



## Tips for Making Digital Printing Easier

**Supply all fonts and images.** Fonts must be included with the job. There are two types of fonts. Postscript and truetype. Postscript fonts are preferred. Postscript fonts have two parts to them... the screen font and the printer font. Both must be included. Even if the font is a common one like Helvetica you still need to send it. There are hundreds of variations of Helvetica and the one that you're using may be one that we don't have. If you are using Adobe Illustrator you can change your fonts to "outlines" which will eliminate any font problem, but send the fonts anyways. If you send an Adobe Photoshop file to be printed is better to leave the text on its own layer. If you flatten the text it becomes whatever resolution that file is and even if it's a 300 dpi image the text will still appear a little jagged. Any images used must also be sent. Many programs like QuarkXPress and Adobe Pagemaker link images instead of placing them right in the document. This saves time when working on a document, but if you don't include your images they will print out as low resolution pictures.

**Scans.** The general rule for scanning images is to scan at twice the lpi (lines per inch) of the printer your document is going to be printed on. Every printer is different. It is best to find out what the output of your printer is before scanning you images. If you are scanning black and white images to be printed on the Xerox Docutech the recommended resolution 150 dpi. When scanning line-art or text scan at a resolution of 600 dpi. If scanning in color for the Docucolor 40, scan at 200 dpi. When scanning in color always scan in CMYK, not RGB. RGB is for monitors and has a much larger color gamut than what can actually be printed. If you leave your image in RGB you may be a bit surprised at just how purple your blue sky is.

**File Types.** The preferred file format is Adobe Portable Document Format (PDF). A PDF file takes away much of the hassle and many of the problems that can occur with native program formats. PDF's include all the images and fonts that are in a document so you don't have to worry about sending them along with the file. In addition you don't have to have the native programs to be able to read a PDF. All you need is Adobe Acrobat Reader which is free and available for download from [www.adobe.com](http://www.adobe.com). Many programs now include a way to create PDFs right from the program. If the program you're using doesn't include a way, you can purchase Acrobat Distiller from Adobe. It's well worth the price especially if you're sending a lot of files out for print. There are specific settings when using distiller to get the best looking print. More details on what they are are listed below under PDF Setup.

We also except many other file types including QuarkXPress, Adobe Pagemaker, Photoshop, Illustrator, Microsoft Word, Excel, and Powerpoint. If sending a Word document you must include hard page breaks between pages. If you have other software that is not listed and don't have the ability to send a PDF then contact us. We can always find a way to make it work.

**Creating PDFs.** When creating a PDF with Acrobat Distiller there are a few setting that will help optimize your document for printing.

In Distiller, choose PrintOptimized from the Job Options menu; then go to the Settings menu and choose Job Options. Click on the Compression Tab. Make sure you turn off all Bicubic Downsampling by unchecking the boxes and set all the compression fields to ZIP with 8-bit quality. Click OK and save this as a new PrintOptimized settings file. This will make sure that your images have the best quality possible when printed.

