

DIGITAL ARTWORK GUIDE

- Checklist:**
- PDF (Fonts, Logos embedded) or TIF (PC-compatible, Bitmap or Grayscale)
 - 600 or 1200 DPI, Color-Separated, Black & White (except composite), Crop Marks
 - Unique filename with proper extension (crispindustries bc.pdf) that **DOES NOT** contain the following characters: \ / : ? “ < > |

Why aren't native application files accepted?

One of the reasons PDF or TIF files are required is to ensure that the final product matches the desired intent of the designer. Pagemaker, InDesign, Quark, and Publisher files cannot be accepted because fonts are inherent to the system the publication was created on and cannot be embedded into the document. PDF files offer the option to Embed All Fonts in the publication, which is a **very important** feature to *enable* since it guarantees that the fonts will remain consistent throughout the printing process. Without this option, text will default to a different typestyle as shown in *Figure 1.2*.

DR. JOHN DOE

FIGURE 1.1

The text displayed correctly on the system the artwork was created on.

Dr. John Doe

FIGURE 1.2

However, it did not exist on the system that prepared it for press, and defaulted to Courier.



FIGURE 2.1

This graphic was sent black & white.



FIGURE 2.2

This graphic was sent already spec'd red.

Why does artwork need to be color-separated and set to black?

It is **very important** that the digital artwork sent is color-separated. The artwork will be placed on the correct color plate during the pre-press process, and therefore separated, black & white artwork is required. If artwork has been submitted in color, it will create the appearance of a screen tint when printed, as shown in *Figure 2.2*. While color is very useful when used in a composite, the actual artwork must remain black & white, just as camera-ready artwork would be.

Why am I restricted in what I can name my file?

When sending us a file, please try to avoid using common names such as **bc.pdf** or **businesscard.pdf**. These are very generic names, and can result in your file being overwritten by another file of the same name. We suggest using the mainline as part of the name, such as **crispindustries bc.pdf**.

Also, it is **very important** that you use the proper extension at the end of the file, such as **.PDF** or **.TIF**. Files transmitted without the proper extension may become corrupt during the upload process.

Lastly, please remember to refrain from using these characters in your filename: \ / : ? “ < > | While these characters may be permissible in some operating systems, they are not cross-platform compatible and will cause complications with accepting your files.

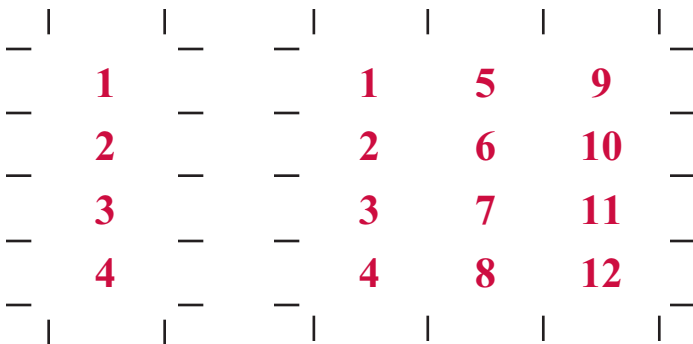


FIGURE 3.1
4up

FIGURE 3.2
12up

How should I lay out multiple lots on one page?

While we can accommodate many different layouts, when dealing with multiple lots, we prefer either a 4up or 12up, as shown in *Figure 3.1* and *Figure 3.2*. Please be sure to include crop marks to help ensure proper positioning of each card.

How do I create a PDF file?

EXPORTING/SAVING TO PDF

Some programs, such as Adobe Pagemaker (with Acrobat Distiller) and Adobe InDesign, offer the option to **Export** the current document to PDF format, as shown in *Figure 4.1*. Programs such as Adobe Photoshop and Adobe Illustrator allow you to **Save** your document directly to PDF format. Even other programs, like Corel Draw, give you the option to **Publish To PDF**. Most recent publication software offers the ability to create a PDF file. If you are unsure, consult your program's manual or Help files.

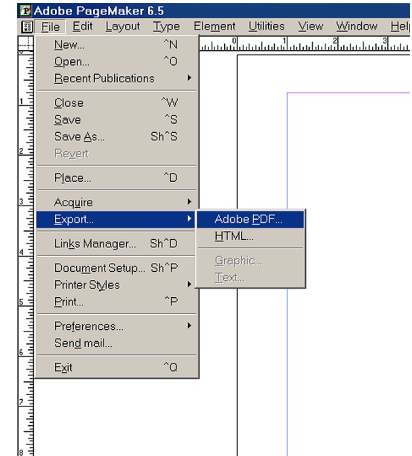


FIGURE 4.1
Exporting a publication to PDF in Adobe Pagemaker 6.5.

CREATING A POSTSCRIPT FILE

If your program does not offer the option of creating a PDF file, it may instead allow you to create a Postscript file. For instance, Microsoft Publisher 98 gives you the ability to **Prepare File for Printing Service** (see *Figure 4.2*). If this feature isn't available under any of the menus, check the options available to you in the Print window to see if you can **Print to File** (see *Figure 4.3*).

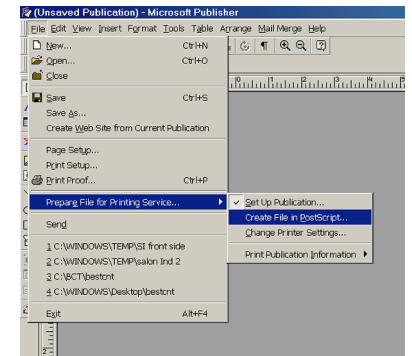


FIGURE 4.2
Preparing the file for a Printing Service in Microsoft Publisher 98.

Once you have created a Postscript file, you open that file in Acrobat Distiller and create a PDF.

The following outlines important settings to use when creating a PDF. These options may be worded differently depending on which publication software is being used.

- Embed All Fonts
- High resolution (600-1200 DPI)
- Low compression
- Acrobat 2.1 or higher compatibility

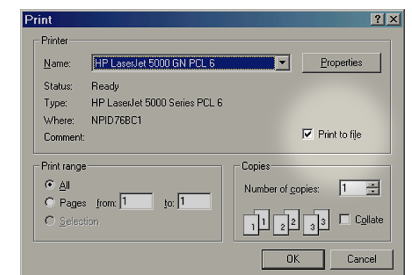


FIGURE 4.3
Using the Print window to Print to a postscript file.