

Prepress Do's and Don'ts

An RR Donnelley Hoechstetter TipLine publication

Whoops!

What are the three greatest contributors to unexpected costs? Content, content, content. The unnecessary expense caused by type changes still far exceeds costs for technical corrections. Download the attached tool, *Proofreading Pointers*, to save money on the projects on your plate right now. You're sure to recognize some old chestnuts, but we promise that even an experienced print specifier will pick up a few new ideas.

Missing Elements

Missing fonts or linked graphics are the most frequent cause of preflight failure in our prepress department. Get in the habit of using your apps packaging tool to gather files for release. In Quark the command tree is File > Collect for Output; in InDesign run both File > Preflight and File > Package. Resolve any conflicts that are identified before saving your job. Bear in mind that these packaging tools will not gather embedded graphics, which may be needed if modifications are required during the approval process. We've attached a quick checklist to help organize your own preflight.

FTP Protocol

When placing files on an FTP *always* send a separate email to your CSR or salesperson, that includes:

- a low res PDF of the document (a hard copy is better, but absent that, a PDF is essential in getting a job properly written up)
- the name of the file posted. FTP's are high traffic areas, and our prepress department is not likely to be familiar with your naming conventions.

Understand Profiles

Incorrectly applied profiles—the look up tables that translate colors among different color environments—are frequently the cause of color disappointments at the proof stage. With improvements in plate-making and press technology, lithographers who keep current are printing sharper than ever before, and this has made some profiles obsolete. SWOP 3 or GRACoL 7 are current profiles that we recommend for best results. Be *very* certain that you are using the same profile in all the apps used in the project (Illustrator, InDesign, PhotoShop). Using no profiles at all is better than mixing profiles.

Get Ready for GRACoL 7

GRACoL 7 guidelines are quickly becoming the industry standard for managing color in quality publications. In May 2010, RR Donnelley Hoechstetter will offer a free lunch and learn seminar on the things you need to understand, and actions you should take, to keep pace with coming changes. Reply to this email or contact your RR Donnelley sales rep to hear more.