

Preparation of Data:

Nothing will lengthen an otherwise simple production process as much as poor preparation of data and bad communication.



It is always a good idea to discuss special implications or any questions on a job ahead of time and before investing hours into setting up a job, that might be saved by a simple phone call.

Initial thoughts: What ist he finished Job supposed to look like? Are there special colors, methods, unusual materials, that will be used? Will there be further finishing afterwards? What color model should be used for the given job?

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Should a job be set to bleed off or to the final format? Will the printshop need a wider format than the original with the motives continued over the limit?

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Typical mistakes are:

1.
Color model was picked wrong: RGB instead of CMYK. Most printshops will be able to convert from RGB to CMYK. But what are the underlying rules and tables for these conversions? This little mistake could go terribly wrong!

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2.
A job is supposed to be set up in solid colors only - but some or all areas are set as process-colors (non solids): While modern tools allow fast conversion, there might be parts in the job "missing", resulting in the lack of certain elements or a bad reproduction.

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3.
Finishing elements (such as hotfoilstamping) were not set as separate channels but were included in the remaining design and channels. The printshop can only guess where to use that kind of process and will at least have to inquire for various times raising the chance for error.

4.
Types not embedded into the PDF-file or not vectorized beforehand: Upon opening the file at the printshop, type might be automatically exchanged with a similar or totally different typeface due to accidentally matching type ID's. A totally different appearance or at least different line breaks might be the unwanted result.