

Customer Art/Electronic Files Checklist

Name:	Phone #:
File Name (s):	
File(s) will be used for: <input type="checkbox"/> Color/Black & White copier output <input type="checkbox"/> Single Color Press <input type="checkbox"/> Multi-Color Press <input type="checkbox"/> 4 Color Process	
Files created on: <input type="checkbox"/> MAC or <input type="checkbox"/> PC	File format: (we prefer one of the following two types) <input type="checkbox"/> PDF or <input type="checkbox"/> PS (PostScript) file?
<p>For files NOT in PDF or PS format, the following MUST be included:</p> <input type="checkbox"/> Original Document file <input type="checkbox"/> All linked image files used in the document <input type="checkbox"/> All fonts used in the document and fonts used in placed graphics <input type="checkbox"/> Hard copy printout or faxed hard copy to compare to output <p style="color: red; font-weight: bold; margin-top: 10px;"><i>Without these we cannot guarantee that we can open or output your files to your expectations.</i></p>	
Please indicate and note the versions of software supported as well as PC and Mac compatibility.	
MAC	PC
<input type="checkbox"/> Adobe InDesign CS and lower ¹ <input type="checkbox"/> Adobe Illustrator CS and lower <input type="checkbox"/> Adobe PhotoShop CS and lower <input type="checkbox"/> QuarkXpress 6.5 and lower ² <input type="checkbox"/> Adobe PageMaker 6.5 & 6 ¹	<input type="checkbox"/> Adobe InDesign CS and lower ¹ <input type="checkbox"/> Adobe Illustrator CS and lower <input type="checkbox"/> Adobe PhotoShop CS and lower <input type="checkbox"/> Adobe PageMaker 7 and lower ¹ <input type="checkbox"/> Microsoft Publisher 2000 – 2003 ³ <input type="checkbox"/> Microsoft Word 2002/XP and lower <input type="checkbox"/> Microsoft Excel 2002/XP and lower

¹ Please use the "Preflight & Package" utility prior to bringing us your files.

² Please use the "Save for service provider" utility prior to bringing us your files.

³ Please use the "Pack & Go" utility prior to bringing us your files.

We have instructions on how to collect items for output for each program, and other helpful information available online on our website's Help section at www.dockstreetprinting.com. Hard copy and email versions are available upon request.

___ USE PANTONE/SPOT COLORS ONLY for all jobs unless printing in four color process. Four color process files must be in CMYK. RGB files will only be accepted for jobs that will print in single color on press or be output to our color copiers.

___ Multi-color jobs with black text must have black text as 100% spot color or process black. Rich Black or CMYK mixed black will require typesetting charges to convert.

___ PDF files MUST have all fonts embedded to work correctly. If needed, tips and instructions for this are available upon request.

___ Minimum resolution for all graphics should be 300dpi. Preferred format for all graphics/logos is EPS or TIFF.

Please see reverse for additional information.



Dock Street Printing
www.dockstreetprinting.com
 110 Dock Street, Wilmington NC 28401
 910-763-8476 • Fax 910-763-6919



Additional Art/Electronic Files Information

CMYK vs. RGB vs. Spot Color explained:

RGB stands for Red/Green/Blue, the three primary colors that are combined in different values to represent the millions of colors you might see on your computer monitor or television.

CMYK, or Process color, stands for Cyan/Magenta/Yellow/Black. These colors are the standard that the printing industry uses to reproduce vibrant and rich Four Color Process work. The combination of these colors in various sized dots is able to produce a full spectrum of photorealistic colors.

Spot Colors, often referred to as PANTONE or PMS colors, are primarily used in multi-color and single color jobs where 4 or less colors are required.

The reason we require either Spot Color or CMYK for press work is due to the way files are read and produced by our output devices. RGB, simply put, does not work for multi-color output on press.

The powerful PS or PostScript file:

A PostScript file, also known as a .ps file, is usually the best way to provide artwork because it embeds all font and graphics information into the file, essentially being an electronic version of what you would get if printed out from your printer. They are also platform-independent. (Compatible with both PC and Mac)

PostScript files can be made from any program that you can normally print from, if you have a PostScript printer driver installed. We have detailed instructions on how to install a PostScript printer driver and create a PostScript file in our website's Help section at www.dockstreetprinting.com. Hard copy and email versions are available upon request.

PDF Documents, small files with a lot of information:

The introduction of the PDF (Portable Document Format) file has taken the printing industry by storm. A PDF's ability to embed all graphics and fonts, be platform-independent, and retain a small file size has made this format very popular and useful.

PDF files are able to be created directly from Adobe InDesign, PageMaker, PhotoShop and Illustrator. And if you have Adobe Acrobat (not just Reader) or CutePDF (PC only) installed, you can also create them from any program you can print from. We have detailed instructions on how to do this in our website's Help section at www.dockstreetprinting.com. Hard copy and email versions are available upon request.

EPS? Why an EPS?

EPS files, or Encapsulated PostScript files, are specially formatted PostScript files that can contain any combination of text, graphics and images and most times are platform-independent. Although some layout programs allow you to save or print documents to EPS, they are generally used for individual graphics that will be placed into or incorporated into a finished document.

When created correctly, an EPS file will not only include the image itself, but will also include embedded fonts and will retain the specific color information used in its creation. For this reason, it is a more common file type used when saving from drawing, painting or graphics creation programs. EPS files can also contain a preview, which allows a low resolution version of the EPS to be seen on the screen when used in a document.

How about a TIFF?

TIFF, TIF or the Tagged Image File Format is a rather old standard that is still very popular today. It is a highly flexible and platform-independent format which is supported by numerous image processing applications and virtually all prepress software on the market. TIFF files are just about as versatile as EPS files, can contain more or less anything, and will usually use less disk space.

Are logos saved from my web page ok to use for my print job?

99.9% of the time, **NO**. The minimum resolution required for images to look good in print is 300dpi. (DPI = dots per inch = resolution) One might say, "This logo looks pretty good on my computer screen, how come it looks so bad when it's printed out?" The reason is computer screens and internet files traditionally use 72dpi (very coarse resolution) Computer monitors make a picture look good but paper requires a higher resolution. So if you download or copy a file from the Internet it may not be useful or attractive on your document. It also is generally not acceptable to re-save a 72dpi document as a 300dpi document. This doesn't make the image any sharper at this point, it only enlarges it. The resolution must be set within the graphics program before creating the image.

The examples below illustrate the difference between low and high resolution. The image on the left is a typical image resolution used on the internet, 72dpi. The image the middle demonstrates the clarity achieved by using 300dpi resolution while the image on the right shows what kind of clarity can be achieved at 600dpi.

(If viewing this on your computer screen, notice the difference once the page is printed out)



72 dpi



300 dpi



600 dpi