

Preparing and Sending your Print Ready Artwork To Production 78



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Artwork Setup Requirements

Introduction

Production 78 offers a complete design and print service for all your needs. However, we understand that sometimes you have artwork already designed or would like to use a designer you have an existing relationship with. If this is the case, then you are likely to be sending us 'Print Ready' artwork.

When supplying "Print Ready" files to Production 78, we would prefer files to be Hi Res CMYK PDF's with all layers and transparencies flattened, and all text converted to curves, please allow a standard 3mm Bleed all round your artwork and do not include crop marks.

We recommend using Adobe Creative Suite (Illustrator or Indesign) for your file setup although some guidelines are provided later in this document for setting up from other software packages too.

Page Size

Please set up artwork to 100% where possible, sometimes it has to be less when working with large format graphics and in that case we would suggest 50%, 25% or 10% of the final size but avoid this if you can.

(if you are using Illustrator then change the Artboard to the correct size - do NOT float in the middle of a page).

Bleed

By "bleeding" your colour off the edge you will ensure that there are no white edges on your prints.

In the Adobe packages, this bleed can be set up when creating the new document and can be seen off the side of the page/artboard. Set up your files with 3mm bleed all around (please allow for scale eg. 50% is 1.5mm, 25% is 0.75mm, 10% is 0.3mm).

Please note when printing onto fabric with a hem or banners - please supply 50mm bleed on all edges (please allow for scale eg. 50% is 25mm, 25% is 12.5mm, 10% is 5mm)

Colour

Use only CMYK colours which means:

- Do not use RGB
- Convert all Pantone colours to CMYK
- Do not use lab colour - this changes colours completely to what you see on the screen.

Should you wish a specific colour match then please advise when supplying your files and give 2 extra working days for this to be completed - we will produce the closest colour match available on that material using the specific printer.

Fonts

All Text on files must be created to outlines or created to curves when outputting to PDF.

Images

Please setup your files @ minimum of 300dpi and ensure they are in CMYK (not RGB).

Design tip

Make sure you don't put logos and text too close to the edges - a minimum of 5mm at 1/4 size (20mm @ 100%) would be a good rule of thumb.

Printing Spot White

Open your file and flatten all your layers.

Create a new layer above your artwork layer, name it "White Layer".

*make sure all your fonts are outlined before proceeding.

Select the object that will be getting white ink, copy and paste it in your new spot 1 layer - this must be in exactly the same position as on the Layer 1 to ensure it lines up.

Create a Spot Colour and name it "Spot 1" - this must not be a colour already used in the print document - we suggest Magenta if not already used.

Merge all paths in the object and set the colour to "Spot 1" (this will be printed white).

If your object is not a vector path, you will have to trace around the shape with the Pen tool, that will serve as your spot white shape.

Contour Cutting

Open your file and flatten all your layers.

Create a new layer above your artwork layer, name it "Cut Layer".

Depending on the shape of the cutline, you can copy the existing vector shapes in your artwork or create one solid shape using the path tool (like a circle or square). Place this on the "Cut Layer" - this must be in exactly the same position as on the Layer 1 to ensure it lines up.

Create a Spot Colour and name it "Cut" - this must NOT be a colour already used in the print document - we suggest Magenta if not already used.

If your artwork has a background colour or design, please stretch it slightly to create bleed around the cut line.

Your cut line path should be 1pt stroke only - this line will not print.

Exporting PDF files from graphics software

From InDesign

Flatten the Layers and Transparencies of your document and convert all your text to outlines/curves.

Save your InDesign document using the Adobe PDF Presets in the File Menu.

Select the Preset - PDF/X-4:2008 or whichever is the latest version.

Do NOT include Printer Marks.

DO INCLUDE "Use Document Bleed Settings".

From Illustrator

Flatten the Layers and Transparencies of your document and convert all your text to outlines/curves.

Save your Illustrator document as an Adobe PDF.

Select the Preset - PDF/X-4:2008 or whichever is the latest version.

Do NOT include Printer Marks.

DO INCLUDE "Use Document Bleed Settings".

From Quark

Export your file with the Preset - PDF/X-4 or whichever is the latest version.

Do NOT include Registration Marks.

DO INCLUDE BLEED

From Corel

Select 'Publish to PDF' in the file menu.

This opens a window with a multiple number of tabs.

In the General Tab select the highest level Acrobat version available.

In the Objects Tab under compression type select 'none'. Select the 'export all text as curves' option and ensure all bitmap downsizing is above 300dpi.

In the Prepress Tab include the bleed (you need to enter the size as in your artwork yourself) under Printer's marks, only select the crop marks.

In the Advanced Tab tick all the left hand boxes and keep the fountain steps as high as it allows (eg 256).

Sharing your files with us

Email

You can email us PDF files although we recommend you don't email anything bigger than 15MB.

Larger files

We have an FTP folder and will happily email you a link for you to drop your PDF file into.

Or contact us on 029 2143 2171 to arrange another transfer method.