

VINTA-PRINT

printing tips for designers

Don't be a sap!

Make sure your
print designs are
sitting pretty!



VINTA-PRINT

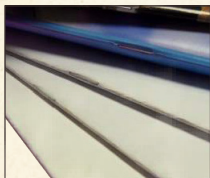
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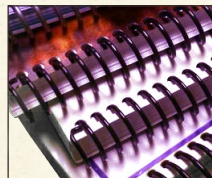
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90# text

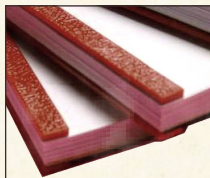
Ab-so-lute-ly Binding!



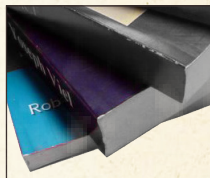
Saddle-Stitch



Coil Binding



Velo Binding



Perfect Bind

Anatomy of a Print Document



We all know what a **page** is. This is the most singular form of a printed document or book, one single page. It can be printed on one side or double sided (printed front and back).



A **spread** is comprised of two pages side by side. This is the most common way of laying out booklets and books. A spread can also be double sided or single sided. In books, we usually see that they are double sided.

A **leaf** is the actual sheet of paper the spreads are printed on. A leaf typically has 2 spreads, or 4 pages printed on it. This booklet has 3 leaves, 6 spreads, and 12 pages (including the front and back cover).

A **signature** is a collection of leaves. This booklet is considered one signature. Novels are made up of several signatures.

In A Bind? Binding Types

Saddle-Stitching is typically used for thin booklets, up to about 40 pages. This type of binding takes several leaves, stacks them on top of each other and secures them with staples down the fold/spine. This booklet is an example of saddle-stitch.

Spiral or Coil binding is ideal for thicker documents, up to one or two inches thick. The single piece of coiled, plastic binding is wound into small round holes on the left side of the document. This type of binding allows the document to open flat.

Velo binding is produced by punching eleven holes into the left edge of the document and placing two strips of plastic on the top and bottom of the document. Plastic posts slide through the holes and into the bottom strip of plastic. A machine then cuts and melts the posts to the bottom strip of plastic. This binding prevents the book from being opened flat.

Perfect binding is the most common bind for paperback books and uses glue as the binding agent. A machine takes many signatures, presses them together tightly, and then glues the edges to the book's cover.



80# text

Don't get all balled up!

PPI vs. DPI

Many people confuse PPI with DPI. It's an honest mistake! PPI stands for pixels per inch. This is used when referring to resolution

on screens. DPI stands for dots per inch and is used to talk about print image resolution. When printing, 300 dpi will render sharp images.



300 DPI



150 DPI



72 DPI



Now you're on the trolley!

1 Bit vs. 8 Bit

Bit depth refers to how much information is stored in each pixel.



1-bit images only have one digit (a 1 or 0) to store the darkness of each pixel, giving stark contrast.



8-bit images can store 256 tonal ranges (8 digits), resulting in realistic images.



Putting on the Ritz!

Process vs. Spot Color

Check out the fancy spot colors! Spot colors, like the Pantone color system, allow for specific color choices that never vary from print

shop to print shop. They are mixed before entering the printer. Process colors are built in the printer with Cyan, Magenta, Yellow, and Black.



Duotone

PANTONE 7711 C

PANTONE 485 C



Tritone

PANTONE 7711 C

PANTONE 485 C

PANTONE 440 C

A duotone image uses 2 spot colors to make up the tonal range of an image.

A tritone image uses 3 spot colors to make up the tonal range of an image.

Printing Process Colors



Cyan

Magenta

Yellow

Black (Key)

When printing CMYK process colors, the printer digitally separates the colors. It then recombines them, layering one color over another, until the image appears as expected.



C

C+M

C+M+Y

C+M+Y+K



How to...

Set Up A Print Document

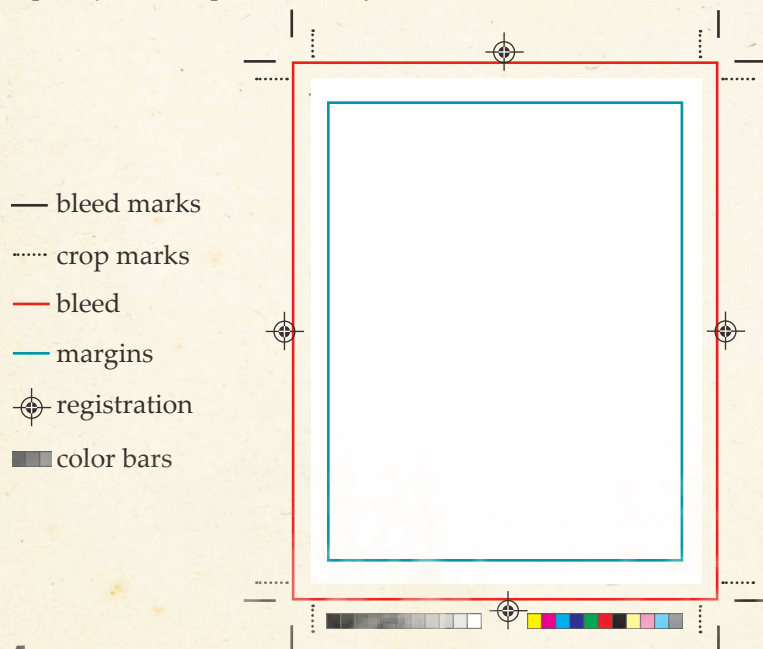
When setting up a document for print, it is important to use **printer's marks**. These marks help you during your design process and during the print process.

The **margins** tell you where to place your important images and text. You will want to place all important objects inside of the margin box. Anything sticking outside of the margins runs risk of being cut off when the printer crops the page to your specified size.

Sometimes a printer will not trim the document exactly where you tell them to. To avoid the possibility of having an unwanted paper line down the edge of your beautifully designed document you will need to place all background images on the **bleed** line.

Your **registration marks** help the printer accurately print a document on both sides. If the registration marks line up, so do the margins of your document! This helps with double sided printing and keeps important information from being accidentally being cropped off.

Color bars are used by the printer to make sure your colors print correctly. They can be used to measure ink density, overprinting, or to help find out why a print job is not print correctly.



Save some clams!

Set It Up Right

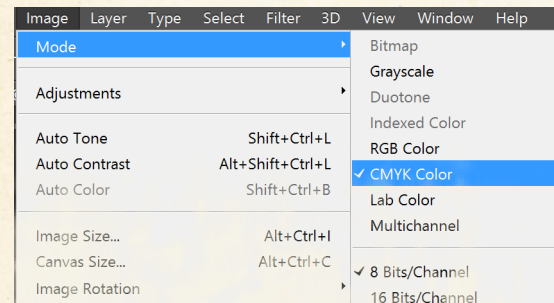
When designing a new print document in InDesign, you can save time and money if you know how to set it up right the first time!

First, make sure you select print as your **intent**. Selecting this will ensure your colors are managed appropriately. The **facing pages** option allows you to control whether or not to design with full spreads or as single pages. Selecting the number of **columns** will help you set up a grid to work off of and the **gutter** refers to the space between the columns.

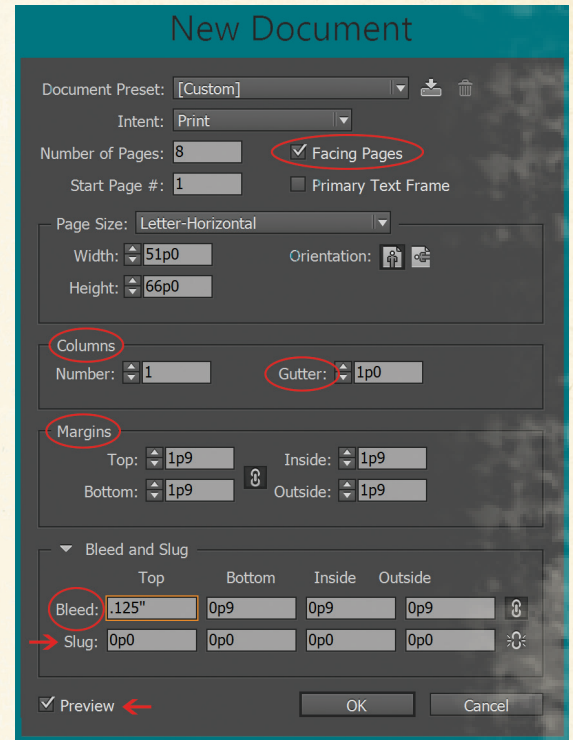
Next, the printer's marks are set. You can control how much space is between the edge and your **margin**. The **bleed** is also set here. Your printer can tell you what size this should be,

but a good rule of thumb is 0.125 inches. The **slug** is not required (nor does it refer to a bullet), but useful if you have any notes to specify to the printer about the job. It will add an area at the bottom of the document for notes to your printer.

Finally, the **preview** button helps you visualize the options you are selecting.



If you create any images or elements in Photoshop or Illustrator, be sure to switch your **color mode** to CMYK. RGB (red, green, blue) color mode is for screen display only. CMYK uses ink during printing while RGB displays light through a screen.



Don't take any wooden nickels!

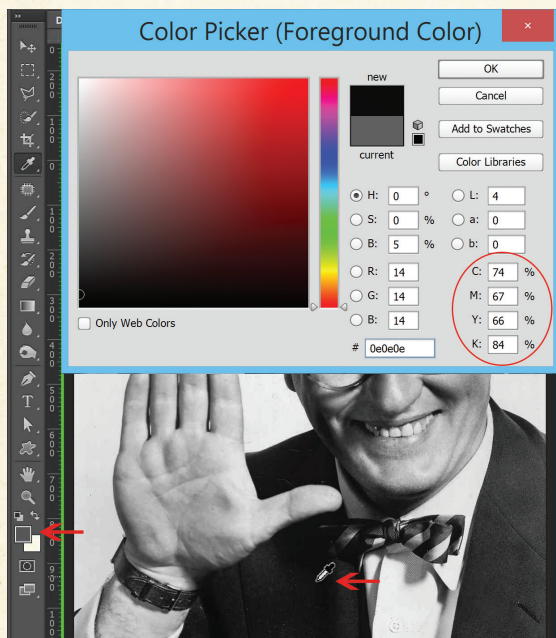
Flat vs. Rich Black

When printing, there are different types of black that you must keep an eye out for. Most images or objects you create in Photoshop will use a *rich black*, while InDesign or Illustrator make use of *plain black* by default. The difference is that **rich black** is created using all the process colors (C=75, M=68, Y=67, K=90), where as **plain black** uses only the black ink and leaves out the other colors (C=0, M=0, Y=0, K=100).



Plain Black Rich Black

Make sure you match your blacks when placing a black image onto a black background, or you will get two different looking tones of black! To do this, open your image in Photoshop first, double-click on the foreground color to open color picker. Then use the eye dropper tool to select the black in question. The color picker will tell you exactly what combination of colors to use in your other programs. You can see this information below.



It is not a good idea to use full saturation (100%) of all four process colors to create whatever black you choose, as this will lead to over-saturation in your printed document. This will cause trouble for the printer and will make the ink on your documents too thick.

For type, especially body copy, it is also a good idea to use plain black, or a spot color for your text. If a rich black is used, and the printer's color separation is not aligned properly, you will see **ghosting** around your text. Ghosting will make the type look blurry and difficult to read.

Print is the bee's knee's!

Printing Tips and Tricks

Proofing your work is essential in getting the print process right! A proof is a printed copy of the document that is used to verify that the colors, design and print process is error free.

Keep in mind that the **colors** you see on the screen are not always what you get when printing. Make sure to print a copy during the design process, so you know what the colors you have chosen look like on paper. This is true for spot colors as well as process colors. If you do a lot of printing with spot colors, it might be a good idea to invest in a **color guide or swatch book**. This is a book that has all the swatches and color codes of a

particular set of spot colors. You can use the book to see what the printed version of your colors will look like.

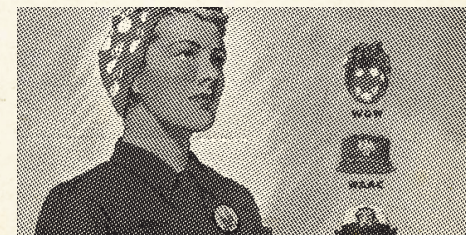
Communicate with your chosen printer! Before even starting the design process, it is a good idea to check with your printer about paper weights, paper sizes, and file type requirements. Discuss the details of the job with your printer and get a quote. They will likely be happy to help, and you will gain valuable knowledge about the print process. Having a good relationship with your printer never hurts either. We all have those last minute emergencies every now and then!

Halftone Images

Halftone is a technique that creates the look of a continuous tone by using various sized dots to mimic a full gradient. This is sometimes used in newspapers and magazines in order to conserve ink.



Halftone Gradient



Halftone Image

Attaboy! Almost there!

PDF Settings

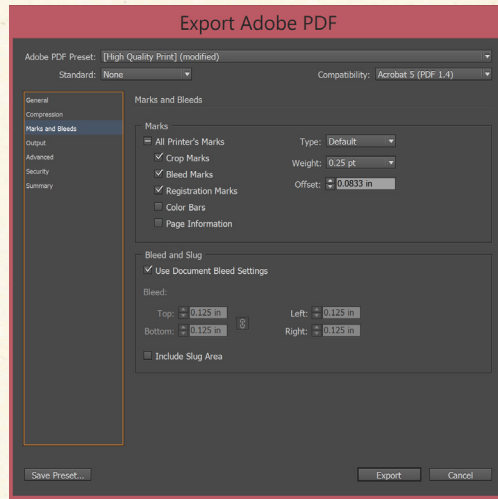
Now it is time to send your files off to be printed. You have set up the document correctly, contacted your printer, and saved the design

in InDesign. You are all set! Right? Wrong! There are a few more steps to take to ensure your work is printed correctly.

Most printers prefer to receive a **PDF** document. A PDF allows your fonts to be embedded, as well as your images. PDFs are a fairly universal file type, so the printer's computer will more than likely open it with little trouble. If you are submitting your file as a PDF it is important to export the document using the **High Quality Print** preset.

Your settings will likely vary based on the type of document you create but the basics will likely be the same. Most all print projects will need printer's marks included. You can find this option in the **Export Adobe PDF** menu, under **Marks and Bleeds**. If you have setup the file correctly, using InDesign to control your bleeds, slugs, and margins, you can allow the PDF to use Document Bleed Settings.

Some printers will help edit your project for minor issues that arise during printing. To do this, the project must be submitted as an InDesign file. If this is required you must **package** the file for print. This packaging process ensures that your images are linked in the document correctly and that your fonts show up as expected. Not all computers will be installed with the fonts that you have chosen, so you must make sure your desired fonts are included in the document.

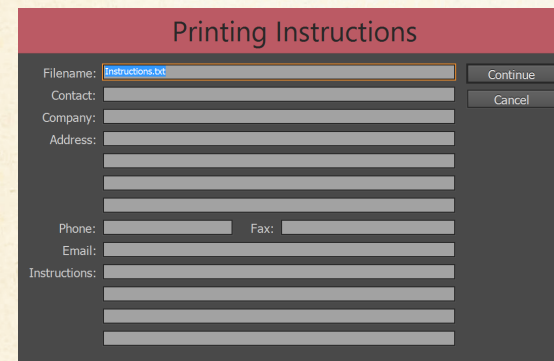
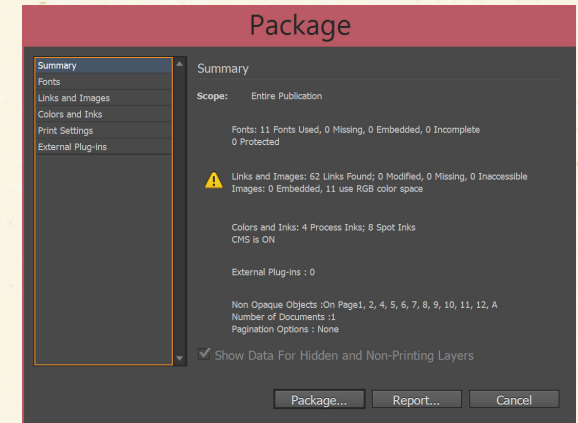


...and all that jazz!

Pre-Press Packaging

Not sure how to package your files? How about step by step instructions to help you along the way?

In InDesign, select **File>Package**. A window will appear giving you a summary of the file. This will alert you if there are errors with an image link, how many colors you may have used, and if there are any problems with the fonts you have selected. You can find more detailed information by clicking on each tab (fonts, links, colors, print settings, and plug-ins). If there are any errors found, this dialogue will allow you to fix them. Check through this screen carefully, then click **Package...** at the bottom.



InDesign will require that you save your file, then another screen will appear that allows you to enter important printing instructions. Finally it will prompt you to choose a save location. On this screen you can also choose to produce a **Print Quality PDF** automatically. Now your file is ready to send off!

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