

CLEAN FILE CREATION STANDARDS

In QuarkXPress

- Run Quark's spell checker.
- Proof read your ad against the dead copy.
- Create all clipping paths in Photoshop.
- Delete unused elements from Masterpages and the pasteboard before sending the file.

Color Files:

- Print out the document to the color proofer to ensure correct final printing.
- As needed, print out color separations of the file to the Low Res proofer and check each plate for correct imaging.
- Build the file using CMYK colors only, no spot or Pantone colors.
- Check trapping on all type for proper knockout.
- Create one box for reversed or screened text and fill with appropriate color, don't create separate boxes for text and fill.
- If spot or Pantone colors have previously been used, edit the color by changing the model to CMYK and unchecking spot color.
- Remove all colors not used from the color pallet.
- Avoid resizing, rotating imported full-color graphics into layout programs. Perform these functions in Photoshop.
- Avoid colorizing Photoshop images in Quark, the image may not always separate correctly.

Fonts:

- Do not use character attributes of italic, bold etc. choose a specific bold or italic font. i.e. HelveticaCondensedBold



Capital Newspapers

Digital Department
1901 Fish Hatchery Rd.
Madison, Wisconsin 53713
Phone: 608-252-6260
email address: prepress@capitalnewspapers.com

In Illustrator

- Save all Illustrator files as eps, not pdf format.
- Avoid placing photos/images and embedding them into Illustrator EPS files. Place all images separately in Quark.
- Build all colors using CMYK colors in the paint style window.
- Whenever possible convert all text to outlines. Select the text, then under the Type menu select Create Outlines.
- Ensure that solid black is created using 100% K only. Not 100%C, 100%M, 100%Y, and 100%K.

In Photoshop

- Open all Photoshop files, especially those supplied from the outside world (from accounts, websites, CD's etc.) to ensure that they are saved in
 - Macintosh format, and are EPS or Tiff files ONLY. (no jpeg files allowed)
 - If color, CMYK mode only - not RGB.
 - Correct resolution - see file resolutions.
- Crop the image close, never leave excess whitespace.
- Clipping paths saved in Photoshop should be saved as a path leaving the flatness device pixel box blank.
- When saving a file as a Photoshop EPS document, ensure that the halftone screen and transfer function buttons are unchecked.
- If you are working in layers, save a original layered version before flattening for EPS placement.
- When saving the file as a Photoshop EPS file for placement in Quark, flatten the image first. Unsharp mask the file then Save As Photoshop EPS.
- Alphanumeric is the best choice for file naming conventions.
- Name the file with the appropriate extension. i.e. a tiff file - filename.tif

continued on next page

CLEAN FILE CREATION STANDARDS • PAGE 2

In Photoshop continued

Color Files:

- Save all full-color images as CMYK mode, never as RGB.
- Whenever possible, scale, crop and rotate all full-color images in Photoshop, not in Quark.
- Whenever possible, if files have been flipped horizontally or vertically in Quark, change the Photoshop file and update for Quark.

File Resolutions and Save Formats:

- Whenever possible, all images placed at 100% in Quark should be saved at a resolution of two times the line screen of the resolution of the final output device.
Capital Newspapers prints at an 85 line screen, so images should be 170 or 200dpi.
- Under the Image menu, Image Size, ensure that the resolution is listed in pixels/inch, not pixels/cm. (pixels/cm increases the file size)
- Full-color, save in CMYK mode only (170 to 200dpi)
- Halftone save as grayscale mode (170 to 200dpi)
- CMYK or Grayscale files can be saved as EPS or TIFF format ONLY - LZW compression accepted.
- Black and White Bitmap mode images are to be saved as TIFF (600 to 1016dpi)
- Save files with clipping paths as EPS format only.
- Save bitmap mode files as TIFF format only.
- Larger Photoshop files can be saved as TIFF format to decrease file size.



Capital Newspapers

Digital Department

1901 Fish Hatchery Rd.
Madison, Wisconsin 53713

Phone: 608-252-6260

email address: prepress@capitalnewspapers.com