

## **APPLICATION PREPARATION**

How to prepare and create pages for print





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## PREPARING YOUR FILES FOR DESIGN

We now have even tighter control over application settings which enable us to produce correct (but different) PDFs for a myriad of printing devices. Therefore, even before the embryonic stages of design and page-layout it is important to prepare your application correctly so the finished product matches your expectations.

## INDESIGN PREPARATION



**1.** We need to make sure InDesign is controlling Black correctly so without any documents open but with the application launched:

Indesign > Preferences > Appearance Of Black

Make sure your options are as highlighted below



**2.** It is VERY important you are referencing the correct colour profile for your product. We have 2 'working profiles';

- 1 for jobs that print on a **coated substrate**
- 1 for jobs that print on an **uncoated substrate**

If you are unsure which paper type we are using to print your product, please ask your CSR.

### Edit > Colour Settings > Load

If you are not able to import the file, here are the screenshots:

	Colour Bettings		Calour Battings	
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	Bettings MIC Connel Ø Abancel Mole Horking Spaces Roll: Adobe NoB (1998)	• 100.	Settings: MMS_Unreamed	
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	Engine (Adote (ACR)	•	Engine: (Adobe (ACE)	
	Intent: (Helative Colourimetric	•	Intent: Relative Colourimetric	
	E Use Black Point Compensation		S Use Black Point Compensation	
	Description.		Description: Notice the patter size a feading to view a feading to	
THESE ARE THE CRITICAL AREAS TO REPLICATE				

-0

## INDESIGN PREPARATION



**3.** We also have specific transparency presets should your PDF-export settings differ from our own and you prefer to 'flatten' all transparency

Edit > Transparency Flattener Presets > New

### Enter as follows:

Name: MPC flattener	ОК
	Cance
Raster/Vector Balance: Rasters Vectors 100	
Line Art and Text Resolution: 2400 💌 ppi	
Gradient and Mesh Resolution: 600 V ppi	
Convert All Text to Outlines	
Convert All Strokes to Outlines	
Clip Complex Regions	

**4.** The next step is to **import** our specific PDF-export settings. These contain all the information we require within the PDF. Please contact us and we will email you the job.options file for importing.

Again, there are different options for **coated** and **uncoated** 

File > Adobe PDF Presets > Define > Load

**5.** Also within InDesign you can view your document in the correct colour profile:

View > Proof Setup

## QUARK PREPARATION



**1.** First step is to set the application to export direct to PDF:

Quark > Preferences > Application > PDF



**2.** Next we apply the correct colour-management settings, again focusing on the CMYK profile:

-0

Quark > Preferences > Default Print Layout > Colour Manager

Name: MPC		
	Gray Named Colors Inks	
Solid Colors Profile:	Coated FOGRA39 (ISO 12647-2:2004)	Ð
Rendering Intent:	Relative Colorimetric	•
Pictures		
Profile:	Coated FOGRA39 (ISO 12647-2:2004)	0
Rendering Intent:	Relative Colorimetric	
Color Manage CMY	K Sources to CMYK Destinations	
THE IAGAZINE PRINTING COMPANY		Cancel OK

**3.** Now we make sure the output styles are setup to reflect the correct colour profile.

Please see separate page of screenshots for reference of recommended settings.

## PHOTOSHOP PREPARATION



Π

1. If you have Adobe Bridge the colour management settings may have already synced throughout your Adobe applications but we need to check

### Edit > Colour Settings



**2.** Another good practice is to view your working document in the correct output intent

### View > Proof Setup > Working CMYK

**3.** As long as the colour settings are correct, you can convert any image to the correct profile easily by selecting:

### Edit > Convert to Profile

This is especially useful for controlling excessive TAC.

## ACROBAT PREPARATION



**1.** There are some very important settings to apply in Acrobat Professional to enable you to view PDFs how they are going to print.

### Acrobat > Preferences > General > Page Display

	Preferences	
Categories:	Default Layout and Zoom	THE
Categories: Commenting Documents Full Screen General Page Olsofay 3D & Multimedia Accessibility Action Wisard Adobe Online Service Catalog Color Management Content Editing Convert Trom PDF Convert Tor PDF Email Accounts	Default Layout and Zoom Page Layout: Single Page  Zoom: Fit Page  Resolution Use system setting: 108 pixels/nch  Custom resolution: 110 Rendering Smooth Text: For Monitor Smooth Ine art Smooth Images Use local forms	THE MAGAZINE PRINTING COMPANY
Forms Identity Instruct JavaScript Language Measuring (20) Measuring (20	Use Overprint Review: Always	Brewse for Location

The areas highlighted MUST be followed.

Resolution: This ensures accurate display of the pixels

**Rendering:** If viewing PDF's that have NOT been created using our settings, you may sometimes see really thin white lines around transparency objects. These are not likely to print and are a result of artefacts from the flattening process, common within InDesign-created PDFs. Toggle the 'Smooth Line Art' and 'Smooth Images' options off and these lines should disappear. If you can still see white lines in the file and they do not disappear, even when enlarging the PDF on screen, it could be a result of insufficient resolution settings applied to the transparency. See p6.

Overprint Preview: This must be set to 'Always' as this will display your PDF with trapping attributes applied as they occur during printing. Another common oversight by many.

## ACROBAT PREPARATION



### **2.** Acrobat > Preferences > General > Colour Management

These settings (as the others) are based on a coated profile. If your job is printing on uncoated paper, please change accordingly or call us for further advice.

		Preferences	
	Categories:	Color Setup	
	Commenting Documents Full Screen General Page Display	Settings: Custom Working Spaces	٥
		RGB: Adobe RGB (1998)	0
	3D & Multimedia Accessibility	CMYK: Coated FOGRA39 (ISO 12647-2:2004)	Ð
	Action Wizard	Grayscale: Dot Gain 10%	
	Adobe Online Services Catalog	Conversion Options	
	Color Management	Engine: Adobe (ACE)	
	Content Editing Convert From PDF	Use black point compensation	
	Convert To PDF	Description	
	Email Accounts Forms Identity Internet JavaScript	Dot Gain 10%: Uses a space that reflects a dot gain of 10%.	
SE ARE THE CRITICAL AREAS	Language Measuring (20) Measuring (30)	THE MAGAZINE PRINTING	
TO REPLICATE		COMPANY	Cancel



## PAGE CREATION IN DESIGN APPLICATION

The following guidelines will apply to any application of your choice when creating and designing the content.



# Id Ps

We recommend you always create your document to reflect the trim size of the publication and do not include any bleed area in the working document size. **3mm Bleed** is to be added by extending elements off the page onto the pasteboard and will be incorporated when you select the MPC PDF-export settings.

All swatch colours must be converted to CMYK unless you intend to print your publication with a spot colour. This is important as we cannot guarantee control of any remaining spot colours within the PDF, during the processing of the files.

NEVER use the 'Registration' or 'Separation' colours within your swatches for any content.

### REMINDER

For all coated paper stocks use: COATED FOGRA 39L ISO12647

For all uncoated (offset) paper stocks: UNCOATED FOGRA 29L ISO12647



### The Live (Safe) Area

This is the dimension from the trim where we deem it safe to place elements without the risk of them becoming cropped off, should there be any movement in the finishing of your product. Even with the very latest technology at our fingertips certain products are susceptible to movement so we recommend a 4mm 'zone' is left on every page.

Solid blocks of colour often highlight any tolerance so bear this in mind when designing.

### **Perfect Bound guidelines**

We are often asked for advice on creating content for Perfect Bound work and in particular compensating for the area lost in the spine. For any double-page spreads (DPS) that are on the inside front cover (IFC)>first page of text and/or last page of text>inside back cover (IBC) you have to consider the image area lost by the glue hinge.

In this scenario, we recommend you 'push' the image out towards the foredge by 5mm on both sides of the

# Id Ps

spine and then allow for bleed back in the spine. When the product is finished, you will achieve a better alignment. Even if you do not have a DPS on these pages, you will still lose the 5mm of image area along each side of the spine. Take a look at a finished PB job you already have and you will see what we are referring to.

For any of the inner pages, the only guidelines we can specify is to push out any DPS by 1-2mm (maximum) and again making sure you have left enough image so it still aligns in the spine edge. The best-case scenario is to not have any DPS in a Perfect Bound product and certainly refrain from placing any body text across the 2 pages. Please contact us if you require further assistance.

For the supply of the cover pages, we prefer 5 pages to include OFC, IFC, IBC, OBC and spine. The spine image/wording can be set on any page size as long as it is centred.

### Images

The general rule is to try and work with CMYK images at a resolution of 300dpi. You can import JPEG, TIFF, EPS or even PSD files into the main applications. Please be aware if your original image is 300dpi and after importing it into your document you enlarge it on the page, the effective resolution will reduce so it is advisable to work with images at 100% of their size. Applications such as InDesign can inform you of the resolution an image will print as you work on the document, so it alleviates the shock if you are informed of a lo-resolution image later on during production.

If you prefer to work in an RGB Mode then please realise that certain colours will not retain the vibrancy when printed on paper, especially Rich Blues, Bright Reds and the Neon colours.

# Id Ps 🕟

### T.A.C.

The use of excessive ink coverage is a problem for all printers and needs to be controlled at source.

### Trapping

The majority of applications will control the necessary trapping requirements without the need for intervention.

However, if you are printing with certain spot colours (especially metallics) it is recommended you set any element layered on top of the spot colour to 'knockout'. Otherwise the spot colour will over-power the CMYK colour, resulting in unwanted replication of colour.

### Spot UV, Blockfoil and Cutter-Guides

The files for these processes should be supplied separate and created as an individual page with the elements set as 100% black only. Any fonts should be converted to outlines.

### **Live Preflight**

There is an option to verify your document during the creation process within InDesign and we can send you our basic **InDesign Preflight Settings** which you can load:

Window > Output > Preflight > Define Profiles



## CREATING YOUR ARTWORK IN PDF FORMAT

When you have designed your pages and have completed all the subsequent checks, you are ready to create the PDF.

## INDESIGN PDF CREATION



File > Export > Adobe PDF (Print), making sure you select the MPC job options file.

Standard: None		Compatibility: Acrobat 8/9 (PDF 1.7)
eneral	General	
Compression		
Aarks and Bleeds	Description:	
butput		
dvanced		
ummary		
	Pages	Viewing View: Default
	O Range:	Layout: Default
	Pages	Display Title: File Name
	O Spreads	Open in Full Screen Mode
	Options	
	Embed Page Thumbnails	View PDF after Exporting
	Optimise for Fast Web View	Create Acrobat Layers
	Create Tagged PDF	
	Export Layers: Visible & Printable La	ayers •
	include	
	Bookmarks	Non-Printing Objects
	Hyperlinks	Visible Guides and Grids
THE	Interactive Elements: Do Not Include	0 V
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Edit PDF Export Preset

#### STEP 1

Please note, our settings produce a layered PDF as our workflow can handle live transprency. If you prefer to flatten your PDFs, change this **Compatibility** to read Acrobat 4 (PDF 1.3).





Here is a really important bit. Making sure the **Compression** is set correctly results in correct image quality. The settings differ from those in Quark so be careful if you are used to Quark.

## INDESIGN PDF CREATION



Preset Name:	MPC coat	ed Fogra 39					_
Standard:	None	*			Compatibility:	Acrobat 8/9 (PDF 1.7)	1
Deneral Compression		Marks and Blee	ds				
Marks and Bleeds Dutput Advanced Bummary		All Printer	arks tarks ation Marks Bars	Weight:	Default 0.25 pt \$2.117 mm	•	
		Bleed and Sk Use Docur Bleed: Top: 13 Bottom: 13 Include Sk	mm S	ngs Inside: 🗣 Outside: 🚭			
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Cult DDE Export Droppet

### STEP 3

You may note we only require **Crop Marks** and **Bleed** and do not require the rest of the printers marks.

Preset realine.	MPC coat	ed Fogra 39				_
Standard:	None	•		Compatibility:	Acrobat 8/9 (PDF 1.7)	1.
General Compression		Output				
Marks and Bleeds	i.	Colour -			AND DESCRIPTION OF A DE	-
Output			Colour Conversion:	Convert to Destination	(Preserve N *	
Advanced			Destination:	Coated FOGRA39 (ISO	12647-2:2004) *	
lummary			Profile Inclusion Policy:	Don't Include Profiles	•	
			Simulate Overprint		Ink Manager	
		PDF/X -	Output Intent Profile	Mamo: N/A	<b>.</b>	_
			Output Condition	Name: N/A		
			Output Condition Ide	entifier: N/A		
			Registry	Name: N/A		
		- Descriptio	00	a description.		
MAGAZI	THE	_				



Here is another important bit. Making sure the **Colour** is correct is imperative. PLEASE NOTE; this example is for COATED and the **Destination** should be changed for Uncoated.

### INDESIGN PDF CREATION



Standard: None	*	Compatibility: Acrobat 8/9 (PDF 1.7)
General	Advanced	
Compression		
Marks and Bleeds	Fonts	ts when percent of characters used is less than: 100%
Dutput Advanced		
Summary	All fonts with appropriate em	bedding bits will be embedded.
	_ OPI	
	Omit for	OPI: EPS PDF Bitmap Images
	Transparency Flattener	
	Preset: [[High Resolution]	(*)
	Ignore Spread Ov	errides
	-	
THE		

.....



Referring back to step 1, if you prefer to create flattened PDF's, you will also need to select the desired **Transprency** flattener which you can download or we can send you.

We always advise you create and send us a **test pdf** so we can make sure everything is OK prior to sending any live work.



When you have designed your pages and have completed all the subsequent checks, you are ready to create the PDF. File > Export > Layout as PDF, making sure you select the MPC job options file.



#### STEP 1

Edit > Output Style > New Save your preset Under Pages select the include blank pages if your document does indeed contain them.

DF Style: MPC						THE MAGAZINE PRINT COMPANY	
Pages Meta Data Hyperlinks Compression Color Fonts Registration Marks Bleed	<ul> <li>Export</li> <li>Export</li> <li>Use</li> </ul>	perlinks Lists as Hyr Indexes as Lists as Boo All Lists List:	Hyperlink				
Transparency JDF	Frame:	Invisible	0	Width:	Thin	0	
Layers	Highlight:	None	0	Color:	Black	0	
Notes Redline				Style:	Solid	0	
Summary	Display:	Inherit Zo	om	0			

#### STEP 2

You can skip the **Meta Data** tab but it is important the **Hyperlinks** are de-selected.



#### STEP 3

The **Compression** tab is the most important part, making sure the information is set correctly.



STEP 4

Follow above if your product is to print as **CMYK** but change to Composite+spot if you are printing with a Pantone colour.



STEP 5

All **fonts** must be embedded.



STEP 6

We prefer **Registration Marks** but no need to add anything else to the page.



#### STEP 7

Here is where we instruct the PDF to allow the **3mm bleed** you should have applied to your product.



STEP 8

Following the **Transparency** settings is also important as it will alleviate any preflight problems further down the line.

We always advise you create and send us a **test pdf** so we can make sure everything is OK prior to sending any live work.



## CHECK AND REVIEW YOUR ARTWORK

Everytime you create a PDF, it is worth viewing and checking in Acrobat prior to sending to us. There are some useful tools within Acrobat Professional which can highlight possible issues with your job.

### ACROBAT REVIEW





### Acrobat > Tools > Print Production > Preflight

There are many profiles available within Acrobat to preflight your PDF prior to sending to us. We advise using the 'Magazine Ads' profile which can be found in the 'Prepress' area of the Preflight.

## ACROBAT REVIEW



### **Output Preview**

Another great tool available to you. This pallet will allow you to see if the correct colour profile is being used and additionally, simulate the colour. You also have the option to simulate black ink and overprinting.

Acrobat > Tools > Print Production > Output Preview

0		Output Prev	ew	
Simulate				
Simulatio	n Profile: Coa	ted FOGRA39 (IS	0 12647-2:200	4) 😂
Simula	ate Overprinting	Page has Over	print: No	
Simula	ate Paper Color	Set Page Ba	ckground Color	
Simula	ate Black Ink	Ink Manager		
Show				
Show:	All	0	Warning Opac	city: 100 %
Show	art, trim, & bleed	boxes Set	Page Boxes	
-				
review:	Separations			0
Separatio	ns			
	Name			
<b>S</b>	Process Pla	tes		
2	Process Cyv	n	0%	
	Process Ma	genta	0%	
	Process Yel	low	0%	
2	Process Bla	ck	0%	
	Total Area C	overage	0%	
Sample S	ize: Point San	nple		0
🖸 Total	Area Coverage	330 🔛	%	
Page has	Transparency:	Yes		
Transpare	ancy Blending Co	or Space: Non	0	

Under the Preview box (click on 'Separations'), you can choose to show areas with Colour Warnings such as Rich Black. At the bottom of the pallet is also the option to show any areas of excessive ink coverage.

If you would like more advice on this tool or indeed anything else within Acrobat, please call one of our team.

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