

One of the greatest struggles in cold offset web printing has to be aligning all four color plates to within thousandths of an inch. Imagine a thin sheet of paper weighing a half-ton, resembling a toilet roll. Then pull that sheet over 50 feet; up, down, in, and out of press units. Applying dots transferred from a metal plate to an impression blanket to the paper at 26 feet per minute.

True photos and images are more forgiving than a text or graphic converted to an image. When text or a logo is converted in a program like Photoshop, it converts them to a raster image made of pixels. We have all seen this stair-stepped effect that makes text appear blurry. Additionally, if the text or ad has been imported into an image program with color. This step would cause that original single black channel to break into process text, made up of Cyan, Magenta, Yellow and Black.

Fixes: Build text in the black channel only. When working with PDF files, it is best to place the PDF then bring it into Photoshop. Checking the PDF in Acrobat/Reader is acceptable. Then scale the PDF in the document if needed. If new copy is needed it is acceptable to cover the item and retype the text in the document in a program like InDesign.

The quick brown fox jumped over the lazy dog.


