PREPRESS: refers to the preparation of digital files for printing. It comes after the design and page layout stage, although prepress planning is crucial during those stages to insure that files print properly. Some of the prepress tutorials categories included in this section include Camera Ready Artwork, Color Separations, Halftoning, Imposition, and Trapping.

PREPRESS WORKFLOW: preflight, customer consult, rip, proof (HP_4c blueline or Epson 10,600 contract).

PREFLIGHT: is the final check and double-check to make sure that the files are ready for printing. Preflight software can help with this task.

PROOFING: takes place at many stages in the entire design, prepress, and printing process.

Softproofing: viewing an image on a calibrated monitor.
The calibration has to be geared toward the final output (press).
Digital Proofing: Ink Jet (Epson 10,600 - 1440 dpi with error diffused dot)
ICC Profile: The proofing device that is being used as a contract between proof and printing must match each other. Most proofing devices use inks, paper and mechanics that need to be adjusted to simulate the press (final output).

COMMUNICATIONS/PROCEDURE: each customer deals directly with a member of the sales staff as well as a customer service representative. Communication can be conducted by phone, or email. Files can be reviewed prior to proofing via internet (email or FTP).

TROUBLE SHOOTING: when an error occurs while opening or ripping the file. First, determine what application was used, as each application has its own specific postscript issues. Second, determine if it is a specific element in the file. Third, determine if this problem is inherent to the file or our workflow and fix accordingly.

FONTS: are a collection of glyphs (character shapes) used for the visual depiction of character data. Types of fonts:

PostScript–a programming language that allows for high-resolution output of resizable graphics.
PostScript fonts consist of two parts (screen and printer), which are both necessary for the font to be properly displayed on screen and printed.

TrueType–TrueType fonts contain both the screen and printer font data in a single component, making the fonts easier to install.

OpenFace–Like TrueType, OpenType fonts contain both the screen and printer font data in a single component. However, the OpenType format has several exclusive capabilities including support for multiple platforms and expanded character sets.
However, not all OpenType fonts contain additional characters. Many fonts have been converted from either PostScript or TrueType formats without expanded character sets to take advantage of the cross-platform functionality benefits of OpenType. Unless clearly stated otherwise, assume that the OpenType font you are purchasing features the traditional character set found in PostScript and TrueType fonts. OpenType fonts that do contain expanded character sets are referred to informally as “OpenType Pro” fonts. Support for OpenType Pro fonts is increasing, yet the format is yet to fully catch on. Currently, InDesign 2.0 and Adobe Photoshop 7.0 can make use of the expanded character sets. Quark and Microsoft product users, may have to wait for future releases to fully take advantage of this feature.

HIGH RESOLUTION IMAGES: in general, optimal image resolution is twice the line screen:
optimal dpi = 2 X lpi. Line screens for quality offset lithography is 133 to 155 lpi.

COLORED TIFS IN QUARK/EXTENSIONS: Quark will allow you to make “fake duotones” from grayscale tiffs. However, Quark does not write this information into postscript code. Quark has extensions available for special features. If the customer uses an extension, they must send the extension along with the file.

LASER PROOFS: customers should provide accurate, up to date laser proofs. Color broken preferred.

VIRUS: code specifically created to disrupt the proper functioning of system software. Virus protection is recommended.

SIZE: referring to the document determines trim, fold and bleed. When referring to the file is measured by kilobytes, megabytes or gigabytes.

EMBEDDED IMAGES: images whose data has been directly incorporated into the file with no external links.

JOB COLOR: colors actually used in a file.

DISK ASSEMBLY: Disks need to be prepared with only the appropriate elements involved in the file.

STRIPPING LAYOUT: Form that determines how pages are assembled in order to go through the press, fold and cut. Layout is determined by the quantity, sheet size and press.

ELECTRONIC STRIPPING (PREPS): program to assemble pages determined by sheet size, quantity and press.

COREL, VENTURA, MICROSOFT WORD: Extra time should be added in quote for these programs. Any files created in Word will need to be fomatted for use in our workflow.

MICROSOFT PUBLISHER, POWERPOINT: software to create office documents and slide shows. Print to PS file and create a PDF file which can be edited (ie. colors changed) in vector editing software such as Adobe Illustrator, CorelDraw or Pitstop.

BITMAP VS. VECTOR: raster images (photographs). vector images (line art, illustrations)

RGB VS. CMYK: RGB (red, green, blue: Light); CMYK (cyan, magenta, yellow, black: ink)

PDF: (portable document format) cross-platform software. PDF is a reliable format for electronic document exchange that preserves document integrity so files can be viewed and printed on a variety of platforms. PDFs created for printing need more knowledge and attention for proper results.