

Peter's guide to saving files to be printed:

Convert any spot colors to process/cmyk colors, Images can be RGB or CMYK.

Flatten any Transparencies- ie Select All, go to Objects, select flatten transparencies ***FLAG these to your printer to soft proof before printing***

Save As (Illustrator/Photoshop) or Export (InDesign) as PDF

Choose "Press Quality" in the presets list, then choose PDF/X-3:2002 **VERY IMPORTANT
(You can also select "High Quality" as a simpler option, Press quality is more for commercial/professional environments, HQ for standard/basic printers ie Kinkos etc)

Uncheck "Preserve Editing Capabilities"

Put all files in one "printing" folder in your root drive with your name on it ie "Mikes/Melody's Final Print Files"

Double check all pdf's by opening in Acrobat, compare with your original design file.

Rules for images:

Mode 8 bit, RGB, no larger than 150ppi at full size, saved as Adobe RGB 1998. TRUST ME - This all you need.

Printers have less colors to work with so use more dot/inch to recreate the pixels/inch in your photo

The ratio is 4:1 for HP & Canon & 8:1 for Epson, so if printing at 600 dots per inch on printer / 4 = 150 pixels per inch in photoshop

For Epson if printing at 1440 dots per inch on your printer / 8 = 180 pixels per inch in Photoshop

Dont assume pixels on your file are equal to the dots required on the printer to recreate it

The printer driver will delete the unused dots, so its better to have your design program do this instead of the driver

Understanding PDF files- basic

Look at PDF's as Icebergs

Your desktop printer ONLY sees the preview image ie jpg/tiff depending on how you save it--aka the tip of the iceberg

A professional printer can see the rest of the iceberg under the water, and there's a lot there, hence how you save it being so important.

I can explain any of this in detail, but follow these rules and your printing life will be a lot easier.

Happy printing

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