

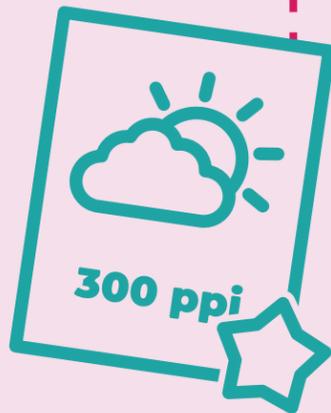
print project: step 2

preparing

Preparing involves gathering the materials and ensuring files are print ready before submitting them to press. Prepare your next print project using this handy, downloadable pdf checklist. For more information regarding preparing files for print, contact us at csr@acculink.com

best art

Collecting and using the highest quality art for a project is ideal, and not stretching or compressing images. However, using large images can also be an issue. CMYK images should not to fall below 150ppi and not above 300ppi. This can vary depending on project.



software

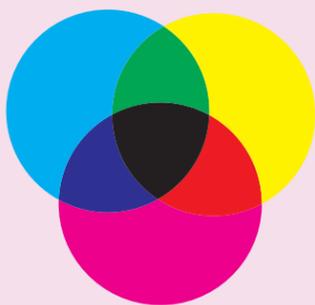
Choosing the right software for a project is essential to proper output. Each type of software offers different work flow solutions. For example, InDesign is for multi-page layouts and Microsoft Word is for simple, text-based word processing.



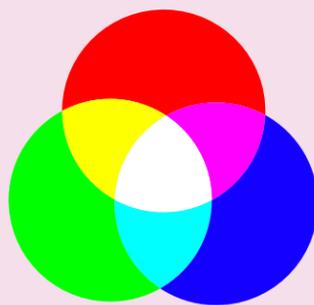
color profile

The color profile indicates what colors will be used in the output of the file. Use **CMYK** if the intention is to **print** the project. Begin with **RGB** if it is strictly for **web** use.

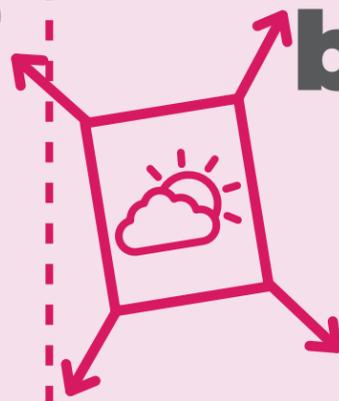
RGB is the color of light and overlapping these channels create white. CMYK is what color gamut a printer sees. These colors overlap to create a muddy brown, which is why black is added.



cmyk



rgb



build to size

Build the files to the actual size or final size for the intended print piece.

This saves a lot of time and headaches. For instance, an 8.5in x 11in output size should be created in the layout file as 8.5in x 11in.

quality

Maintain original quality of images by refraining from stretching or enlarging small or low resolution images. If starting with a 72 ppi at 3in x 2in, it will never look good at 11in x 17in.



file naming

Unusual characters within a file name have been known to cause issues. Use file names with less than 30 characters and use letters or numbers only. Be sure files have the correct extension and also try using an underscore _ or hyphen - in stead of spaces.

Problematic: / \ : ; * # & + > <



proofread

This is a necessary step, but forgotten on occasion. Files should be thoroughly proofread before sending them to the press. It is advised to turn on spell check or dynamic spelling in programs such as Adobe InDesign and Microsoft Word.

