

Preparing artwork files for Print 1

General

Applemac and PC files are both accepted

Mac Software

Quark Express - Version 4, 5 and 6.5

Pagemaker - Version 6.5 and 7

Illustrator - Version 10, CS and CS2

Freehand - Version 9, 10 and MX

Photoshop - Version 7 and CS and CS2

InDesign - Version 1.5, 2, CS and CS2

PC Software

Quark Express - Version 4

Pagemaker - Version 6.5

Illustrator - Version 9, 10 and CS (v11)

Corel Draw - Version 9

Photoshop - Version 7 and CS (v11)

InDesign - Version CS (v3)

Microsoft Publisher, Word and PowerPoint files can be utilised but are dependant on sight of artwork and an individual quote will be prepared. These file formats, by definition, are not designed to prepare files for commercial print but if artwork is only available via these programmes, a quote can be supplied but the final image quality may be indeterminate and subject to extra cost due to an extended artworking period.

Artwork Dimensions

ALWAYS set up your page size to the actual size of the job as defined, with multi-pages as spreads. Do NOT add manual crop marks as the Software takes care of this on output. If there are 'special' trimming considerations then manual trim marks denoting your requirements are of course acceptable. For multi-page booklets, state if the artwork is printers pairs or visual pairs.

All 'paper parts' must have 3mm bleed of any image/colour that goes to the edge of the page and text must not come within 3mm of the trim edge.

Onbodies must have NO bleed on the outside edge but image/colour should extend into annular ring/centre areas, though this will be removed by Lemon Media during production

Colours

Only use colours made from CMYK or Pantone Coated colour systems.

PAPER PARTS: Use only CMYK. Pantones will be converted to a CMYK split so colour shifts will invariably happen. Pantones should be changed to CMYK splits during the artwork stage thereby keeping control with the designer. Printing of pure Pantone colours can be incorporated but at an increased cost.

CD ONBODIES- SCREEN: It is preferable to use Pantone colours for all solid areas to ensure a smooth finish otherwise these areas can take on a coarse and textured appearance as these onbodies are printed at 110 lpi.

CD ONBODIES- LITHO: If photographs are utilised, we can Litho print the onbody at 175lpi but with possible increased cost and extending the production period.

Please note: The EXACT matching of colours between paper parts and onbodies is almost impossible to achieve due to the different printing processes and media.

Bitmaps

Prepare all images actual size as used in the artwork. CMYK, Duotone, Greyscale or Bitmap mode only. Supply as TIF (no compression), EPS format (encoding Binary) or JPEG. It is good practice to include file extensions on all file names. Other file formats will be changed to the required format. Lemon will not be responsible for colour shifts or loss of image quality. The total density of ink must not be greater than 300% in CMYK mode.

The optimum resolution is 350dpi for all colour and greyscale imagery and origination must be at this resolution, the minimum must be no less than 300dpi otherwise pixilation may be apparent. For black and white bitmap images, the minimum must be no less than 600dpi.

Increasing the dpi of a low resolution image up to 350dpi will not provide the desired quality (image and text may be soft of focus and severely pixillated).

If a bitmap image contains text then the minimum resolution should be 450dpi and preferably 600dpi.

Where cutout paths are utilised their 'Flatness' must always be designated at 0.2 pixel minimum.

Contact Details

Lemon Media Limited
The Hub
Warne Road
Weston-super-Mare
BS23 3UU

T: +44 (0)1934 423023
F: +44 (0)1934 645834
ISDN +44 (0)1934 428979
design@lemonmedia.co.uk
www.lemonmedia.co.uk

Preparing artwork files for Print 2

Vector Graphics

Ideally, all text should be turned to 'outlines/curves' but fonts used should still be supplied, as in our experience, the proofing process often requires us to make amendments to clients artwork.

It is preferred that bitmap images are imported into page layout programmes but if bitmaps are used in vector artwork, always supply the image files separately irrespective if the image is linked OR embedded within the vector artwork.

ALL 'unused' anchor points and paths should be deleted from artwork on completion. Printer/Output resolutions should be set to 2540.

Colour pallets should have all unused colours removed and ensure that Pantones all come from the the same swatch, there should not be a mix of CVP or CVU extensions. This does not apply to Coreldraw due to the way that this programme handles its colour pallets.

Text

There are minimum sizes of text which must be adhered to.

PAPER PARTS: Positive is 4pt, if reversed out, it is 5pt.

CD ONBODIES: Screenprint 5pt. Litho printed; positive is 4pt, reversed out is 5pt.

Try to avoid using Photoshop or other Bitmap programmes to display text. Other DTP programmes are far superior in handling text. If this is unavoidable ensure your document is originated at a minimum of 450dpi and preferably 600dpi.

For text usage in Vector programmes see the Vector Graphics sub heading.

Do not apply font attributes from the 'Measurement' pallet in DTP programmes ie: bold, italic, bold italic etc., as the results can be indeterminate depending on the use of either TrueType and Post Script fonts. For example, if Helvetica Bold Italic is required, USE a Helvetica Bold Italic font. (CorelDraw is an exception and this is the only way of emboldening and italicising fonts).

Generally, Underline, Strike through, Super, Sub and Superior Script attributes are maintained by Image Setters/CTP systems but the Outline and Shadow attributes are NOT retained and must NOT be used.

Lines

Always apply a specific measurement to all lines, never 'Hairline'. The minimum should be 0.2pt., or greater when reproduced from 4 colour process artwork.

Collect for Output

ALWAYS use this 'command' when available in assembling your files for despatch as all files utilised MUST be supplied, not forgetting other files and fonts when used in vector eps's.

When supplying fonts do not create new font suitcases with mixtures of tpestyles and font formats, always supply complete font families as supplied from your font re-seller.

Hard copy

ALWAYS supply a print out of the final, completed artwork either in Black and White or Colour. CMYK and/or Pantone printed separations are also welcomed.

Trapping

This area of detail is often misunderstood and can lead to unexpected results so please telephone our number below if you need any advice.

Phone

Your product will be defined by the quality of your supplied artwork and the commercial print processes, so if you wish to discuss any of the above or artwork creation in general to achieve an optimum result, please contact our design and reprographics studio on

+44 (0)1934 423023 or email design@lemonmedia.co.uk.

Contact Details

Lemon Media Limited
The Hub
Warne Road
Weston-super-Mare
BS23 3UU

T: +44 (0)1934 423023
F: +44 (0)1934 645834
ISDN +44 (0)1934 428979
design@lemonmedia.co.uk
www.lemonmedia.co.uk

Lemon June 06