

Guidelines for Digital Artwork

Sending artwork as digital files as opposed to film can save both cost and, in particular, time. However, in order to ensure that the printed result matches up to your expectations, a few points need to be taken into consideration which we have attempted to summarize in the following – by no means comprehensive - guidelines.

Documentation

Contrary to a set of ready-exposed films, digital artwork is often anything but self-explanatory. To avoid misunderstandings, it is imperative to include with the data a control document or file (such as a Read Me file). This should include the client data, files to be processed, file formats and versions, and any relevant peculiarities. Feel free to use our control slip which we can mail to you any time in PDF format.

Completeness

Please remember to include all the necessary resources for the film exposure. By this we mean not only the text document, but also the utilised fonts, logos, photos and graphics including special fonts incorporated therein. These must be transferred in a sufficiently high resolution for printing.

When you send us print files (EPSF or PDF files), we recommend sending us the accessible original data (e.g. QuarkXPress, etc.) as well, so that, if necessary, we are able to carry out minor corrections/alterations.

Ready-to-print data

Please supply us with data which is ready to print without any further alterations. Any extra elements or settings meant to facilitate proof-reading, such as position marks for the hole punching or tabbing, should be removed from the print data. If the data has been set up for negative print (e.g. text reversed out), please state.

Should any adjustments be necessary, please inform us as early as possible. Film exposure and any composition work involved will be charged at competitive market rates.

File formats

In general, we are able to process all conventional preprint file formats such as QuarkXPress, Pagemaker, Freehand, Illustrator, Photoshop and Corel Draw. Word files are not normally suited as source files for film exposure and must be reset by us.

Print files (EPSF or PDF files) are problematic in that they do not permit any alterations at a later stage, but, as they are saved, demand definition of certain parameters of the image setter and the printing process. In general, PDF files are more suitable than EPSF files.

Please contact us beforehand if you wish to utilise data in these formats.

As a general rule, it is easier to process data that has been created on a Mac, as this is the usual platform at the preprint stage.

Data transfer

Digital artwork is usually transferred by CD-ROM, email or ISDN.

The advantage of the CD-ROM is that the data stored on it is irrevocably "preserved", so that any sources of error can be clearly identified. On the other hand, the advantage of speedy transfer is totally lost.

Email is the most widespread and cost-effective way of transferring data, but it has the drawback of being less secure and possibly slower than direct transfer via ISDN. In order to avoid file damage during transfer on the data highway, your data should be packed prior to sending using a compression program such as Stuffit or WinZip. Our email address for receiving artwork files is : dtp@plastoreg.de.

Print data can be transferred to us via ISDN using the following numbers:

+49 5542 606-52 (Leonardo Pro) or +49 5542 606-53 (EuroFile).

Please remember to attach a Read Me file describing the data in more detail. We recommend using our form.

Proofs

If possible, please send us proofs of your print files by mail. If you require artwork proofs or sample prints, please let us know.

Requirements for the artwork

Half-tone tints in screen printing can only be output within the percentage range of 20-80%.

In litho printing, the tint percentage range limits are between 5 and 95%.

If solid colour printing on the body or part areas is required, the necessary "bleeds" must be created in the artwork files(2-3 mm over the finish edge).

If the print copy is to be on the tabs only, all the tabs can be depicted on one page. Position marks for the individual tabs outside the printing area are most helpful.

For litho printing all spot colours must be converted to process colours, unless they are actually to be printed as spot colours.

Font formatings such as bold or italics must be set as an individual font and not as an attribute.