nikkomedia®
SHOW YOUR TRUE COLORS

2525 W. Commodore Way • Seattle, WA 98199
206.343.0942
www.nikkomedia.com
production@nikkomedia.com

Tips for Successful Printing
from the Prepress Dept.

We have put together this guide to help insure that your art files are created with no inherent problems that might slow down the print production process. If you have any specific questions about your files, feel free to call us or contact us by email at **production@nikkomedia.com**

Document setup:

1. Set your document to the final trim size of your printed piece, do not center your piece on a larger sized document or provide it multiple up on one page.
   For example, If you are designing a postcard of 8.50" x 6.00" inches set your document to that size and create a page for each side of the piece. Make sure that if you have any elements extending past the edge of the finished piece that you extend them .125" past each edge of the document for what is called "bleed". This will allow us to properly center your file when we impose it for press and the bleeds will guarantee that any elements will extend off the edge of the finished piece.
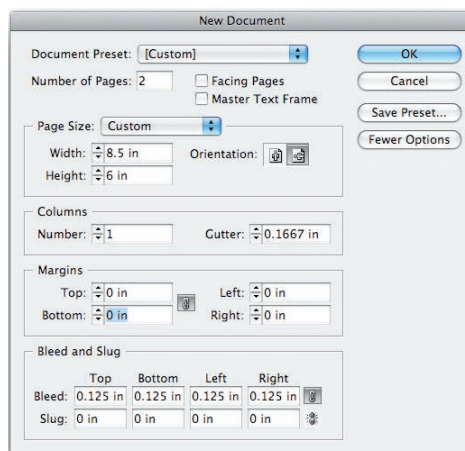
To the left shows the New document window for Indesign. It shows 2 pages for front and back, proper page size (trim size) and bleed.

The right is one page of the resulting document. The inner rectangle shows the trim edge, the outer the bleed edge.
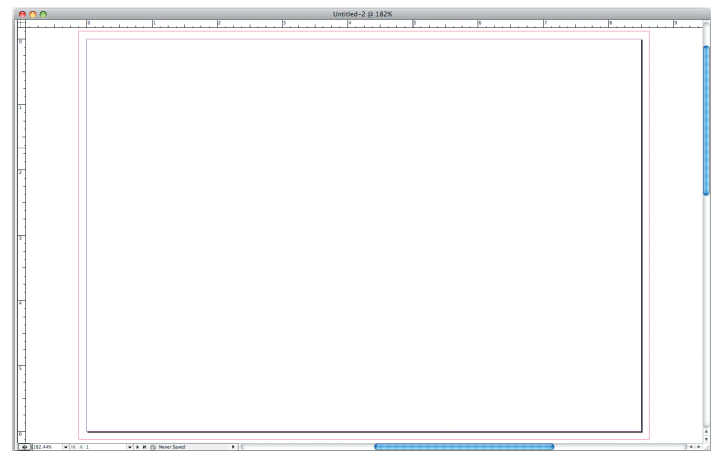
Illustrator:

If you create in Illustrator you can either set each page up on separate layers, create a new file for each page, or update to the latest Illustrator version: Illustrator CC you can create multiple artboards, one for each page.
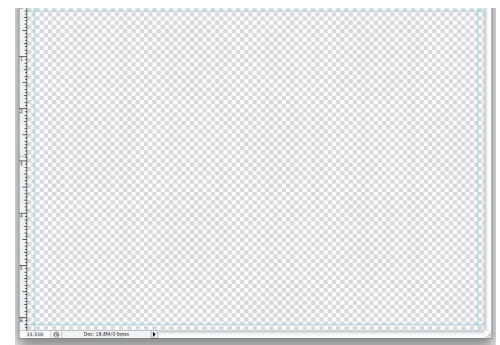
Photoshop:

If you are using Photoshop to create your piece there are a few different guidelines to follow.

1. Make sure that you document resolution is no lower than 300 dpi. Also make sure you send your native, layered Photoshop file including all type layers and fonts used.
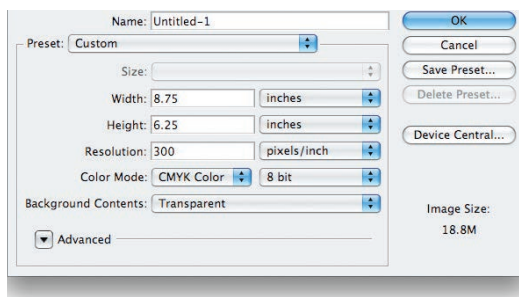
The left image shows the new document setup in Photoshop with correct canvas size and resolution.

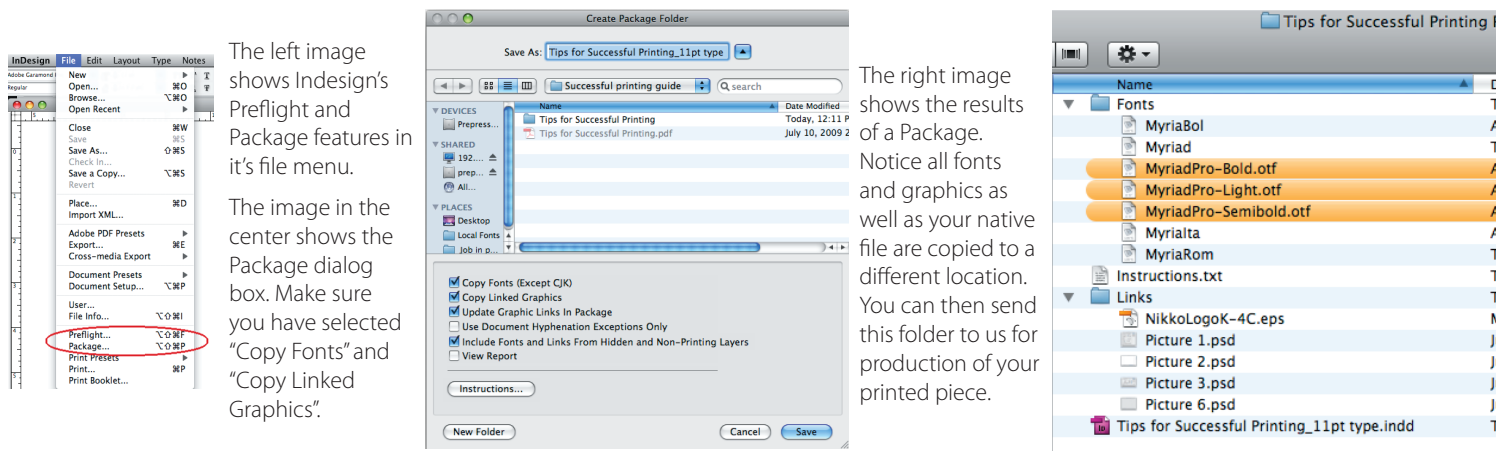To the right is resulting document with guides drawn at the trim edge.

2. Make your canvas size the final trim size of your piece plus .125" on each edge past the trim for bleed. For example, if you are designing an 8.50" x 6.00" postcard make your canvas size 8.75" x 6.25".

3. Photoshop requires special actions to be able to get spot color separations out of it. If you are using photoshop for more than one spot color work please become familiar with necessary techniques through Adobe help, or contact us and we can help you get to where you need to be. If you are only designing a one spot color piece you can work in grayscale and we will be able to print in any Pantone color you select.

4. It is advisable to work in the CMYK color space for full color work if possible. This should give you the best representation of on screen colors as they will print on a offset press or digital press. If you have to work in RGB be aware that it is a larger color space than CMYK and some of your colors may not be reproducible.

5. Make sure to set the color of any text you create, especially black type. Photoshop defaults to a black that is built from all four colors. Black is commonly overprinted on top of all other colors, to do this it must be manually set to 100% black only.

Final preparations before handing off your files to nikkomedia®:

1. Open your document and make sure all links are up to date and all fonts are available. Make sure all ink colors are as you intend them to be in the swatches panel of your application. We also recommend using the "separation preview" features in the application if available to see what inks will be produced by the file and which elements will be included in those colors.

2. It is recommended that you provide your documents in their native file formats. Please include all linked files and fonts that you used. Please do not embed any of the linked files if possible. This will allow us the greatest flexibility to adjust colors and make text changes if required with the least slowdown in scheduling. Once you are sure your document is as you intend it most page layout programs have a feature to package or collect files. It is advisable to use this to ensure everything used in the document is passed on to us. If you need assistance with this feature in your application please contact us.

The left image shows Indesign's Preflight and Package features in it's file menu.

The image in the center shows the Package dialog box. Make sure you have selected "Copy Fonts" and "Copy Linked Graphics".

The right image shows the results of a Package. Notice all fonts and graphics as well as your native file are copied to a different location. You can then send this folder to us for production of your printed piece.

3. If you wish to use PDF files for printing, please use the "Press Quality" setting in any of the Adobe applications. If you would like the job options file we use for distilling at Nikko please contact **production@nikkomedia.com** and it will be sent to you. Even if you use this preset for creating your pdf, please make sure in Illustrator or Photoshop that "Preserve Editing Capabilities" is selected.

Once you create your PDF it is recommended that you review it to make sure all elements appear as you intend them to be printed.

Other things to consider:

1. When creating files for a folded piece you should to take into account the physics of paper folding. Each panel of a folded piece of paper must be shorter by at least .0625" as the brochure folds inwards. This will allow the panels to fold nicely and the finished product to lay flat.

2. The type of paper stock you choose will greatly effect the look of your piece. Colors vary quite a bit between coated and uncoated stocks and metallic inks will lose a lot of their radiance on uncoated paper.

Quality printing requires attention to the details by everyone involved in the creation and production of the finished piece. At Nikko Media we would love to help you at any step of the process. We have a complete archive of envelope templates, standard presentation folders and various custom dielines that can provide valuable guides for your specific needs. Feel free to call us at any time to see if we can answer a question for you or help you in any way.

nikkomedia®

2525 W. Commodore Way, Seattle, WA 98199
Phone: 206.343.0942
production.nikkomedia.com
www.nikkomedia.com