

MOST COMMON ART PREPARATION MISTAKES

Normally things run pretty smoothly, but CD manufacturing is a complicated, involved process which requires a great deal of attention to detail. We've compiled a list of the most common mistakes people make with the hope that these things won't happen to you.

1. Not using ASAP templates
2. Missing fonts - please supply all type - 6 pt or above. Non serif type recommended at small point sizes.
3. Submitting low resolution files for output (GIF, JPG).
Files must be 300 dpi or higher. For the actual size. 100%
Photoshop files Tif- or EPS - please supply PSD files where applicable or needed to make adjustments
4. Forgot/don't know how to outline fonts (in Adobe Illustrator).
5. Try and avoid Blends or gradients....silk screening has a difficult time holding the gradual change.
6. No bleed or not enough bleed - refers to printed inserts.
7. Sending RGB files. Instead, files should be CMYK.
8. Distinguishing between Colour work -
4 colour process as opposed to single or multiple PMS
8. Not including print-outs with your order.
9. Please try and send separation proofs...black and white so we may match your output.
10. Not thoroughly proofing your master and/or art. Proofing is the biggest time/money/headache saver of all. Supply laser separated proofs.
11. Putting the art files on the master disc, which is something we see a lot with CD-ROM projects.
Please make an art disc separate from your replication master.

Software.-for print production Mac preferred - PC available

CS 2 - Indesign-Photoshop-Illustrator

Quark - 6