



Artwork

Digital artwork accuracy guidelines

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Artwork

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PURPOSE

The purpose of this procedure is to ensure that the client receives quality, accurate and correct digital artwork.

INTRODUCTION

This procedure sets out the most notable elements of any artwork which could potentially become a problem for a repro house or printers if not set out correctly. Any errors of this nature are time consuming for many people and ultimately endanger production schedules.

RESPONSIBILITY

It is the responsibility of the individual or designate (if applicable) handling the design and artwork for a given job to ensure all digital artwork guidelines are met in detail.

1 Digital Artwork Accuracy

- 1.1 All files that include bleed must be set from the start of the document. Bleed must not be any less or more than 3mm except possibly in large format printing or screen printing.
- 1.2 Use of guides must only be used as a means of setting up a default page grid. All unused guides must be removed from the artwork. Object alignment can be achieved with guides, only if the guides are positioned within a whole millimetre increment and Quark is set to 'Snap Object to Guides'.
- 1.3 All page objects, such as picture boxes, text boxes, rules and shapes must always be defined by whole numbers increments and positioned on the page consistently with other pages and positioned mathematically - not by eye.

- 1.4 Artwork complexity must be minimised to ensure that there is less likelihood of errors and colleagues can edit the artwork with confidence and understanding.
 - Minimise number of redundant text boxes and avoid overlap (see Trapping).
 - All fonts styles to be consistent and defined within whole point size increments. Use of Style Sheets recommended for larger documents.
 - Unused guides are removed.
 - Unused pasteboard objects are removed.
 - repeated groups of objects are actually grouped together for easy moving.

2 Colour Specification

- 2.1 Labelling of colours clearly identifies the colour space used, eg. Process, PMS/spot. Avoid naming document colours as per default colours, ie Red, Green, Blue - This can cause potential errors with Output Bureaus or Plate Makers.
- 2.2 Ensure all process CMYK colours are defined as such (10c10m10y10k) and the Spot Colour box is unchecked.
- 2.3 Check spot colours are consistent with named colours imported from EPS Illustrator, EPS Freehand or Photoshop EPS Duotone images ensuring plates separate successfully. If in doubt, Check colour separations by exporting a .pdf file with the Colour Separations box checked in the Output dialog box.

3 Picture Quality

- 3.1 Recommended file types are EPS, TIFF and JPEG. Recommended file type is JPEG with no less than medium compression.
- 3.2 Imported pics must be high resolution

FURTHER HELP

Manuals can be found inside software packaging, stored on book shelves within the studio.

Sharing technical issues or problems with other studio members will always help achieve a quicker answer than guessing or working around the problem with lengthy alternative methods.



- (300dpi or higher) and defined in the CMYK colour space
- 3.3 Images used are never enlarged more than 100% in the document and pictures reduced less than 50% should be resized (and resaved - keepin the original) ensuring printing times are optimised.
 - 3.4 Pictures must have white backgrounds unless a clipping path is used (whereby picture boxes are made transparent).

4 Trapping

- 4.1 Choke and Spread must be checked thoroughly throughout the document including imbedded graphics prior to sending the artwork to press. Automatic trapping must not be relied on.
- 4.2 Ensure picture and text boxes overlapping is minimised - depending on colours in use, overlapping boxes, trapped automatically, can result in unwanted results - reset trapping value on overlapping objects.

5 Font Usage

- 5.1 Ensure fonts are not made bold or italic when bold or italic is not available in that font style. Choose different weights and styles from the font menu. If in doubt, print the document in Low Resolution Output mode (ignoring embedded graphics and images).
- 5.2 Ensure fonts are supplied with all output files. Also check for embedded fonts. The output document will highlight font usage.
- 5.3 Minimise font usage within a document. Search and replace all unwanted fonts appearing in the font usage dialogue box.

6 Typography

- 6.1 Automatic Hyphenation and Justification in most cases causes unwanted word breaks, ensure this facility is switched off in Quark Xpress' preferences.
- 6.2 Perform a search and replace for any double spaces within the document prior to printing a proof or outputting a .pdf file.
- 6.3 Check for widows, orphans and rivers prior to printing a proof or outputting a .pdf
- 6.4 Ensure font distortion is minimised, ie. horizontal scaling and tracking.
- 6.5 Use Style Sheets in larger documents to maintain consistency between pages.
- 6.6 Tabbing should be used where multiple text alignment is required within a single text box. There must be no use of multiple spaces to align text.

- 6.7 The Formats dialogue box should be used to setup indents. There must be no use of multiple spaces to indent text.
- 6.8 Special Characters must be treated with attention. Ensure Registered Trademark, Trademark symbols any other superscript symbols are scaled and positioned appropriately with neighbouring text and are not left in their natural, oversized state.

7 Spelling

- 7.1 Ensure spelling is checked prior to printing a proof or outputting a .pdf file.
- 7.2 Proof read all documents prior to printing a proof or outputting a .pdf file.

8 Imported/Embedded Graphics

- 8.1 Check all Illustrator/Freehand EPS files have either text as outlines or ensure font are supplied with the output files. Also ensure all colours are defined in the correct colour space and correspond to the colours specified in the Quark Document.
- 8.2 Check for stray points within an embedded EPS file by 'selecting all' to verify the whereabouts of any unused points or text boxes.
- 8.3 Add the relevant file extension to an embedded EPS or graphic file for identification purposes, ie, xxx.eps, xxx.fh8, xxx.art

9 Artwork Output

- 9.1 Add footprint or credit to all documents that will receive exposure to a potential client base.
 - The client must be made aware of the location of the credit and approval must be given by client to include it.
 - The credit must read 'Creative Design and Production - Room 2 Design Limited - www.room2.co.uk
- 9.2 Upon artwork approval check report and for font usage, colour, image usage and any errors arising for the output files.
- 9.3 Imposition of any documents should be carried out in accordance with the printers direction, ie, multiple business cards.
- 9.4 Ensure any unusual Quark Xtensions used are included with the set of output files and the recipient is aware of the Xtension requirement.
- 9.5 Output artwork files as EPS or high resolution JPEG format, in accordance with the printers guidelines.
- 9.6 Include the signed off .pdf, particularly if being sent to clients own printers.



10 Digital File Management

- 10.1 All files relating to the job must be kept with a single directory, labelled by Job Bag number and name of the job.
- 10.2 Any common files, such as logos, repeatable images, associated logos and graphics, must be filed on the studio file server for future access.
- 10.3 On completion of a job the job directory must be cleared of unused files and all design, progress and proof files stored in easily identified directories.
- 10.4 Job must be archived on Backup Mac for safe storage.



Digital artwork accuracy checklists

Digital Artwork

- All files include bleed
- All unused guides removed
- All page objects defined by whole numbers
- All page objects positioned consistently and mathematically.
- Redundant text boxes deleted
- Style Sheets used correctly.
- Unused pasteboard objects are removed.
- Groups of objects grouped together

Colour Specification

- Quark default colours not used
- CMYK colours set to separate
- CMYK colours labelled correctly
- Spot colours names are consistent with imported files

Picture Quality

- All imported files types are EPS, TIFF or JPEG.
- All Imported pics are 300dpi
- All Imported pics are CMYK
- All images no more than 100% in the document
- All non clipping picture boxes have white backgrounds

Trapping

- Trapping checked throughout Quark document
- Overprint checked throughout Quark document
- Trapping checked in all imported files
- Overprint checked in all imported files

Font Usage

- Quark generated font styles are NOT used
- All fonts supplied with artwork
- All redundant fonts replaced or deleted

Typography

- Auto hyphenation is off
- No multiple spaces
- No widows, orphans or rivers
- All style sheets used correctly
- Tabbing used correctly
- Paragraph formatting used correctly
- ® and ™ symbols positioned and sized correctly

Spelling

- Spell checking has been carried out
- Documents have been proof read

Imported/Embedded Graphics

- All text in Illustrator/Freehand EPS files saved as outlines or all fonts supplied
- All colours are defined in correct colour space
- All colours correspond to colours specified in Quark Document.
- No stray points
- Correct file extension used

Artwork Output

- Room 2 credit added
- Pages imposed as printers requirements
- Unusual Quark Xtensions included with output

Digital File Management

- All files stored in correct directory
- Logos and repeatable images filed on file server
- Completed jobs transferred to archive file