

Making Print Ready Documents Using

## Adobe InDesign

### SETTING UP YOUR FILE

#### Size the Document

Set the width & height of your file to the final size of the product you are creating.

#### Set the Margins

Set your margins to .0625. The cutting process for printed materials has a mechanical tolerance of about .0625 or 1/16 of an inch, so it is important that no text or essential parts of your artwork come within 1/8" of the trim line. This will prevent any objects from being cut off or appearing too close to the edge

#### Set the Bleed Area

If you want an element in your design to print to the edge of the paper, set the bleed to 1/4" (0.25) on all four side of your page. This will allow an extra 1/4" (0.25") on each side of the page, which will be trimmed after the job is printed. If your page is blank on all four sides of the page, then you do not need to include bleeds.

#### Borders

When using a border in your artwork, it is essential that your border is designed with at least .125 or 1/8 of an inch safe space between the border and the cut line. Keep your border within the safe area so it will maintain a symmetrical appearance.

#### Using Rich Black

If you want to have an area of solid black within your document, using 100% Black as the fill color does not result in a dark, saturated black. To obtain the best results, use a rich black color, represented by the following CMYK values: C: 60% M: 40% Y: 40% K: 100%

#### Resolution

For the best printing results, any images used must be 300 DPI (dots per inch), also known as Pixels Per Inch (PPI) at the final output size. Please do not attempt to change a low resolution image to a higher one by changing the DPI with an imaging software, doing so will result in a blurred output. You do not need to use more than 300 DPI; doing so will cause your file to be unnecessarily large.

#### Colors

When choosing colors in InDesign, always use the CMYK color mode. Certain colors are not reproducible using CMYK and if the color you've selected is not, it is indicated by an exclamation point in the Color Picker window. Clicking on the exclamation point will automatically select the closest CMYK color.

### EXPORTING YOUR FILE TO PDF

#### PREFLIGHT FIRST

InDesign has a built-in preflight program that gives you summarized information about your file. It will tell you everything you may need to fix to make your file print ready.

To preflight: Go to File > Preflight...

Do the following:

1. Verify that all of your fonts are OK. If there are any missing or incomplete fonts, reinstall the fonts into your system or replace them in your file with a font that is available in your system.
2. Verify that all of your images are OK. Fix any missing links and change any images that use RGB color space to CMYK.
3. Under Colors and Inks, verify that the file uses 4 process inks and 0 spot inks.

***After preflighting, always check your file carefully.***

#### EXPORT YOUR FILE TO PDF

1. Choose File > Export...
2. When the EXPORT window appears:
  - a. Enter a name for your file
  - b. Choose a location to save the PDF
  - c. Select ADOBE PDF from the FORMAT drop down menu
  - d. Click SAVE
3. Once you click the SAVE button, the EXPORT ADOBE PDF window will appear:
  - a. Choose PRESS QUALITY from the Adobe PDF Preset drop down
  - b. Under the GENERAL tab, check:
    1. ALL Pages
    2. Options > Optimize for fast web view
    3. Options > View PDF after exporting
  - c. Under the COMPRESSION tab, check:
    - Do Not Downsample and Compression: None for all three image types.
    - Check the Compress Text and Line Art and Crop Image Data to Frames check boxes.
4. Under the MARKS AND BLEEDS tab:
  - Do NOT check any of the Marks check boxes
  - Under Bleed and Slug options check Use Document Bleed Setting
5. Under the OUTPUT tab:
  - a. Under Color options, select No Color Conversion from the Color Conversion drop down menu.
  - b. Click the Ink Manager... button. The Ink Manager window will open:
    1. Check the ALL SPOTS TO PROCESS check box (if available)
    2. Click the OK button
6. Click the SAVE PRESET button at the bottom of the main window.
  - a. Type in: POINTS NORTH PRINTING
  - b. Click OK. (All of the above settings will now be saved under the main Adobe PDF preset menu.)
7. Click the Export button at the bottom of the window to complete the PDF Export process.

**Your final PDF will open automatically. Please check it carefully before submitting your file.**