

## Making Print Ready Documents Using Adobe Photoshop

### SETTING UP YOUR FILE

1. After launching the Photoshop program, go to FILE > NEW
2. When the NEW window appears:
  - a. Set the Resolution to 300 dpi
  - b. Set the Color Mode to CMYK
  - c. Set the Width and Height of your file to the BLEED SIZE (not the finished size) of the printed piece you are designing. The BLEED SIZE will be 1/2" taller and 1/2" wider than the finished size of your printed piece. This allows for an extra 1/4" on each side to be trimmed after the printing is complete. If your printed piece will have no elements that bleed off the edges of the piece, then set the Width and Height to the finished size of the printed piece.

#### Set Your Guides

To help you set up your design correctly, display the ruler (View > Rulers) and pull out guides from the ruler to indicate the 1/4" BLEED. Pull out guides to .0625 (or 1/16") inside the 1/4" bleed area to indicate the SAFE AREA. 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, unless you intend it to bleed. This will prevent any objects from being cut off or appearing too close to the edge

#### 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 Photoshop, always use the CMYK color mode for print reproduction. 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.

### SAVING YOUR FINISHED FILE

1. Choose File > Save As...
2. When the SAVE AS window appears:
  - a. Enter a name for your file
  - b. Select TIFF (.tif) as your file type
  - c. Uncheck the LAYERS check box
  - d. Check the SAVE AS A COPY check box
  - e. Click SAVE to save your file

**Please check your final file carefully before submitting.**