

Print made *easy* fact sheet

Tips and hints to make print as easy as it should be

blue
print
dynamic print services

proofing

This sheet provides information and advice on what to keep an eye out for when checking a proof.

> HOW? > TIP > **GUIDE**

The proof is in the printing

There are 2 main types of proofs to choose from at Blueprint. Hard copy and digital PDF both have advantages and disadvantages.

Hard Copy

These proofs are created from the same digital file that the final printing plates will be created from. At Blueprint, there are a few types of hard copy proofs to choose from.

It is important you choose the proofing system that is appropriate for your job.

Black and White Laser

These are perfect for those 1 and 2 colour jobs that just need the copy checked to ensure no text has reflowed, images are intact and all the indices and page numbering is correct.

The drawbacks of receiving hard copy proofs is the added cost and time of physically sending them to you and then you sending them back to us. Whether you see a hardcopy proof or not, our printers always use them as a reference to check against the printed job.

Colour Lasers

These are the proof of choice for 95% of our clients, and have proven to be cost effective and perfectly suitable for checking basic colour, type, image quality and placement.

Epson Digital Cromalin

These are high-resolution, colour accurate proofs and will provide you with the best indication of colour for your 4-colour images.

These are slightly more expensive, but perfect if you have any doubt about the colour accuracy of your images.

Digital

PDF proofing is by far the fastest and most convenient form of proofing. We prepare your artwork for CtP output, create a PDF from this digital artwork and email you the file.

You can view the proof on screen or print it out on your colour or black and white printer.

If all is OK, you email us back the file with a message to proceed.

If you have any changes we can make them quickly and e-mail you a new proof.

We'll even send copies of the PDF proofs directly to other people in your organisation or to your client on your behalf. Talk to us about what suits you.

...too easy!

Acrobat PDF documents

PDF stands for "portable document format". The important difference between a PDF file and other text document files, is that PDF documents are application and platform independent and generally not editable.

A good way to think about them is simply as a printed document which you can email and view on screen.

To view a PDF document you require the Adobe Acrobat Reader. This is free software, often bundled with other applications. It can also be easily downloaded at: <http://www.adobe.com> or ask us for a copy.

Once you have opened your PDF proof, it is good practice to print it and inspect it closely.

You may miss things just glancing at it on screen.

What to look for when you are checking a proof.

Checking a proof can at times seem daunting, but if you use this checklist to help, you will at least have a consistent approach each and every time.

One of the big advantages of CtP over film is the absence of hiccups, hairs and scratches in your proofs. With CtP these are a thing of the past.

Proofing checklist

- Ensure the fonts you have supplied are the ones that have been output.
- Make sure the text has not moved or that words and sentences haven't jumped to the next line. If you need to make final text alterations do them now.
- Check phone numbers, names and addresses.
- Check cropping and that placement is correct.
- Check images are all included, not reversed, negative, pixelated or blurry.
- Make sure your page numbers correspond with your index.
- Check that your clipping/contouring is as you wanted.
- Ensure spot colour is where you want. (Colour may vary in the proof to final printed job).
- Check that key-lines are the correct weight and colour.
- Check that headings on your artwork are positioned correctly.
- Do a final check of your copy and spelling just in case you missed errors in your original file.

A note on colour and proofing

The colour in digital proofs is made up from the 4 process colours, so if your job is spot colour (specified from a Pantone colour), you should use your Pantone swatch book as an indication of the final colour.

The quality of the images in your proof is a direct reflection on the quality of the original image. Digital photos and scans from a home/office scanner often have a green or red hue to them or are not scanned at the correct

resolution. If you don't have access to a high quality scanning device, try to use scans supplied by a professional trade scanner for high quality output, (See Fact Sheet 4, for a more detailed explanation on scans and colour).

Images in a Digital PDF may appear pixelated when viewed on screen. A printout on your colour or B/W printer will give you a better indication of the final output.

You've found errors, what is the best way to indicate them on your proof?

Before you mark corrections on your proof it is best to list the errors and call us to discuss them. If there are a lot of errors it may be most appropriate for you to make the corrections to the original artwork document and re-send it to us.

If there are only a few small errors it may be best to explain these to us before we receive the corrected proof. This ensures less confusion and possible misunderstandings about your corrections.

The most critical issue when marking up a proof, is to ensure that your instructions are clear.

For image and colour corrections, the incorrect area on the proof should be circled with a pencil or pen. Clearly indicate what is incorrect and provide instructions to fix it.

For text corrections that may be difficult to indicate, there are common proofer's marks which are understood within the publishing, printing and design industry. You may already be familiar with many of these marks which are used in common business applications, but if not, just use plain english notations.

You can mark your corrections clearly on the proof, edit the text on your PC and attach a printout indicating the corrections, or use the tools in Acrobat to show your corrections directly on the PDF proof.

Using Acrobat editing tools

When you open a file in Acrobat Reader, or Acrobat Exchange, you are able to add annotations.

The following are some useful annotation tools for marking-up a PDF proof:

The Notes Tool: Allows you to add a "sticky note" to the document. Write a message, close the note and position it wherever you like.

The Pencil Tool: Allows you to draw freehand on to the document in various colours. Indicate changes with arrows, circles, underlines or proofing marks.

The Highlight Text Tool: Enables you to highlight words in bright colours.

Acrobat also provides other tools to link articles, insert movies, add stamps, digital signatures and audio.

Basic Proofreader's Marks

<i>lc</i>	The quick brown fox	lowercase
<i>ital</i>	The <u>quick</u> brown fox	italic
<i>rom</i>	The <u>quick</u> brown fox	roman
<i>bf</i>	The <u>quick</u> brown fox	bold
<i>Cap</i>	The <u>quick</u> brown fox	caps (uppercase)
<i>s.c.</i>	The quick <u>BROWN</u> fox	small caps
⊙	The quick brown fox,^	insert full stop
#	The quick brownfox	insert space
□	The quick brown fox	indent amount indicated
¶	The quick brown fox	new paragraph or line
<i>run on</i>	The quick brown fox	lines run on
<i>delete</i>	The quick brown fox	delete character(s)
<i>stet</i>	The quick brown fox	ignore indicated change
○	The quick brown fox	close up space