Tips for Making Successful Print Files

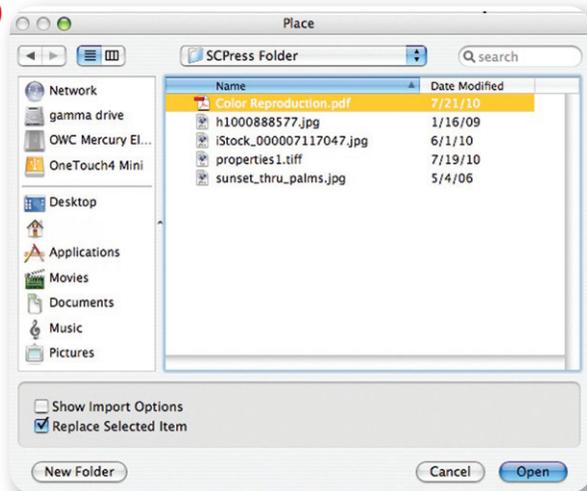## Avoid using 4 color (Registration) for type.

This usually occurs in one of two ways. When you select the color for the type in the page composition program you are using such as QuarkXpress or InDesign you have the option of selecting (Black) or (Registration). Black is made of a single color. But (Registration) is composed of all 4 colors (Cyan, Magenta, Yellow and Black). When (Registration) is selected for type, the type will reproduce in all 4 colors ultimately resulting in the printed type being difficult to read.

Make successful PDF's

Type can sometimes also be rendered automatically in all 4 colors if you open a PDF in Photoshop and re-save it. Regardless of the format you select to re-save the PDF, Photoshop may "Rasterize" the image, recreating black type in all four colors as well as compromising the quality of any vector art that is part of your PDF. This again results in poor print reproduction. Here are the basic steps required to avoid this error:
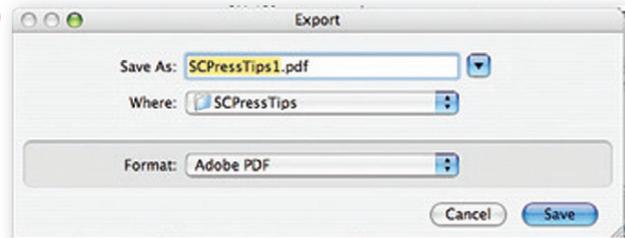
1. After creating an appropriately sized new document in your page composition program such as QuarkXpress or InDesign, create a picture box. Select "File" > "Place" from the page composition application's menu. A dialog box similar to the one shown in (Fig. 1) should appear. Locate the PDF you have received and place it into your document. In Adobe's InDesign, you will click the "Open" button to do so.
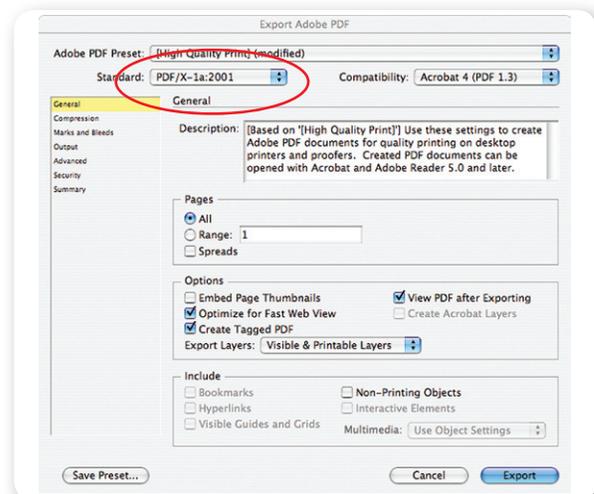
2. Once you have placed the PDF and made any other changes you want to your document, export your document file as a new PDF. To do so choose "File" > "Export..." from the page composition application's menu. A dialog box similar to the one shown in (Fig. 2) will appear. Name your file in the "Save As:" box and scroll to the location where you want to save it. Select Adobe PDF as your Format and Click "Save".

(Fig. 1)

(Fig. 2)

3. You should then see the "Export Adobe PDF" dialog box. (Fig. 3) Select PDF/X-1a:2001 as your Standard and click "Export". Your resulting file is now ready to supply to the printer.

(Fig. 3)

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