



HARPER HOUSE
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Preparing Desktop Publishing Files for Optimum Output

Document Setup

- Set your document size to be the same as your final trim size.
- Extend bleed to 1/8" beyond the trim.
- Eliminate unnecessary elements from the document, such as unused colors and patterns.
- Eliminate unnecessary elements that may be layered behind other elements, or on the pasteboard.
- Remove any fold or cut lines from print image area.
- Save multiple-page documents in "reader" spreads, not "printer" spreads.
- In the case of multiple-page documents, the document size should equal a single page, not the entire spread.

Fonts

- Include all fonts, including fonts used in imported graphics such as Adobe Illustrator EPS files.
- Do not use the style palette to 'bold', 'italicize', 'outline' or 'shadow' typefaces.
- Type 1 fonts are recommended.
- Multiple Master fonts are highly discouraged.

Colors

- Remove any unused colors from the color palette.
- Name spot colors consistently within all graphics imported into your layout.
- Pick colors using the Pantone Ink Guide.
- Spot colors converted to process equivalents should be closely watched for consistency.

Images

- Remove any extra channels in image files.
- Images should be saved as either TIFF or EPS.
- Do not compress images.
- Make sure your images have enough resolution. If an image is placed at 100% of its original size, the PPI(Pixels Per Inch) should be twice the LPI (Lines Per Inch).
- Watch the images effective resolution. If your image has the correct PPI at its original size, do not enlarge the image in a page layout program more than 133%. The effect on PPI to DPI ratio at 133% enlargement is a reduction from the optimum ratio of 2:1 down to a working ratio of 1.5:1.
- Avoid using Quark XPress EPS files. EPS files made by using the Save Page as EPS function in QuarkXPress typically do not output reliably to high-end output devices.
- Make sure all support graphics accompany your document, including images that are embedded in imported graphics such as Adobe Illustrator EPS files.