

AN ALLEN PRESS SEMINAR

allen★press

BLUEPRINT FOR SUSTAINABLE PUBLICATIONS

BEST PRACTICES & INNOVATIVE SOLUTIONS

Measure Twice, Cut Once: Creating PDF's for Print Production

Tony Hoffhines
Supervisor of Design & Paging

Leading Layout Applications:

Adobe InDesign CS3

Quark Xpress 7.0
and now 8.0

Export vs Postscript?

Which is better for Print?

Prinergy by Kodak
allows for both!



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What is Prinergy?

Prinergy processes your job for printing.

It is our RIP system.

(RIP - Raster Image Processor)

Are there problems with Exporting to a PDF?

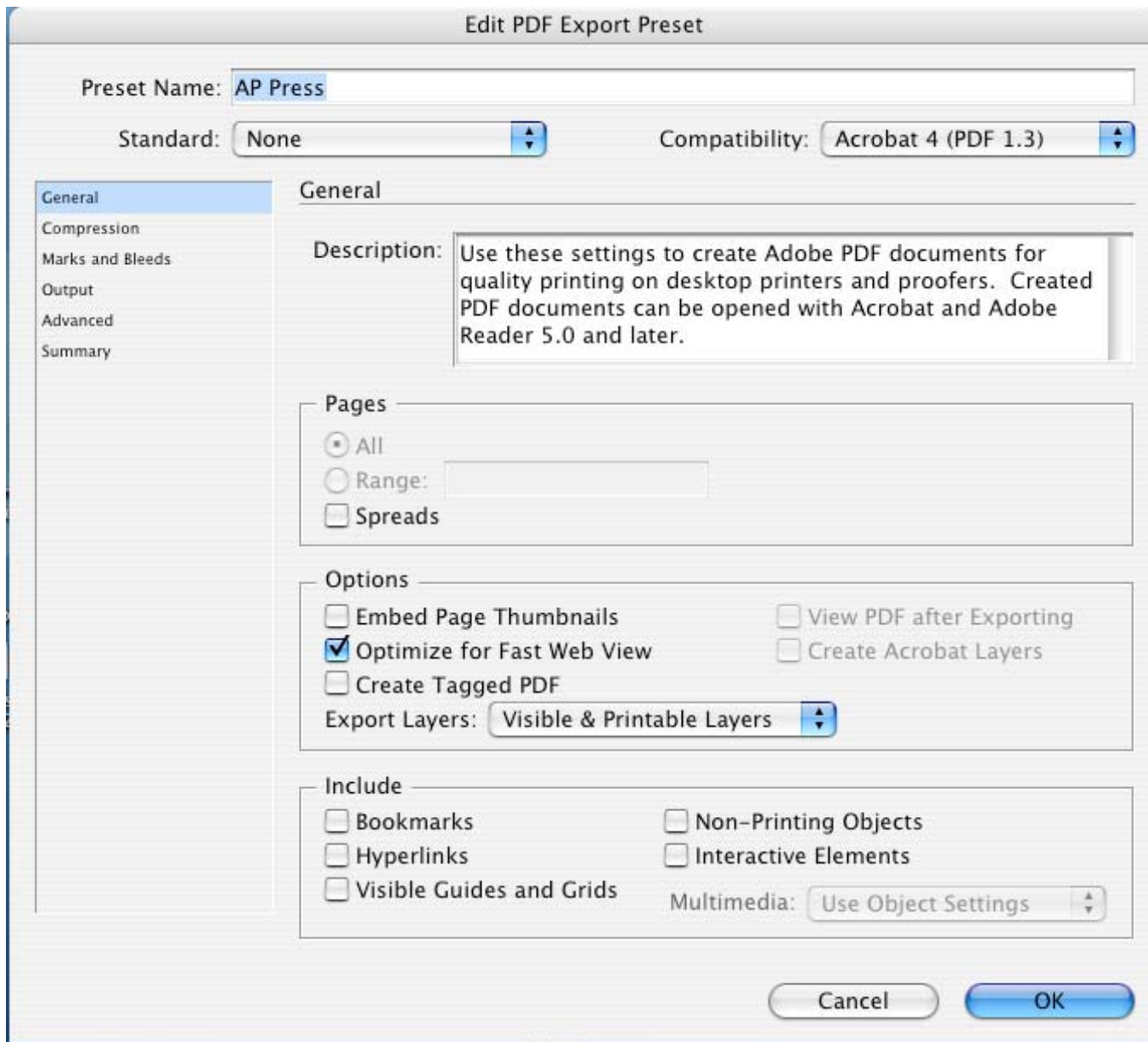
Which Export?

Lets start with:

INDESIGN



Select the "edit" button



Edit PDF Export Preset

Preset Name:

Standard: Compatibility:

General

Compression

Marks and Bleeds

Output

Advanced

Summary

Compression

Color Images

300 pixels per inch
for images above: 450 pixels per inch

Compression: Tile Size:

Image Quality:

Grayscale Images

300 pixels per inch
for images above: 450 pixels per inch

Compression: Tile Size:

Image Quality:

Monochrome Images

1200 pixels per inch
for images above: 1800 pixels per inch

Compression:

Compress Text and Line Art Crop Image Data to Frames

Edit PDF Export Preset

Preset Name:

Standard: Compatibility:

General

Compression

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Advanced

Summary

Marks and Bleeds

Marks

<input type="checkbox"/> All Printer's Marks	Type: <input type="text" value="Default"/>
<input type="checkbox"/> Crop Marks	Weight: <input type="text" value="0.25 pt"/>
<input type="checkbox"/> Bleed Marks	Offset: <input type="text" value="0.0833 in"/>
<input type="checkbox"/> Registration Marks	
<input type="checkbox"/> Color Bars	
<input type="checkbox"/> Page Information	

Bleed and Slug

Use Document Bleed Settings

Bleed:

Top: <input type="text" value="0.125 in"/>	<input type="checkbox"/>	Inside: <input type="text" value="0.125 in"/>
Bottom: <input type="text" value="0.125 in"/>		Outside: <input type="text" value="0.125 in"/>

Include Slug Area



Edit PDF Export Preset

Preset Name:

Standard: Compatibility:

- General
- Compression
- Marks and Bleeds
- Output
- Advanced
- Summary

Output

Color

Color Conversion:

Destination:

Profile Inclusion Policy:

Simulate Overprint Ink Manager...

PDF/X

Output Intent Profile Name:

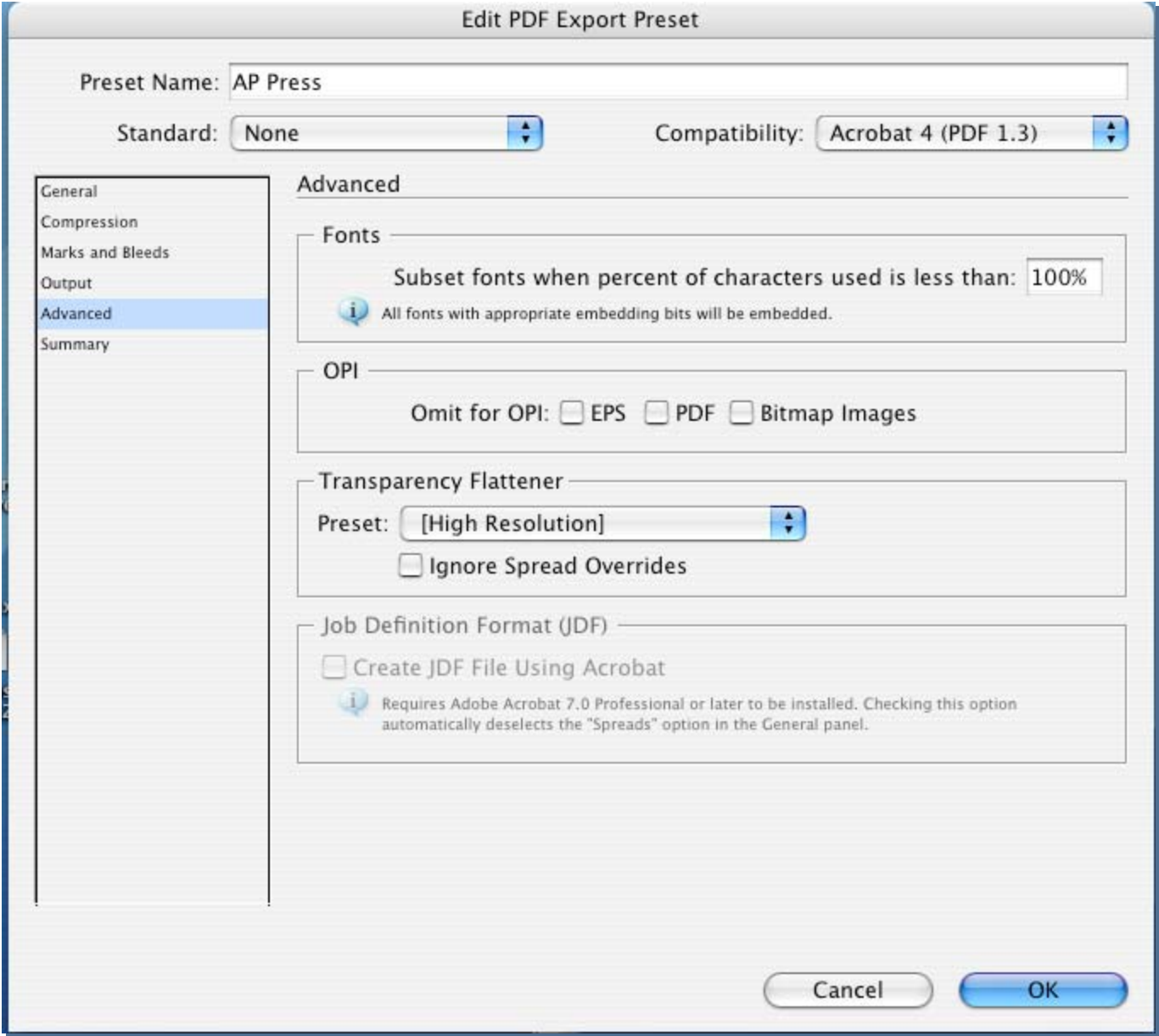
Output Condition Name:

Output Condition Identifier:

Registry Name:

Description

Position the pointer over a heading to view a description.



That is how you Export
as a PDF from
InDesign!

Which Export?

Now lets look at:

QUARK
XPRESS



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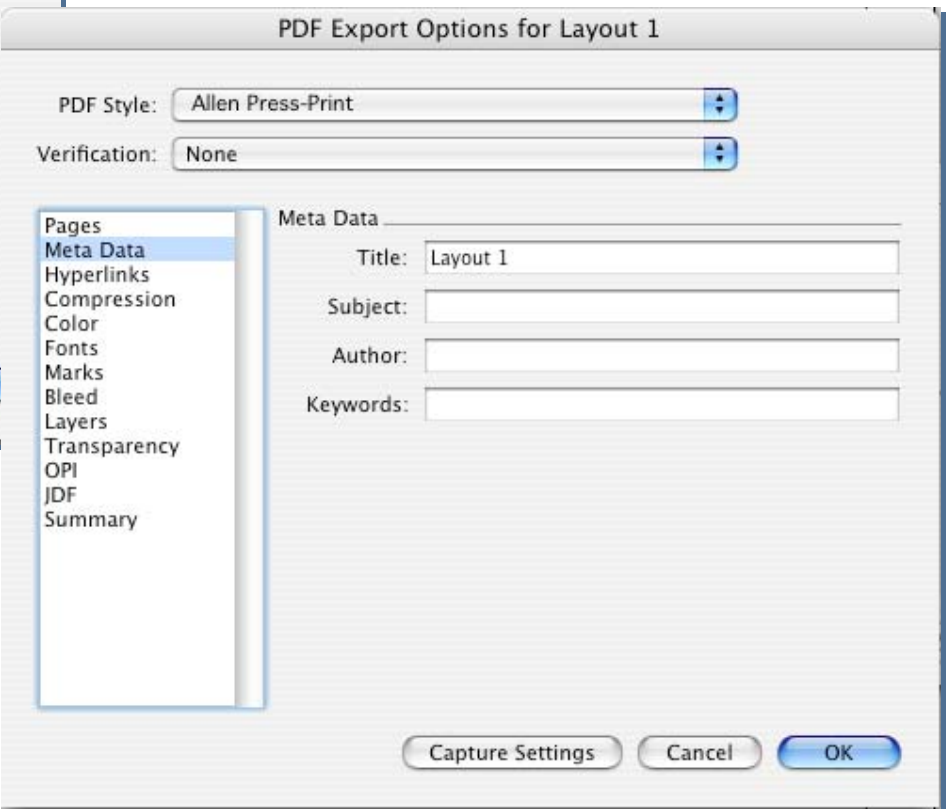
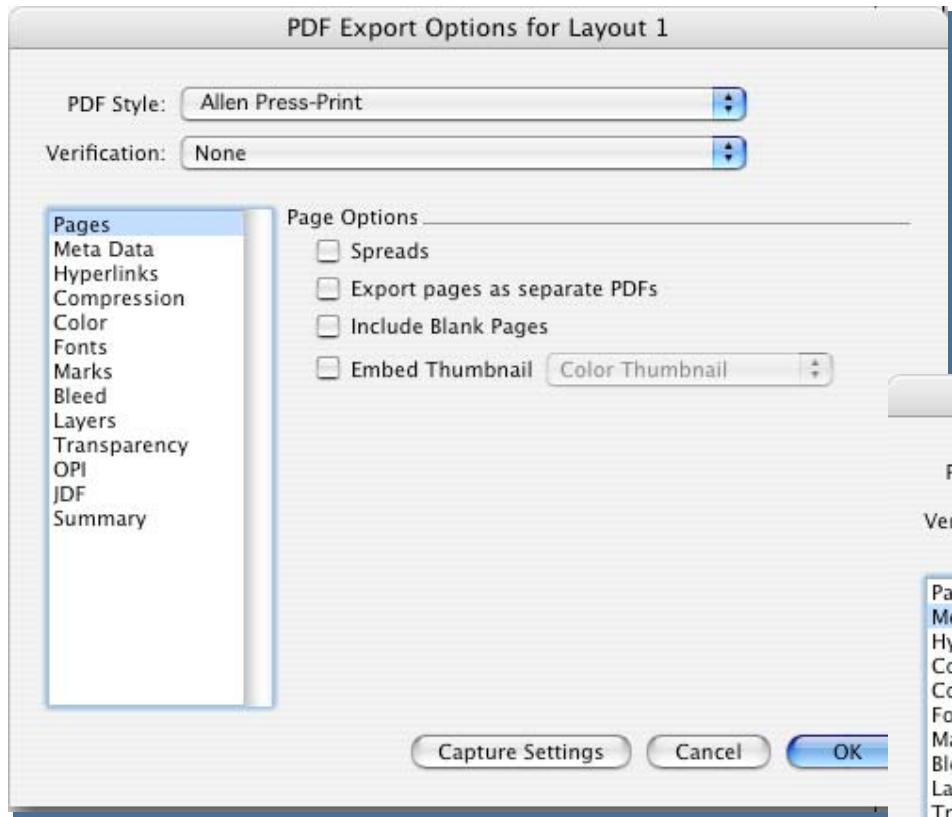


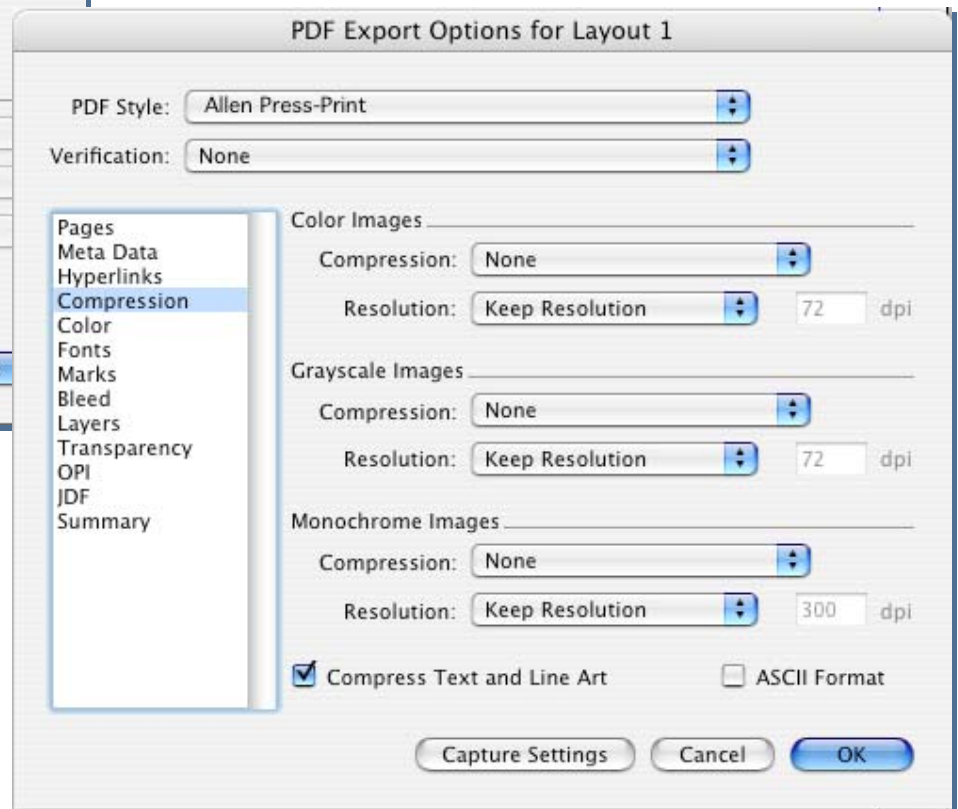
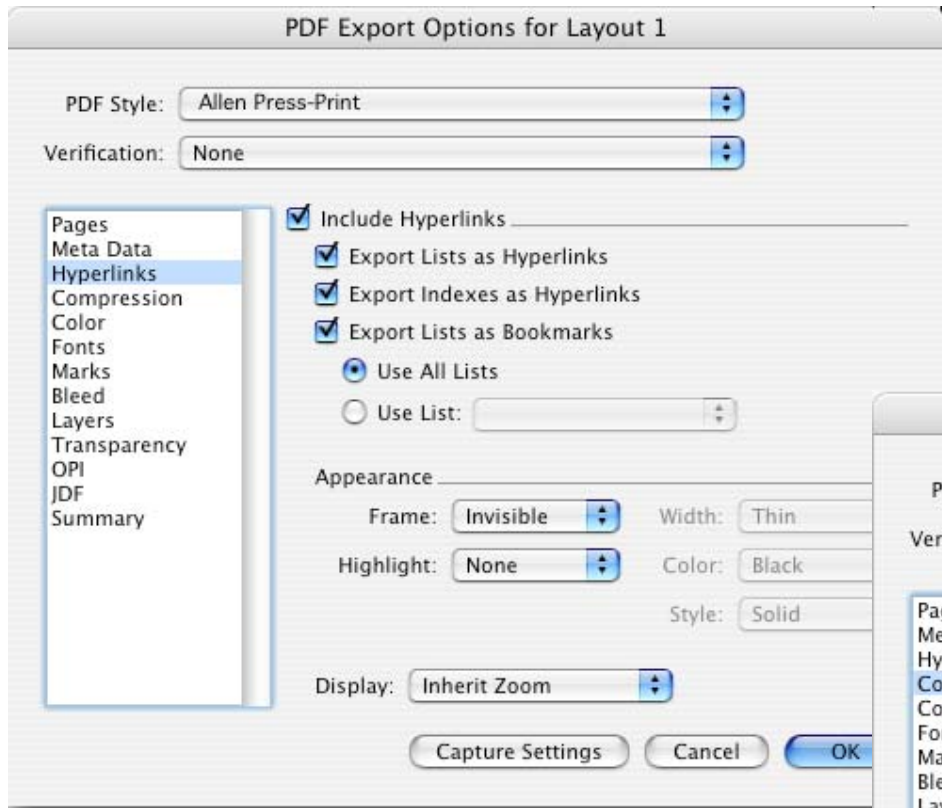
Select the
"Output Styles" button

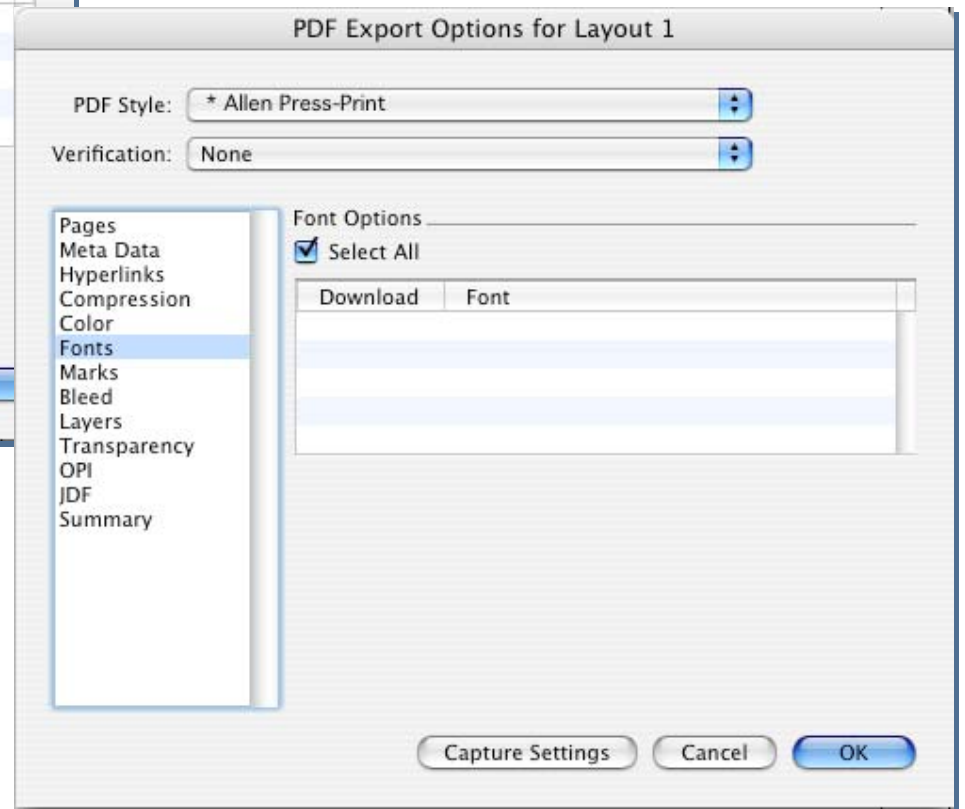
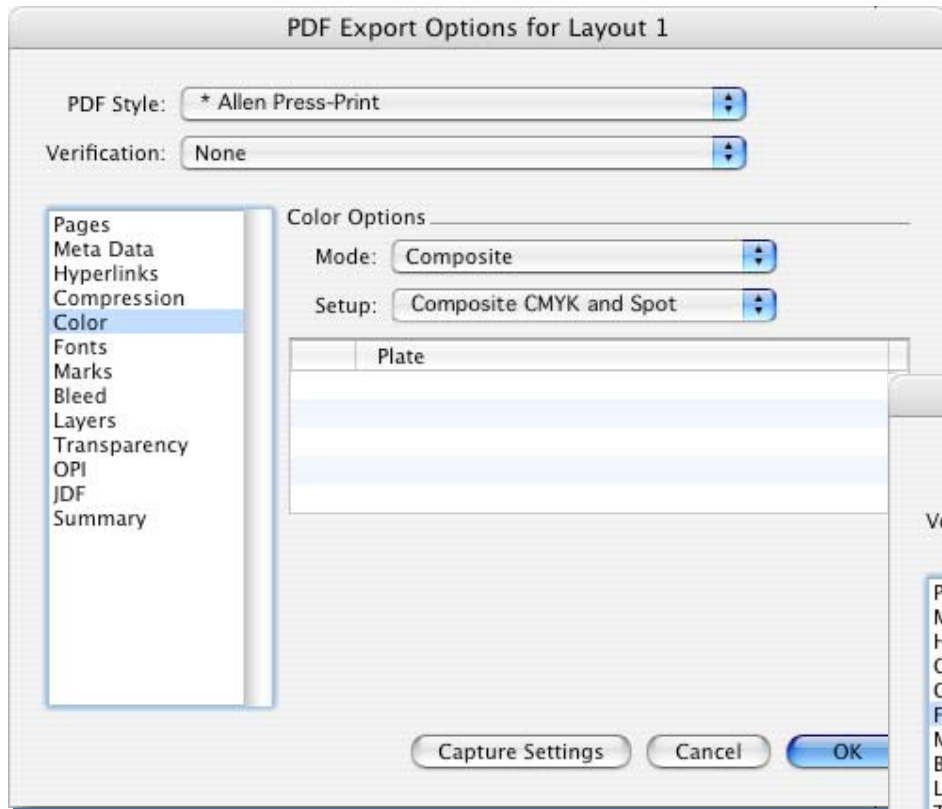


Select
Press -
High Quality//High
Resolution

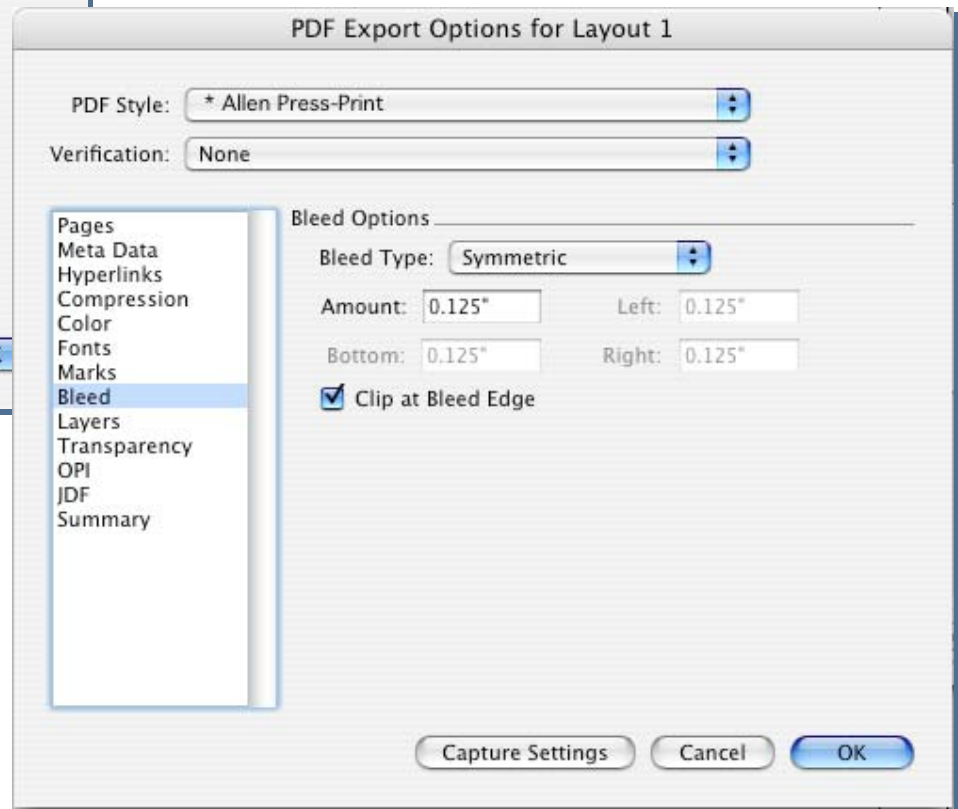
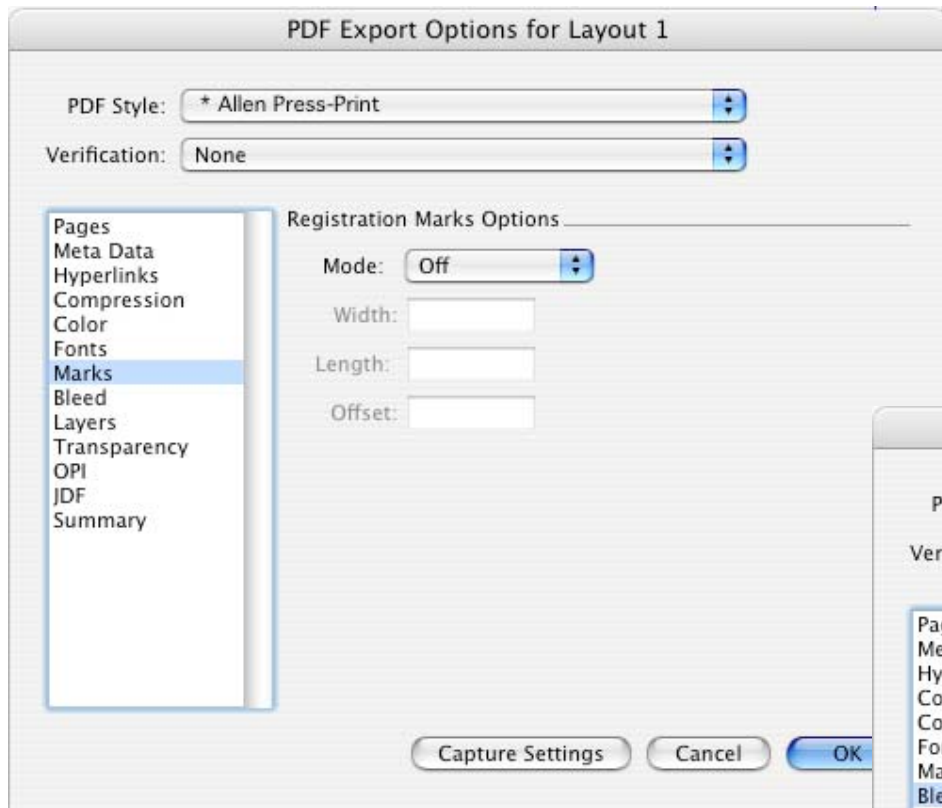
Select the
"Edit" button



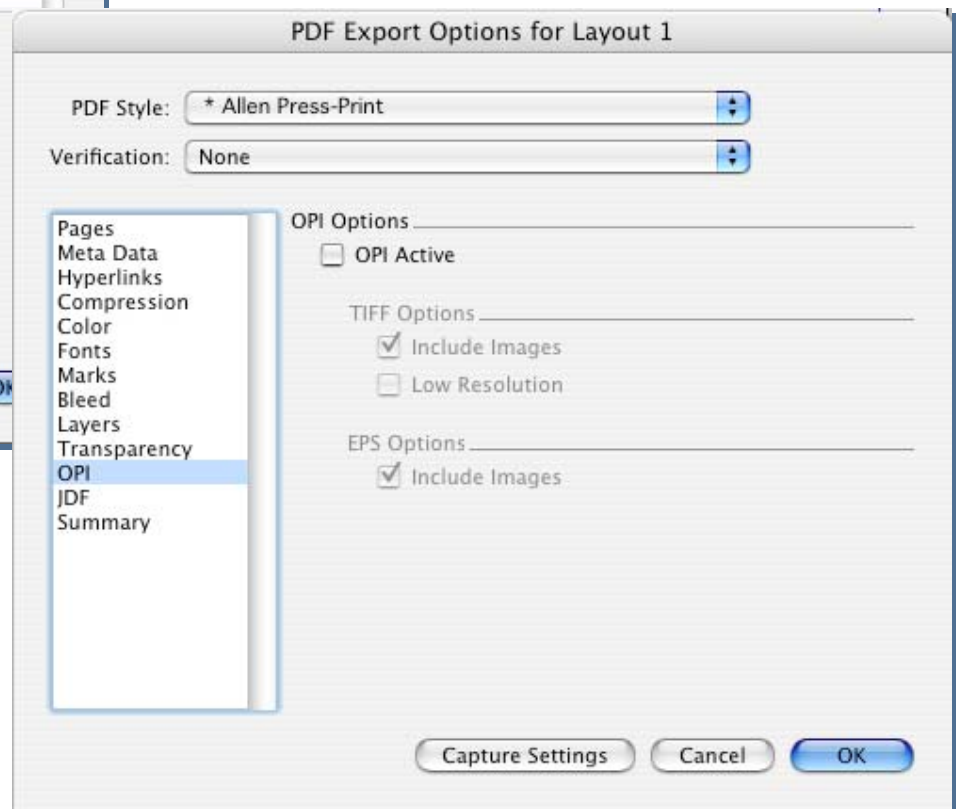
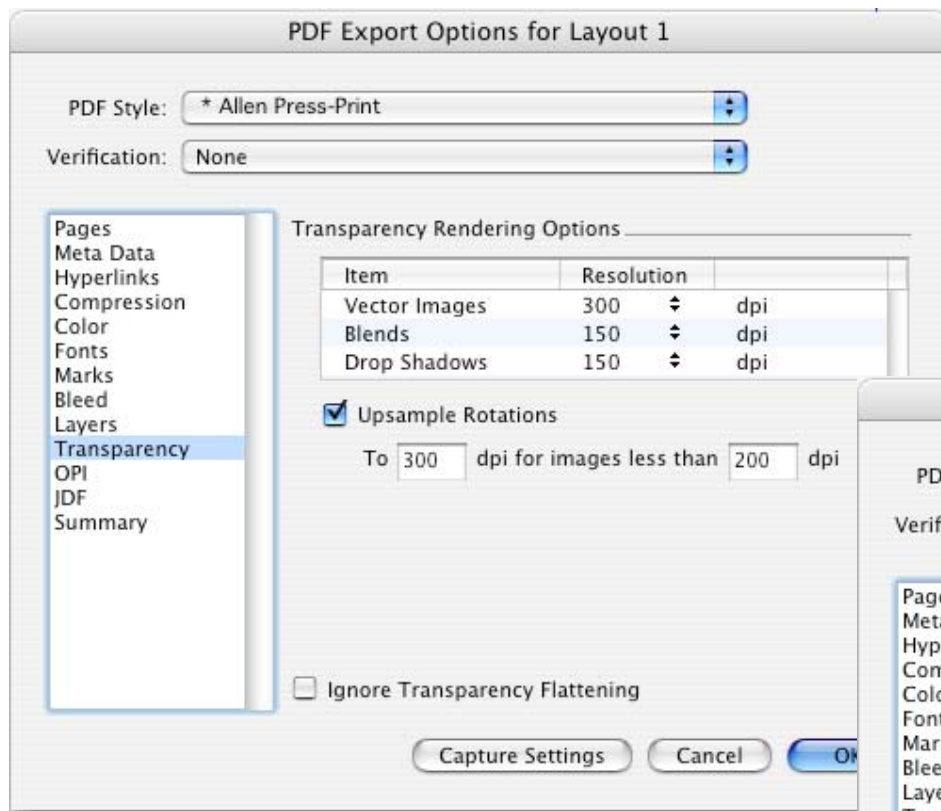




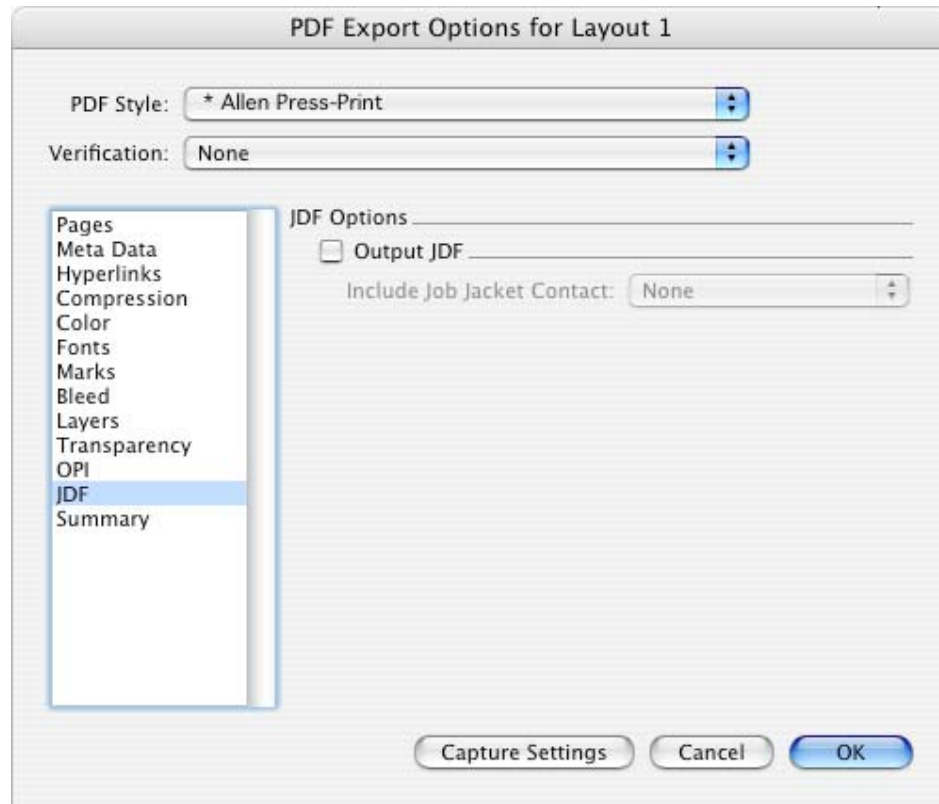
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(JDF: Job Definition Format)

That is how we Export
to PDF from
Quark Xpress!

Once we receive your PDF files we run them through a preflight tool called PitStop.

What is PitStop?

Does Exporting in RGB
measure up?

Does Exporting in CMYK
make a difference?

Which one is the best?

Using Prinergy from
Kodak RGB & CMYK are
not issues.

Will exporting to RGB
cause a color shift when
converted to CMYK?

YES!

Tiff vs JPEG?
Bleeds?
Spot Colors?
Fonts Embedded?

Send in a
TEST FILE!



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Questions?