CS DIGITAL
DESIGN·PRINT·COPY
Unit I/I472 Boundary Rd, Wacol QLD 4078
P. (07) 327I I899 F. (07) 327I 2899

Artwork
Specifications

Here are a few guidelines to ensure your document is print ready.

Please ensure that:

- Files are supplied as PDF and optimized to Acrobat 4.0(PDF 1.3). (See our website for details on free PDF creation software.)
- The page size is correct. Please see the following pages for correct page sizes.
- If bleed is required, please include 2mm bleed on all edges.
- All colours are CMYK or Greyscale (no RGB or PMS colours).
- All fonts are embedded or converted to curves or outlines.
- Please ensure all graphics and images are in their final size (100%) and correct resolution is at least 300dpi.
- No trim marks, colour bars or registration marks are included.
- Check for transparency features, such as drop shadows, overlays, blends and feathering.   Please flatten your transparencies using the Transparency Flattener Presets and save your PDF using Acrobat 4.0(PDF 1.3).

We recommend that all text and images are kept within the "safe zone" of the page, as during the trimming process variations of up to 2mm can occur. To do this, keep all text/images at least 5mm away from the finished size.

Artwork supplied to us that does not meet these specifications will incur an artwork fee at $66 per hour to create a print ready document.
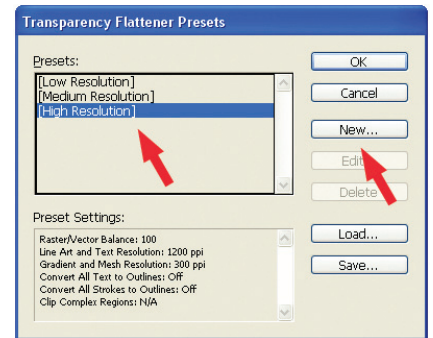
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InDesign Print Settings for PDF

Installing PDF Settings

1/ Define a "Transparency Flattener Preset"
Specify the settings which control the flattening of artwork in your layout.
a. From the "Edit" pull down menu choose "Transparency Flattener Presets"
b. Click on [High Resolution] to select the preset base and the click "New"

c. Type the name for the Transparency Flattener Preset
e.g. CS Digital Preset.
d. To ensure all vector artwork in the layout is preserved and not converted to rasterised, position the "Raster/Vector Balance" slider to "Vectors" 100.
e. For all "Line Art and Text Resolution" select "2400" ppi.
f. For "Gradient and Mesh Resolutions" select "300" ppi.
g. Tick the box to "Convert All Text to Outlines"
h. Click "OK"
i. The new Preset will appear in the list.
j. Click "OK" to save preset.
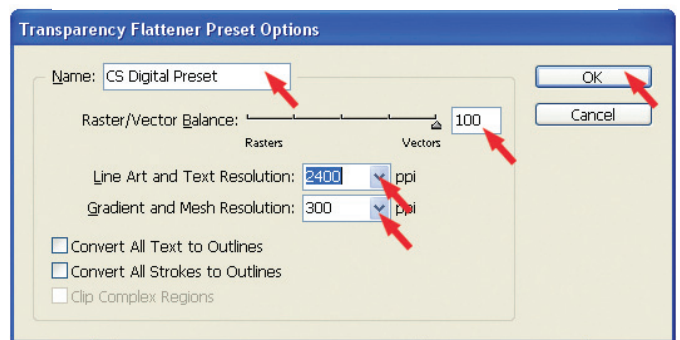
From the "Edit" pull down menu choose "Transparency Blend Space" and click on "Document CMYK" for colour combatability. From "Window" select "Output" then "Flattner Preview". This can identify areas that have transparency applied or are effected by other objects.

2/ Define a "Print Preset" for the publication – Specify the document print settings
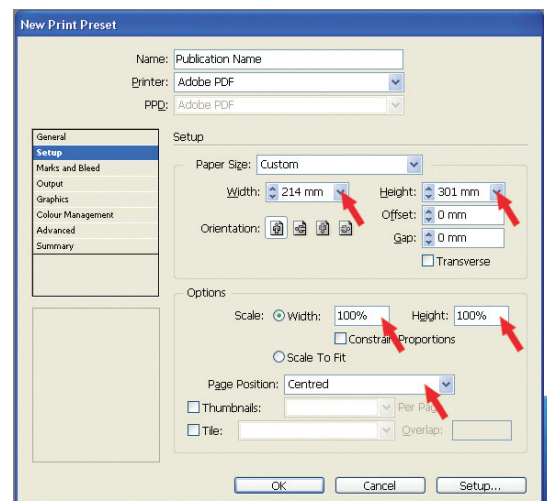a. From the "File" pull down menu select "Print Presets > Define"
b. Click "New"
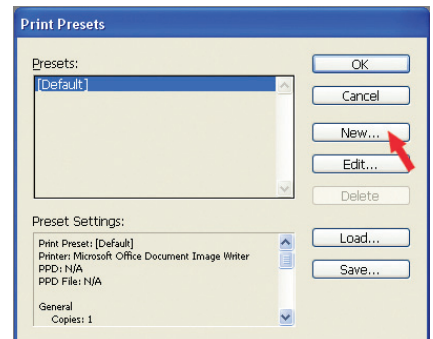
General
a. Type in a name for the Print Preset. Print Presets are often named by the publication for which the presets apply.
e.g. Publication name

Setup
Be sure the paper size under both the [Paper Size] in the Print Dialog box and the [Paper] in the Page Setup box match. This will ensure that your documents print correctly.
a. The "Paper Size" must accommodate the 2mm bleed around each edge to ensure document is print ready and there are no problems during trimming. E.g. A4 Document size must be 301mm x 214mm which includes 2mm bleed.
Check document size in the CS Digital Art Specifications booklet.
b. Ensure Scale is set to 100% for both width and height.
c. Set "Page Position" to "Centred"

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InDesign Print Settings for PDF

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Marks and Bleed
a. Since we set the document with bleed already, do not add "Marks and Bleed" and "Bleed and Slug".

Output
a. For "Colour" select "Composite CMYK". It is important that when creating artwork for printing the CMYK colour model is used, as this will allow for much more accurate colour representation during printing. If you use the RGB model you may find the colours are not as vibrant and bright as you expected, as the printer must convert these to its native CMYK colour model to print them.   Do not use "Text as Black", this will convert all colour text to black. This feature should only be used for quick proofing.
b. Select "None" for "Flip"
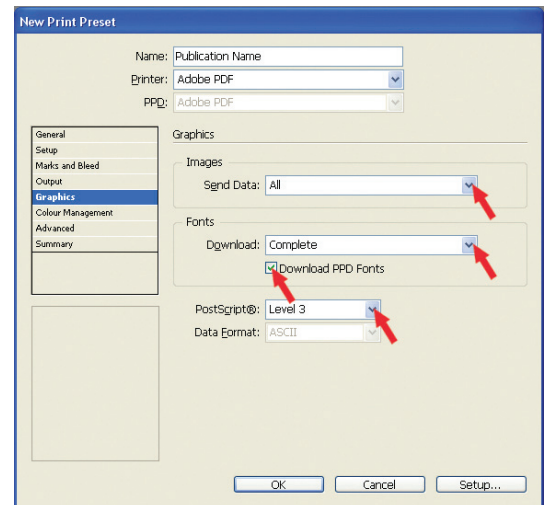c. Do not check "Simulate Overprint"
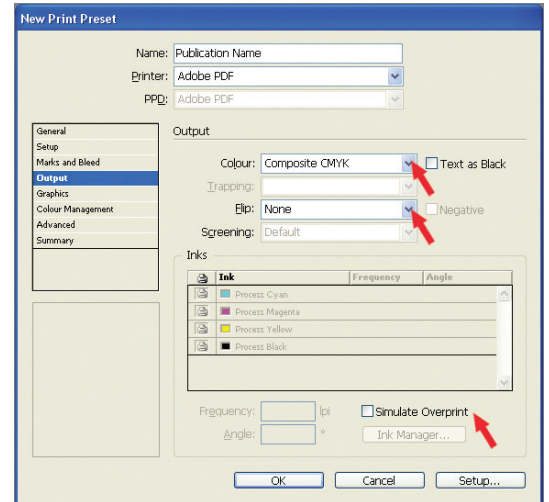
Graphics
a. Under "Images" select "All" for "Send Data"
b. Under "Fonts" select "Complete" for "Download"
c. Check the box for "Download PPD Fonts" this preserves all fonts.
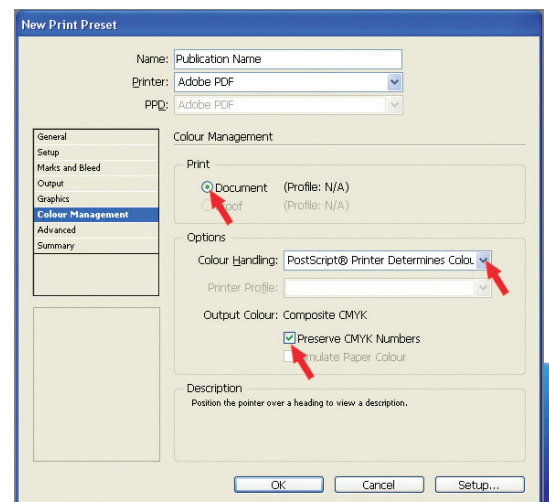d. For "Postscript®" always select "Level 3"

Colour Management
a. Under "Print" select "Document"
b. Under "Options" select "Postscript Printer Determines Colour for "Colour Handling"
c. Check the box for "Preserve CMYK Numbers"

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InDesign Print Settings for PDF

Installing PDF Settings

Advanced
a. Do not check any boxes for "OPI"
b. Select the transparency flattener preset defined in the first step. e.g. CS Digital Preset
c. Click "OK" to finalise "Print Preset"

The new Preset will appear in the list.
Click "OK" to save preset.
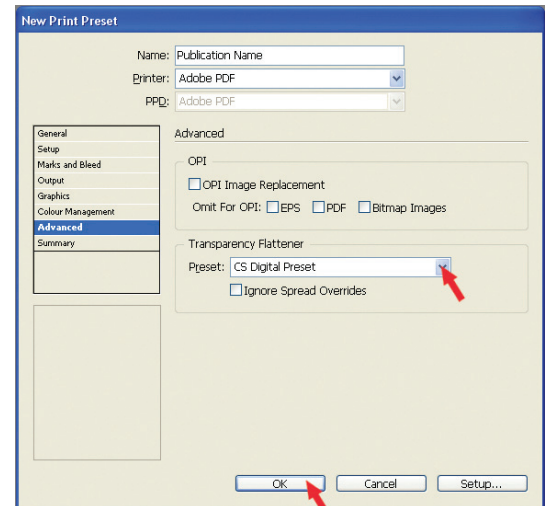
3/ Convert all Text for Outlines
Once your document is in final stages. Click on your text boxes and from the "Text" pull down menu select "Create Outlines". As not all computers have the same fonts installed, it is advisable that all fonts are converted to outlines or curves before you send your final artwork to us.
This will eliminate any issues with font substitution that may occur when we print your file.
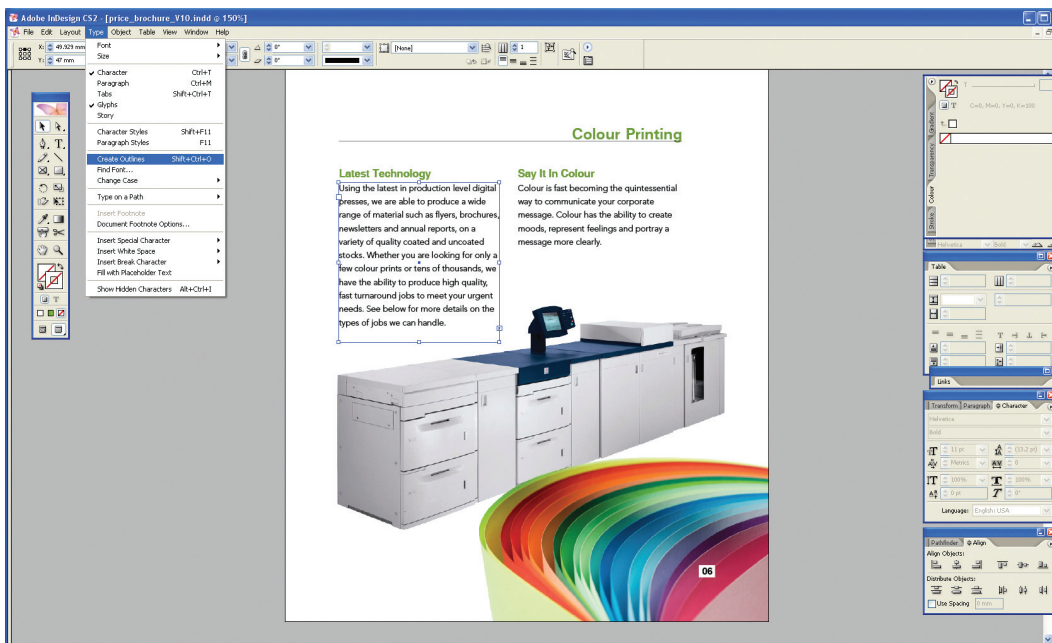
4/ It is preferable to use a PDF Distiller to convert InDesign Files to PDF
Please do not export the PDF
Use the Transparency Flattener Presets and Print Presets in your PDF distiller to convert your file to PDF.
Exporting the PDF in InDesign will not produce the same results and your file may not be print ready.