

### CHOOSE THE RIGHT TOOLS



#### ADOBE PHOTOSHOP

- Photos
- Graphics
- Textures
- Collages



#### ADOBE ILLUSTRATOR

- Logos
- Graphics
- Charts
- Drawings
- Single-page Designs



#### ADOBE INDESIGN

- Brochures
- Newsletters
- Books
- Posters
- All Multi-page layouts



#### MICROSOFT WORD

- Raw text to import into your design
- Sending special instructions to your printer



#### ADOBE PDF

- Final File for Printing
- Marking Corrections
- Contains vector



#### JPEG

- Not Very Scalable
- High Resolution Graphics
- No Layers, Spot Colors or Transparency
- Use Highest Quality Settings

### CHOOSE THE RIGHT FORMAT



#### AI OR EPS

- Vector Art
- Perfect for Large Format
- Supports Spot Colors and Transparency
- Infinitely Scalable



#### TIF

- Not Very Scalable
- High Resolution Graphics
- Can Contain Layers
- No Spot Color or Transparency



#### PHOTOSHOP FILE

- Can Contain Spot Colors
- Supports Transparency
- Pixel Based
- Not Very Scalable
- Supports layers

### USE THE RIGHT RESOLUTION

#### RESOLUTION IS RELATIVE

- A scaled-up image loses resolution
- A scaled-down image gains resolution

JPEGS, TIFFs, PNGs and PSDs depend upon resolution for quality output.

#### HIGH RESOLUTION PRINTING



# 300

DOTS/PIXELS PER INCH

#### BANNERS AND WIDE FORMAT



# 150

DOTS/PIXELS PER INCH

#### WEB GRAPHICS



# 72

DOTS/PIXELS PER INCH

#### DON'T START YOUR PROJECT IN THE DARK

We can provide guidance for your next print project. Whether you need a template for a folder or tips on making your project more press-friendly, we can guide you through the process.

#### WE HAVE RESOURCES TO HELP.

Visit [walker360.com](http://walker360.com) to discover tips and downloads to make your project easier.

## ASK BEFORE YOU BEGIN

## DOCUMENT SETUP

### WHAT TO CONSIDER

- What is my final trim size?
- How many pages?
- Consider readability, folding and binding as you set up your file.
- How many colors and what type of ink will be used in your file?
- What type of file should I send to my printer?
- Create your file at the exact final trim size
- Is it the right number of pages for the type of folding and binding my job requires? Saddle-stitch publications must be in increments of 4. Perfect-bind, coil and wire-o bind can be in increments of 2
- Did you leave enough margin for the type of binding you are using? For example, leave 3/4" for 3-hole punch, 1/2" for spiral and wire-o bound books.
- Your budget will often dictate your color options. Ask for a quote to determine what inks you should use.
- Send a high resolution, press-quality pdf that includes crop marks and bleed.



## SET UP YOUR BLEED PROPERLY

Any artwork that touches the edge of the page should extend 1/8" beyond the edge. This is called "bleed" and will be trimmed off the final piece. Make sure you specify to include bleed in your pdf.

## UNDERSTANDING COLOR AND INK

- For predictable results, use the type of color that your printer is using.
- A calibrated monitor will help you visualize what your final publication will look like.
- Ask to take a tour of Walker360 and gain a greater understanding of color and how your publication goes from the screen onto paper.

### RGB vs CMYK vs SPOT

RGB is used primarily for screens and the web. The colors are bright and saturated. Use RGB for website design and social media, not print design. All digital cameras use RGB and images will be converted to CMYK when used for print.

CMYK is the industry standard for print and is used in all full-color printing. Creating your publication in CMYK ensures that you have predictable results. CMYK is less bright and saturated than RGB.

SPOT colors are created with special inks that may be used in a logo or company branding. When selecting a SPOT color, choose one that will convert nicely into CMYK. Printing in SPOT can be expensive and converting your SPOT color to CMYK for printing can save you some time and money.