

W&C Printing
C O M P A N Y • I N C.

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P.O. Box 307
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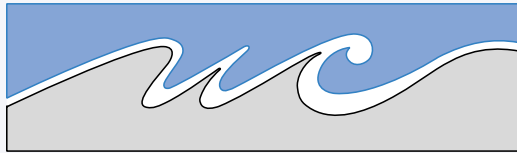
DIGITAL FILE Preparation

A collection of guidelines for more efficient and accurate file imaging

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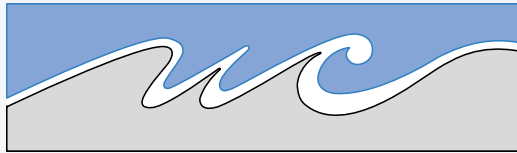
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General Specs

- Size of document - make sure the defined size of document setup (width and height dimensions) is the same size as specified for price quote. (Sometimes a change in the size will affect the print set-up for the intended press.) We will assume that output is at 100% unless otherwise indicated.
- Bleeds - if art or color areas are intended to bleed, extend those elements 1/8" beyond the trim size. Also, notify your customer service representative if a job is intended to bleed. This may affect the actual price if sufficient space is not allowed.
- Document size should be set to the trim size of your page. Avoid centering small pages on an 8.5x11 page; when the file is output the imagesetter automatically sets trim marks according to the document page size - if there are more than one set of trim marks, it can be very confusing for the cutter.
- If the final page size is different than the size quoted, alert us to the change. This avoids guesswork as to which size it should really be: the size on the ticket or the size in the electronic file.
- Specify line screen ruling: if none is provided we will select a value based on the paper and intended press. Keep the printing method in mind when determining line screen ruling... 150 line process color will probably not produce the best results on an uncoated offset stock, whereas a value of 100 line on gloss enamel is under-utilizing the range of the paper.
- Print pages ____ to _____. Please tell us, especially if there is more than one page in a file. (Sometimes unneeded pages are left in the document. These will be output unless noted)
- Provide a final hard copy with your electronic file. This provides us a vehicle to compare output to make sure font usage, graphics and color breaks output as intended. If using email or FTP transfer, please allow sufficient time in the proofing process to review a preliminary laser proof. (It can be costly to output directly to film and generate a blueline or dylux, only to find there are significant changes or alterations that may require a repeat of film output and blueline charges and possible delays in production.)
- Provide a contact person and phone number for last minute questions and verifications.
- Please do not send an original copy of your file or graphics. Retain a copy of the entire file in your possession.

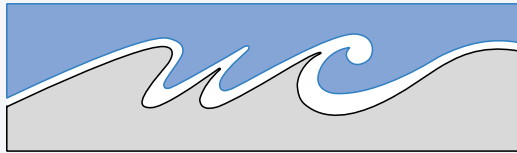


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- If you intend for W&C to make significant changes to a file that you may need to reuse, request a final copy of our altered file and we will see that you receive the file that was imaged.
- Notify your customer service representative job-by-job as to which files you wish W&C to archive and retain. We typically save files printed by W&C, but do not if it is a prepress only job. (ex: film output, CD burn, color proof)
- Make a mock-up of your printed piece: print it, cut it to size, fold it, etc., to make sure trim marks align on both sides of the sheet as desired, folds are placed properly, and the bleed areas are sufficient.
- If your page contains logos or other artwork, please provide the actual colorized version you desire. Please do not assume we have the logo or artwork "on file", or that we will place it as you intended. Provide all graphics (linked) with your file. (Sometimes updating missing or modified files will cause them to re-orient themselves at x=0, y=0 in the picture box, and your careful cropping and placement may be moved.)
- You may wish to specify the color trapping on files before bringing them to W&C, or let us know if you wish us to trap your files for you.
- Duotones — specify screen angles of Color #1 - 45°, Color #2 - 105°. Improper screen angles may result in rosette or moire patterns. In Photoshop, Page set-up, Screens: please specify: screen angles, same shape for all inks, include halftone screens, no printer defaults.
- Keep your files simple - If you don't need it, delete it. The imagesetter will process information for all graphics on the pages specified for output.
- Crop photos in Photoshop rather than in page layout applications. Again, the imagesetter will process all the information for the graphic, even beyond what is positioned in the picture box.
- Graphic resolution: select the proper resolution for the printing mode; don't use a higher value than necessary or additional processing will occur. Set resolution at 1.5 to 2 times higher than the desired output resolution. (For example: output at 133 line, set resolution to 266; output at 150 line, set resolution to 300, etc.)
- Scan line art at 600 dpi and 1200 dpi. Lower values may result in poor image reproduction, and higher values may not be noticeable.

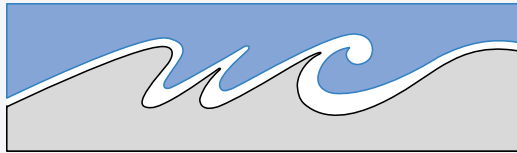


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- Size photos in Photoshop rather than in the page layout. (Extreme reduction or enlargement may not produce the desired results.)
- If a photo is to be rotated, do it before importing the graphic into a page layout application. It takes longer imaging time to process the rotated graphic information in the page layout.
- Check picture usage in your page layout: make sure all graphics are up-to-date, and are the proper type. This is also a good time to make sure no graphics are set to "suppress printout".
- Place TIFFs in a picture box colored to "0% black" rather than "none" to avoid jaggies along the edge of your graphics.
- EPS or TIFFs are preferred. Avoid using PICTs.



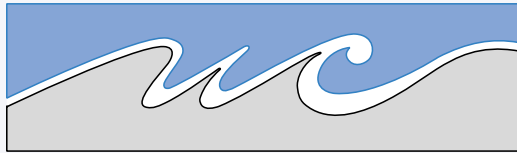
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Color

- Check color definition for four-color process separation. If spot colors are intended to separate as process colors, please check that option, otherwise we will output extraneous color plates, and end up re-doing the output. Hint: QuarkXpress let's you collect for output and generates a nifty report that lists all color plates, page by page.
- Spot colors - make sure the color defined in graphics programs EXACTLY matches the color name in the page layout, or extra color plates will be generated. (Watch out for this in duotones, too.)
- Please keep in mind that Pantone colors for spot usage compared to process separated Pantone colors differ a bit. Refer to a current Pantone book for correct color.
- If your job is intended to be 2-color, use only two colors. (If there is a third color, we are forced to guess as to which of the two the third should really be!) If a job is set-up as 3-color but budget or other considerations force it to be 2-color, please notify us as to which colors you intend to print.
- If color matching is critical from piece to piece, or from a spot color to a process color build-up of that color, let us know in advance so we can keep a careful eye on it. (Different print jobs require different presses and ink colors can vary.)
- Want a deep, rich black in solid areas of process color jobs? Create a new color such as Black Plus with 20% cyan added to 100% black. (Please avoid large solid areas of dark inks, as ghosting may occur in other locations on the press sheet.)
- Specifying spot varnish - please use a color not used anywhere else on the piece, and set it to overprint.
- Please remove unnecessary colors from your palette. This not only simplifies your file, but helps you clarify which colors you need to monitor for process or spot color separation.
- When using more than one color, it is a very good idea to print not just a composite laser proof, but print all plates. Again, this can help avoid extra color plates.
- Use a consistent color model throughout your job for more predictable results - Pantone, Pantone Process, Trumatch or Process. (At the time of this writing W&C is not currently using a color management system. If you have a need for this, please consult your customer service representative.)
- Drawing - Keep paths as simple as possible. Reduce the number of points on your paths manually, or adjust preferences with freehand tolerance, auto trace gap, or flatness. (Refer to your drawing application manual for further explanation of these methods.)

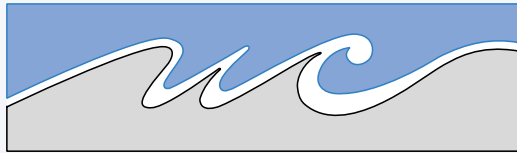


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- Select all in your drawing program to see if there are any stray elements or points; delete strays as needed. (The imagesetter will process all information in a file, even the stuff you don't need! This is especially true of "messes" hidden beneath solid color areas - the mess must be calculated, too.)
- Please keep color identification and naming conventions consistent with what will be used in the page layout programs.



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Font Usage

- Check font usage in your page layout application: don't apply bold or italic style to a regular face, instead, use the italicized or bold version of the face. (Applying these styles may translate to the laser, but not to the imagesetter.)
- Search for and replace any undesired fonts... especially for stray spaces or paragraph returns.
- The weights of type (and fine hairlines!) may be distorted when viewed on a laser printout; the actual weight is probably much finer when output by an imagesetter. When in doubt, ask.
- Avoid process color buildups on very small or very fine type; it can be difficult to register and may not produce the crisp result you seek.
- Convert type to outline paths in drawing programs. The good news: reduces the number of fonts to make available when imaging a job. The bad news: when the image is greatly enlarged or reduced the scaling of the border may not be what you want. (If outlines are not generated in the drawing program, please include the fonts used on your font list.)
- "A Bodoni by another name..." may not be the Bodoni you want. If exact spacing is critical, send a copy of the font you used. It's best to check with us to make sure we have the exact font you want. When in doubt, include both the screen font and the printer font. (Avoid using truetype.)
- Custom kerning? Custom frames? To be safe, include a copy of your Xpress preferences and or special extensions you used.
- Special characters - Please alert us if special characters or foreign type symbols are used. That way, we can be especially careful when proofing your media.
- Applying "outline" to fonts in Quark creates a very fine line. For greater control of outline width, create the type in a drawing program and specify the outline width desired.
- Watch for widows, orphans and unusual hyphenation. Careful review early can eliminate obvious errors later.
- RGB belongs on monitors, not in printing inks. Convert to CMYK, or RGB images print grayscale.