



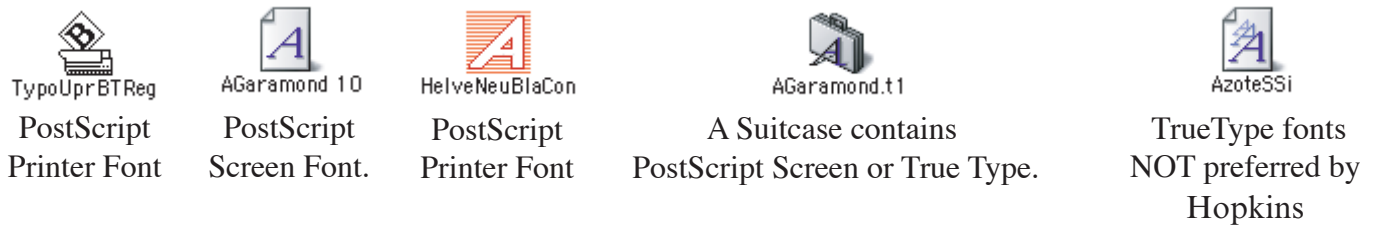
## PRE-PRESS GUIDELINES

Hopkins Pre-Press Department is dedicated to providing you, our customer, the best possible printed job while meeting each important deadline. Following these guidelines should help to ensure quality and timely products. Your assistance in following these guidelines is appreciated.

### FONTS:

In order to output files properly, all fonts **MUST** be provided. This means printer and screen fonts for each font used. **Please do not send us your entire font library.** Send only the fonts used to create the file you are submitting. Always use industry standard PostScript Type Fonts (see *Figure 1* ). In QuarkXPress do not use style text (fonts) on the measurements palette (see *Figure 2* ). Use the actual font instead. These "menu" fonts will not output accurately. In Adobe Illustrator the best choice is to Create Outlines (Convert text to paths). There isn't a quality loss when converting text to outlines. **However the text now can not be edited.**

*Figure 1*



*Figure 2*



### PC FONTS:

Hopkins works on the Apple Macintosh platform. PC fonts are generally not usable.

### HARDCOPY PROOF:

A hardcopy proof is required for all digital files. A black and white laser proof will be sufficient to proof file content only. Color laser and inkjet prints provide general reference only. If you decide to make changes to your file after we have received your file, a new digital file with a new hardcopy proof must be submitted that reflects those changes.

### DIE LINES

Include engineering drawings of die lines with dimensions and a DXF, DWG, EPS or AI file for all cutting and visual purposes where applicable.

## **SIZE:**

It is recommended the file we receive be the exact size to your specifications. If the file size is incorrect, notes of proper scaling must be included in the file and the hardcopy proof.

## **APPLICATIONS:**

Hopkins Printing Pre-Press department is Macintosh platform based utilizing the following software packages –

- Adobe Illustrator
- Adobe InDesign
- QuarkXpress
- Adobe Photoshop
- Macromedia Freehand
- Art Pro

Native files generated from these software packages are associated with the following file extensions. Adobe Illustrator - **.AI**, Adobe Photoshop - **.PSD**, QuarkXpress - **.QXD**. If art has been created in an alternate program, it must be saved in a format we can output. Acceptable file formats are **TIFF, EPS, or PDF**. Most if not all, mainstream graphic programs will provide the option to output files in at least one of these formats.

**TIFF** is a graphic file format widely accepted for output to printed media. A TIFF file will not suffer the degradation in quality that is inherent with JPEG and GIF files.

**EPS** An EPS's small file-size is due to its object-based handling graphics.

**PDF** is a vector-based "page description language" format similar to EPS. A PDF will retain all image data and quality if all PDF settings are entered correctly before the file is generated.

## **UNACCEPTABLE FILE FORMATS**

Please avoid submitting files in any of the following formats.

**JPEG** – The compressed JPEG file format was developed primarily for on-screen viewing.

**GIF** – Much like JPEG, GIF files are generally for internet and on-screen viewing and inherently lack the high quality needed for magazine publication.

**BMP** – The BMP format was developed for Windows machines for on-screen viewing only. BMP files are too low in quality.

**PICT** – PICT file formats are Macintosh operating system based only. These files are not suitable for high quality printed media.

## **MISSING IMAGES OR GRAPHICS**

Adobe Illustrator provides the option of embedding images and or graphics into the document which enables the user to send just one file. This technique reduces program speed, increases file size and does not well work with Hopkins rip software. We ask that you supply all support files.

## **IMAGES:**

- Hopkins prints its screens at 38 - 75 lpi (lines per inch), therefore all digital artwork submitted must be at least 150 dpi (dots per inch) -twice the line screen at 100%. If the images are created at 50% the resolution should be 300 dpi.etc. Anything less will result in low-quality output.
- Almost all images need to include additional image beyond the masked or trim areas for bleed or our trapping purposes. If the image is to bleed off of the edge we need 1/4" extra image for bleed and if the image is not at the edge of the trim area we need 1/16" extra image for trapping our purposes.
- Photoshop files containing multiple layers will need to be flattened into one layer. Sometimes if a change is needed to be made a layered file is helpful and is fine to send if it is in addition to a flattened file.
- Color space must be CMYK (RGB is not acceptable).
- Spot colors created in photoshop must be saved as spot colors using channels (Not Layers).
- Black vs Rich Black: If you want either of these it must always contain 100% black. Rich Black is best achieved by having black overprint the other colors. If there is not enough or no color underneath then add 30% C 40% M 50% Y to the 100% Black.
- It is highly recommended that all type and vector art is kept vector for multiple reasons.
  - \* Trapping and other file manipulation is limited and more time consuming.
  - \* Typically the results of type and logos are poor and people are ultimately unhappy with the results.The rule here is: If it is vector at any stage keep it that way. Place the photo or graphic into the layout application (Adobe Illustrator) not visa versa.

## **ADOBE ILLUSTRATOR**

- Layer the file so die line and comments are on layers noted not to print.
- Images must be linked not embedded
- Document Color Mode must be (CMYK) Cyan, Magenta, Yellow and Black.
- Custom colors (spot and process) must be set as you want them to print in the swatch options window.
- Transparency and Effects: These are great tools to compliment Photoshop but is unable to be trapped properly. When transparent artwork is saved as 8.0 or lower or imported into other programs, the transparent areas are flattened into multiple embedded pictures that are not editable.
  - \* It is best to use these tools in Adobe Illustrator and export a TIFF of only the areas affected.
  - \* Open the TIFF in Photoshop, crop, clean up and save.
  - \* Place back into your layout document.

Note: It is important to keep all vector artwork that has no transparent effects in Adobe Illustrator and not Photoshop.