

Preparing your files for printing with WESTLINKPRINT

When you send a digital file out for film or printing (whether on a press or to a digital machine) more must be included than just your basic file or document. You need to send fonts and graphics as well. If you follow the basic guidelines below, you will eliminate most common problems that might prevent us from processing your job.

1. Send your application file, this is the actual digital file that you created in one of the following programs:

PageMaker

QuarkXPress

Illustrator

Photoshop

InDesign

(note: you may check with us to find out which version of the above programs we are working with)

If your application file is not one of the above formats you may have to consider submitting a PostScript (or PDF) file for output, more information to follow on creating PDF's. Remember, Microsoft programs are limited in their design capabilities.

We will be happy to output your Microsoft documents digitally but most Microsoft files will not color separate, please know their limitations before spending a lot of time designing an important piece.

2. Fonts must be sent in their original format. Even when you use common, classic typefaces you'll need to send the copies of the actual font files that your document contains. Fonts can vary from vendor to vendor and differences exist between the TrueType and Type 1 versions of fonts. If you don't supply your own fonts Westlinkprint may substitute our own version. This might work or it might result in subtle or obvious differences in your document including text reflow. Send both screen and printer fonts (for Type 1 fonts). Use only the actual fonts for bold, italic, and other font styles, if the font does not have an actual "italics", you cannot create one by highlighting "italic" in your styles, it may appear italic on the screen, but it will error in printing from high resolution devices.

* If you have embedded EPS files that include text not converted to curves, send the fonts for those images as well.

* Some programs allow you to convert your fonts to curves or outlines and thus avoid having to send fonts. This is especially advisable if you are creating an EPS.

3. Graphics. Send copies of all your images used in your document. If you've practiced good file size management then most of your graphics are linked, not embedded in your document.

Westlinkprint will need to have access to those graphics, otherwise your application file may have only low-quality preview images in the file or no graphic at all.

- Use EPS and TIFF images.
- Convert RGB images to CMYK.
- Save graphics in uncompressed formats.
- Don't change graphics file names unless you first re-link them in your application file.
- In some instances Westlinkprint may want you to also send original format graphics (Freehand, Illustrator, Photoshop files) in addition to the placed EPS/TIFF images in your page layout application — for troubleshooting purposes. Please inquire with us.

4. Preparing to send Westlinkprint your project.

To ensure that you include all fonts and graphics needed for your output it is a good idea to use the collection capabilities of your program (such as Quark's Collect for Output utility) or third-party programs for Preflight Collection. To ensure that what we print looks like what you intended, supply a laserprinted copy of your file. This can help our pre-press department immediately spot obvious font differences, missing graphics, or changes in layout.

5. If you have any questions regarding the submission of your files please feel free to contact Westlinkprint on (02) 6362 7500.

Basic Preparation Do's and Don't's

Using Photos From om Digital Cameras in your document - Shots from digital cameras generally should be taken at the highest resolution offered. Photos should never be enlarged beyond their original size and if the image was not originally an acceptable dpi, increasing the dpi in programs such as Photoshop is **not** acceptable.

Using Scanned Images - Scanned images should always be scanned at 100% at 300 dpi. If you will be enlarging your photo, you should scan at a larger dpi. If your photo will be reduced, scan at 200 dpi. If possible, choose CMYK color mode and either .tif or .eps for file type. Bitmap (.bmp), jpg (.jpg) and GIF (.gif) files should not be used in documents that you are sending to be printed.

Images downloaded from websites are not appropriate for high resolution output. Your monitor presentation does not equate directly with printed output. Low resolution art from websites is NOT acceptable.

If you are printing a color picture in black and white, make sure your photos are scanned or converted into black and white images. If you embed color images in your document that is to be printed in black and white, the output will be very dark.

Color Matching - Remember: When you view your design on a monitor, you are viewing in a RGB mode (this is the mode of your monitor). Printers DO NOT print in RGB, hence when your design is printed in CMYK there may be a variance of color. DO NOT expect your finished product to be an exact color match to your print out or what you see on your monitor.

Bleeds - When creating art which is to bleed, please allow 3mm on all sides for trimming . Also keep all text a minimum of 3mm inside of the cut edge.

Making a PDF - Be sure to check the default settings of Acrobat before creating a PDF file and use THE PRESS QUALITY JOB OPTION. We are always happy to accept PDF's however fonts must be embedded into the PDF and compression should be shut off. If you create a PDF of artwork with a bleed, the PDF must have the bleed allowance as well. Please keep in mind that Acrobat requires special settings to create separations for spot color work. Check your Acrobat manual for instructions.