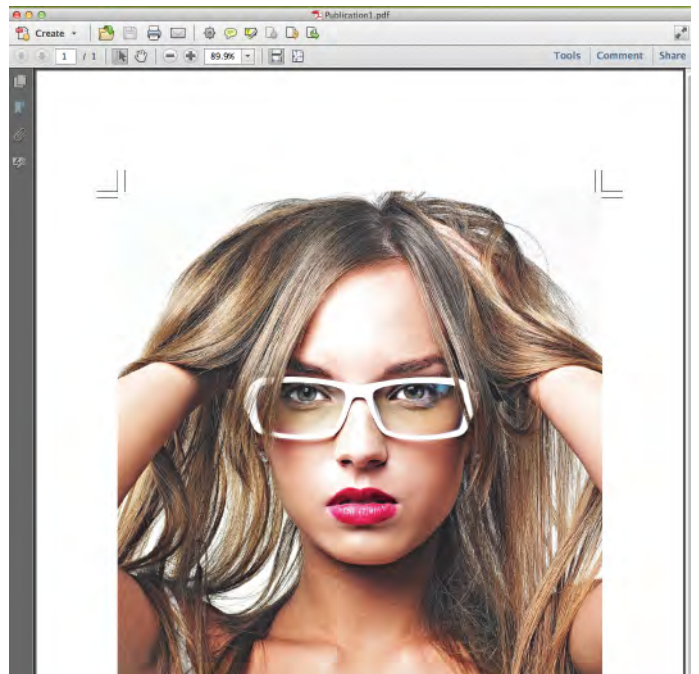
Step 6: **separation tab** set print colour to Composite CMYK



Step 7: **page settings** click on 'crop marks, allow bleeds & bleed marks' then click **ok**



Step 8: press **print** and the PDF will start writing and will be saved into your selected folder.



Step 9: **'checking PDF'** Once your PDF has written please check your file.