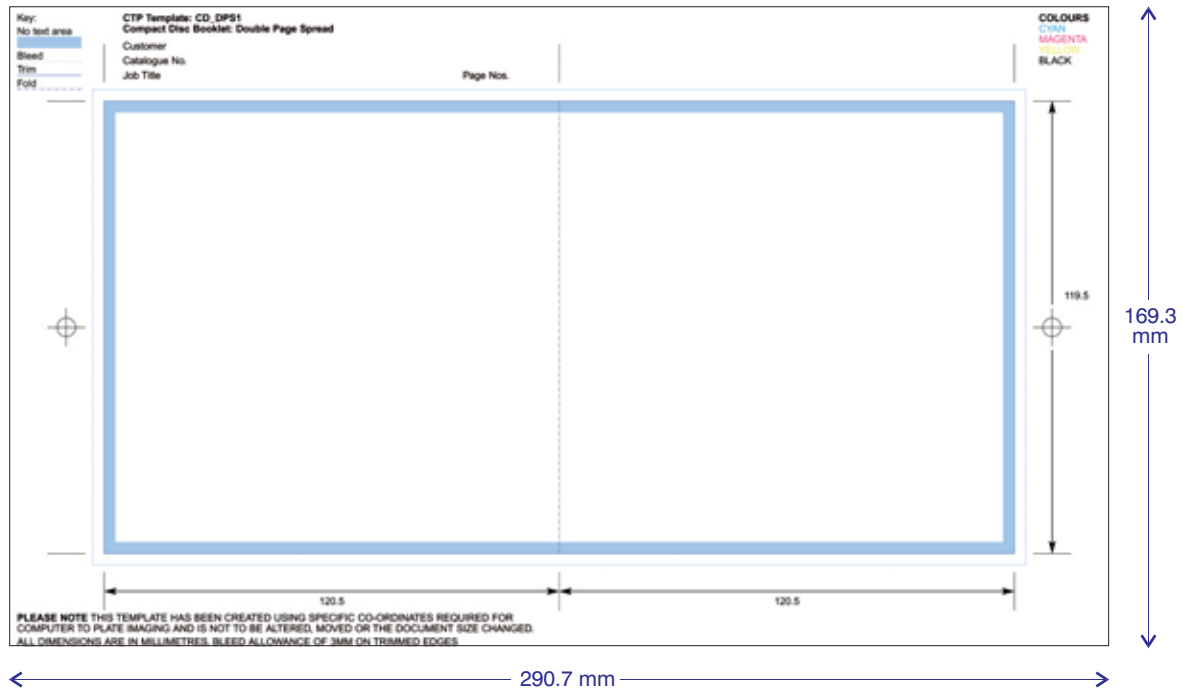




# Using Our Templates to Create a Pre-press PDF for Litho Print

## Example - CD Booklet

1. Here we're using a CD Booklet as an example of how to create a Pre-Press PDF, ready for CTP (Computer to Plate) process for Litho Print. We will use the template called "Standard Booklet Spread". We have provided these templates as Quark Express files, and as PDFs. If you are using Quark Express to do the design, then use the Quark file. With any other design program, first create a page exactly the same size as the PDF template, and place the PDF template onto this page so that it fits EXACTLY onto the page. In this case the page is 290.7 mm wide by 169.3 mm high.



2. Lay out your artwork for the front & back cover spread on top of the template, making sure that you include the indicated 3mm of bleed. Also, keep any text away from the edge as indicated by the blue "no text area" guide on the template (make sure that none of this blue guide remains visible afterwards, otherwise it may be treated as part of the design and end up being printed on the finished product). Make sure that everything in your design (bitmaps, text, lines or any other design element) is defined as CMYK colour. There must be no RGB anything!

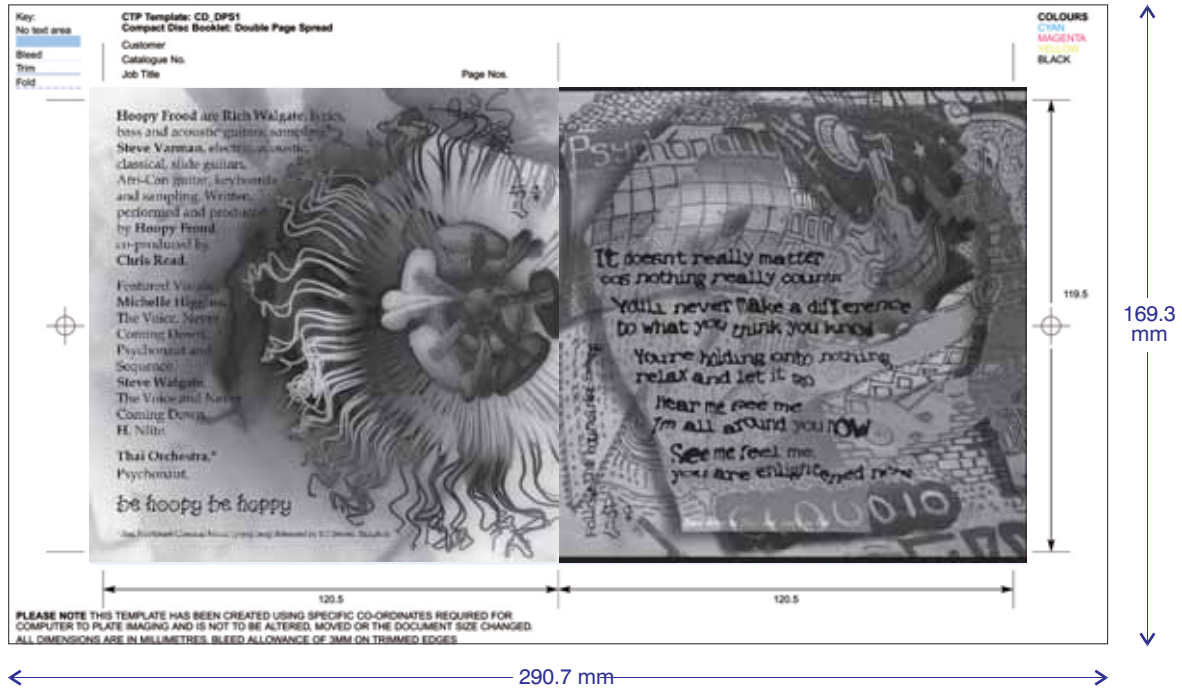




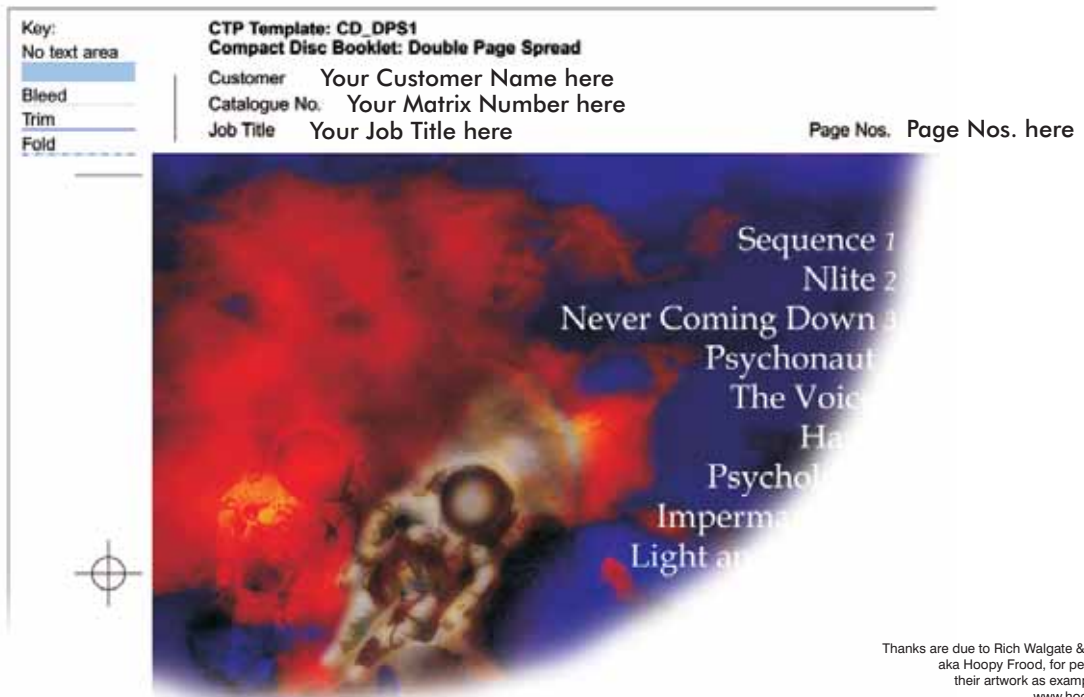
# Using Our Templates to Create a Pre-press PDF for Litho Print

## Example - CD Booklet (continued)

- Repeat the process for the inside pages. For this example, we'll have black & white print on the inside page spread. Make sure that bitmaps are defined as greyscale and everything else in your design (bitmaps, text, lines or any other design element) is defined as greyscale or a percentage of CMYK Black. There must be no RGB anything! If you are having CMYK colour inside pages, then just repeat the previous step 2.



- Add text (in CMYK Black, please) to the artwork so that we have the details of Customer Name, Matrix Number of the job, and Title of the job (as they appear on your customer approval sheet), and which pages of the booklet relate to this spread. Make sure the pages are paired together in Printers' Spreads.





## **Using Our Templates to Create a Pre-press PDF for Litho Print**

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### **Example - CD Booklet (continued)**

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5. Finally, make each spread into a high-resolution pre-press quality PDF. Or you can make one multiple-page PDF where each page of the PDF represents one spread. When creating the PDF, make sure that the page size of the PDF remains exactly the same as the original template, in this case 290.7 mm wide and 169.3 high mm. The size of the page, and the positioning of the booklet artwork on the template, are CRUCIAL in terms of whether or not the PDF will be acceptable to go to print! Give meaningful names to the files and burn them onto a CD or ZIP disc to send to us (make sure the disc is clearly marked as Artwork), or phone 0118 930 1700 for the appropriate email address to send them to.
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**In order to avoid any extra artwork charges, your artwork for litho print must be supplied exactly as specified! So, to recap...**

#### **WHEN DESIGNING THE ARTWORK**

1. Artwork MUST be supplied laid out on the appropriate template supplied on this disc. Phone the Graphics Department on 0118 930 1700 if in doubt about which one to use.
2. Some design packages, Corel Draw, for instance, may convert a PDF template into RGB during importing. If that happens, convert the PDF to a CMYK bitmap before laying out your design on top.
3. Certain templates, such as those for Card Wallets, will incorporate a 'No Print' area - an area that has to be kept free of ink so that it can be glued during the finishing process. Do not allow your design to go into those areas.
4. Add 3mm BLEED where any image or design element goes up to the edge of the design. Do NOT include any guidelines, or anything not to be printed, within the print area. Keep any text, logos, or any design element not meant to bleed off, at least 3mm away from the edges of the print area.
5. An image of 72 dpi may look good when viewed on-screen, but will probably look very fuzzy or blurred when printed on paper. Images used in your artwork should, for the sake of quality, be of a resolution of 300-400 dpi for colour, and 1200 dpi for mono, at the size at which they are being used (resolution and size are related, so a bitmap of 300 dpi can still look bad if it is stretched out to 4 times the size!). On the other hand, too high a resolution doesn't lead to any gain in quality, and only creates huge files.
6. Printing is via CMYK process, so any colour bitmap images must be in CMYK format, and all text, lines, boxes, or any other design element must also be defined in CMYK colour. Absolutely no RGB!
7. For Black & White designs, any bitmap images must be in greyscale format and any text, lines, boxes, or any other design element must also be defined as a percentage of CMYK Black. Again, no RGB!
8. Artwork for multi-page items with two or more pages to view must be supplied laid out in Printers' Spreads. You must make it clear which page numbers the spreads relate to (see step 4 in the example above).

#### **WHEN SUPPLYING THE ARTWORK AS A PDF**

1. Artwork MUST be supplied on our template as a high-resolution pre-press quality PDF
2. The PDF MUST be supplied in Composite, not Separations, format.
3. The PDF MUST be the same page size as the original template.
4. The PDF MUST contain absolutely NO RGB elements.
5. The PDF MUST be set up so that all fonts are embedded.

**If you're having difficulty supplying the artwork in this way, then our Graphics Department will be happy to help, but we will have to charge the standard studio rate of £75 per hour (plus VAT) for sorting out any problems.**