FACTSHEET

Document preparation
– getting ready for print

This factsheet is intended to provide basic guidance on what to bear in mind before submitting a document to print with Victoire, and to save time and money in the print process. It is written for general guidance, rather than for seasoned design professionals. If you have any queries at all, you can find our full contact details at the end of the factsheet.

This factsheet by nature contains some technical terms. If you would like to find out more, please see our complementary glossary of print terms, which is available for download from www .victoirepress.com/factsheets.php

Common issues – images, fonts and bleeds

Images

Some key considerations when your artwork includes images:

- Make sure that your images are 'high resolution', i.e. at least 300dpi (dots per inch). Bear in mind that images downloaded from the Web will probably be 72dpi (screen resolution), and so will not print well. You can check and manipulate the resolution of an image in most graphics software (although simply increasing an image's resolution does not work!).

- If possible, use TIFF and EPS images in preference to GIF or JPEG images. TIFF and EPS files are often better for print (although don't worry too much).

- Please supply image files separately to your output document, if possible. PDF creation tools will often embed the images in the final document, and desktop publishing tools such as QuarkXPress and Adobe InDesign have utilities to check image usage and gather the images together for output.

There is a wide variety of graphics tools available. The most popular commercial tool is probably Adobe Photoshop (www.adobe.com/products/photoshop/).

Free alternatives are also available, such as The Gimp (www.gimp.org).

Fonts

You should try, if possible, to supply font files with the finished artwork. This is because there are different versions of everyday fonts, and so documents may display and print differently on different computers. PDF creation tools will often embed the fonts in the final document, and desktop publishing tools such as QuarkXPress and Adobe InDesign have utilities to check font usage and gather the fonts together for output.

Bleeds

Printing presses cannot print up to edge of the paper, so we print on over-sized paper and then trim the paper down to size.

If you want images or colours to run right up to the edge of the paper, you will need to set that element with a 3mm 'bleed' – i.e. the image or colour panel should extend 3mm beyond the actual printed area.

Document format

We are happy to receive and can work with documents in any common format, including MS Word, MS Powerpoint, QuarkXPress, Adobe InDesign, Adobe Photoshop, and so on. Our preferred format, if possible, is PDF (see below).

If you supply MS Word files, then it is particularly important that you check proofs carefully, because MS Word documents are likely to 're-flow' (i.e. appear differently) on different versions of MS Word.

PDF

We prefer, if possible, to receive documents in Portable Document Format (PDF). This is because the artwork is 'set in stone' (i.e. it does not re-flow and cannot be edited accidentally), and so there should be fewer issues in the print process, and fewer costs for the customer.

It is also easier than ever to produce PDF files from a desktop PC, because of the proliferation of free PDFs writers in recent years.

Document preparation - getting ready for print

Making PDFs

There are many free PDF creation tools available – just type it into a search engine and see. Popular free PDF creation tools include:

- PrimoPDF
  www.primopdf.com

- PDFCreator
  http://sourceforge.net/projects/pdfcreator/

Commercial alternatives, which have more features and may produce a better end product, include:

- Adobe Acrobat (the original)
  www.adobe.co.uk/products/acrobat/

- Nitro PDF
  www.nitropdf.com

PDF tools are increasingly being integrated into desktop applications such as MS Word, Quark and InDesign.

Be aware that simply creating a PDF does not necessarily make your document ready for print. All the other considerations mentioned in this document (e.g. fonts, image resolution, bleeds and so on) all apply.

Victoire is more than happy to visit customers' premises and help get you set up to create and deliver PDFs. Please don't hesitate to get in touch.

iWay – Victoire's print-ready solution

Victoire uses a web-based interface (iWay) to allow customers to manage their print requirements across single or multiple sites. For example, at a multi-site organisation a single administrator could control the print ordering for stationery across a number of sites.

Submitting your print job via iWay will convert the artwork to a PDF and carry out 'flightchecks' (i.e. check it for fonts, graphics, and overall resolution). This identifies any problems at the start, and saves time and cost further down the line. It also means that you can submit your print job via our website, rather than having to email or post the artwork.

Give us a call to find out more about submitting your print jobs in this way – 01954 781919.

Other methods of delivery – email, CD-ROM and hard copy

Victoire is happy to receive your artwork in whatever way is most convenient to you.

- Email can be the quickest way, although beware of very large files – you may have restrictions on the size of file you can send. If you email artwork to us, always check that we have received it.

- A sensible alternative is to burn the artwork on to a CD-ROM or DVD-ROM. Please remember to label the disk with your name and contact details.

- We also commonly receive artwork in hard copy for large-scale digital copying.

If you have any questions about how best to deliver your artwork, please don't hesitate to get in touch.

Proofing

Victoire will send you proofs and ask you to sign them off before going to print. This is to show you how the finished page will look, and is usually printed on a laser printer. For recurring jobs (e.g. a regular newsletter), electronic proofs (PDFs) may save time and money. This is your chance to check that we have received and rendered the artwork correctly, and is your last opportunity to look for errors!

Further information

If you would like to find out more about pre-press and getting documents print-ready, there are a number of resources on the Web including:

- About.com - Prepress Tutorials & Preflight File Preparation
  http://desktoppub.about.com/od/prepresstechnique/

- PDFzone
  www.pdfzone.com

Let us help you

Getting document format and delivery right are key to ensuring the quality of your final printed products. If you are at all unsure about any aspect, please don't hesitate to get in touch. Victoire has vast experience in all areas of print, design and publishing, so the earlier you can get us involved in print process (e.g. advising on materials, pagesetting, and so on), the more we can help you.

Full contact details:

Victoire Press Ltd
1 Trafalgar Way
Bar Hill
Cambridge CB3 8SQ

Tel. 01954 781919
Fax 01954 780977

Email info@victoirepress.com
Web www.victoirepress.com