

Sending Files to Print

Art & Design

The checks that catch the errors a printer would otherwise catch for you.

Ten minutes here is cheaper than a reprint.

1

Check size and bleed

Trim size right, 3 mm bleed, all text inside the safety margin.

2

Check the colour

Correct CMYK or spot profile; no stray RGB images or swatches.

3

Check every image

Effective resolution at final size; every link present and current.

4

Deal with the fonts

Embed or outline. Outlined type cannot be corrected afterwards.

5

Preflight, then export

Fix every warning, then export PDF/X with marks and bleed.

6

Proof the PDF

Open the exported file and read it, with overprint preview on.

Use a rich black for large solid areas, near 60/40/40/100, rather than 100 per cent K, which prints as flat dark grey.