

Submitting Files

Avoid delays and extra charges

Resolution to print cleanly:

Text and fine line illustrations:

1200 dpi is optimum, 600 dpi is minimum recommended

Photos and color illustrations:

600 is optimum, 300 dpi is minimum recommended

File Types Acceptable: PDF, TIFF, JPG



TIPS:

A. RESOLUTION - Images from internet sites are of insufficient resolution, unless reduced by 75%.

B. FONTS - submit files with fonts embedded, and flattened (if you have a program to do that).

C. COLOR (2 types):

1. Spot color files - 1 or 2 color work.

2. CMYK (4 color process files) - 4 color work.

D. SUBMITTING FILES FROM WORD FOR PRINTING:

- Submit as PDF's

- If using uncommon fonts in document - embed fonts. Go to Save/ Word Option...embed fonts, save as a PDF.

COMMON FILE TYPES

NATIVE FILES

Files created in design programs such as InDesign, Quark Express, PageMaker are saved in the programs format for future editing. However final output for printing is done as a PDF, unless printer needs to edit.

PDF'S

Used as a universal output format that can be used in most programs.

PDF files should be created with:

- Embedded type fonts (even PDF's created in Word needs this to be done).
Otherwise the computer may substitute with another font, if it does not have the font specified.
- Files should be flattened or type turned into curves, to avoid font substitutions on other machines.

J-Peg FILES (raster image digital (vs vector) file)

These are created for computer screen use primarily, generally where photographs are used. Limited edibility.

- Must be created with sufficient resolution – see above.
- Files on the web are too low a resolution, unless reduced.
- Files on the web are 4 color images and cannot be converted to spot color.

Other File Types used

- EPS files, a file format that is editable in most design software.
- Tiff files (raster image file) – is fully editable in Photoshop. Similar format to j-peg, but more editable.
- PSD files – is an Adobe Photoshop Document. It can be opened by all design programs.
- BMP files – Is a Microsoft format favored by scanners and photographers as a better raster image format for multiple editing cycles than JPG.
- GIF – another raster file program used primarily on the internet for color images that are not photographs.
- PNG – an updated version of the GIF.