

Creative Do's and Don'ts

Do	Create Document the same size as the piece will print. Example - if the size of a job is 8 3/8 x 10 7/8 don't create the job 8 1/2 x 11.
Don't	Create Document on a larger size page and draw in the crop marks.
Do	Use only type fonts that are actually available in your pull down font menu.
Don't	Stylize fonts by using the buttons on the control strip. (Bold, Italic etc.)
Do	Import graphics into a document.
Don't	Copy and paste a graphic into a document, as that will not create a link.
Do	Create bleeds of 1/8 inch, if you have an item (graphic, lines, screens) that will go to the edge of the page. This is done by pulling the item over the edge of the page 1/8 of an inch. Any part of the item that is positioned off the edge of the page will be cut off when the job is in finishing.
Do	Create clipping paths for graphics where the background needs to be dropped.
Don't	Select background with magic wand and delete. This will create a jagged edge, and will leave a bounding box.
Do	Use hi-resolution graphics. Minimum for 4/c and halftones is 300 dpi. This is the standard if you are running your job with a 150-line screen.
Don't	Pull JPEG 72 dpi images off the web, or take screen shots and place them in a document. Your images will be low resolution, and will be blurry, or jagged when printed.
Do	Create colors in the documents that are specified CMYK for process colors, and Pantone numbers (PMS) for spot colors.
Don't	Create CMYK if the color is a spot color. When creating blends make sure you specify the correct color.
Do	Use a page layout program to do your document.
Don't	Use Microsoft® programs for documents that will be used for printing to film or plates. If you have a document that is already created in one of the following programs, have a designer recreate it in a page layout program such as Quark Xpress®, or Pagemaker® Programs to use with caution for desktop publishing: Word®, Publisher®, Excel®, Powerpoint®. Colors can not be separated out from these programs. They are best for office use, and work well going to a laser printer or a color laser printer, but will not go through a RIP.
Do	Preflight your job before putting it onto a disk for your service provider. The job needs to arrive with 1. Documents 2. Fonts 3. Graphics 4. Clean Lasers 5. Any special instructions written out 6. A name of a person to contact in the event of a problem.
Don't	Send job without the above items, as it will slow the process of getting your job done.