

PRINT: PREPARING FILES IN INDESIGN



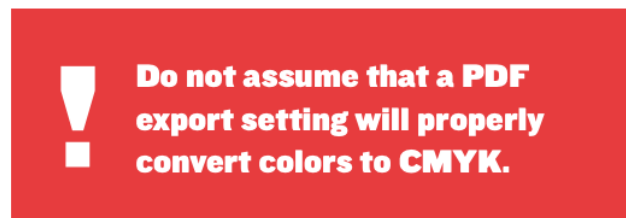
Details matter! When creating files for print, such as ads, brochures, booklets, or direct mailers, it is helpful to follow a few steps to ensure your file will be able to go to press with no issues. This document assumes a basic understanding of Adobe InDesign and its menu items.

□ START WITH STRUCTURE

As always for every Cornett project, start with the proper file structure. All linked assets should be placed into the “links” folder while the InDesign document sits in the root folder.

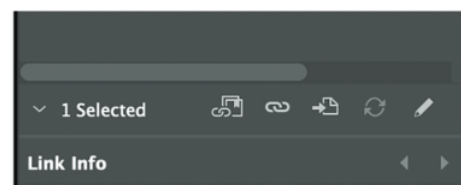
□ SIZE AND COLOR SPACE

Make sure the page size (trim), margins (live area), and bleed are set up according to specifications provided by the printer or client. Print should always be in CMYK color space and only use PMS swatches when Pantone inks are being used. Do not assume that a PDF export setting will properly convert colors to CMYK.



□ LINKS

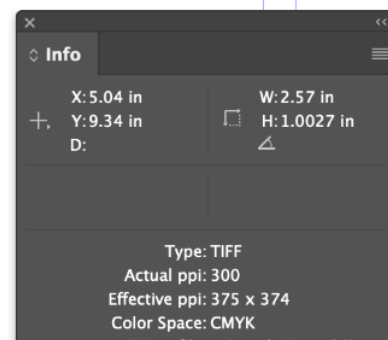
All links should be in the links folder, not on your desktop or linking to other projects. Check that no links are missing or modified, if so, update using the links panel.



Relink missing or update modified links at the bottom of the links panel

□ IMAGES

Also, make sure that all images are CMYK and at print resolution: 300dpi or higher. To check resolution, click on an image in the document, then go to Window > Info. Two readings appear, Effective PPI & Actual PPI. Actual PPI is the resolution of an image at 100% of its original size, or the size of the image file. Effective PPI is the resolution based on the size of the image as placed in the InDesign document.

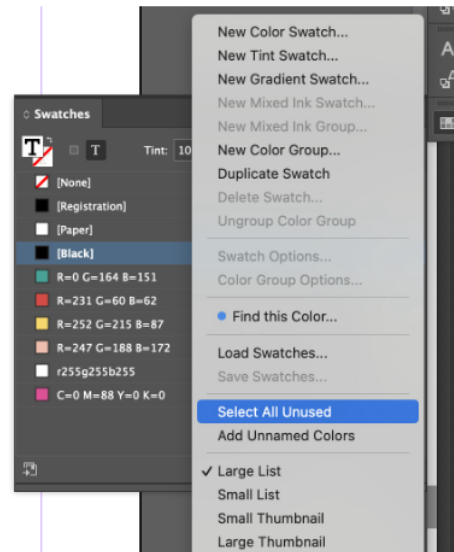


□ SWATCHES

Remove unused swatches and ensure all remaining swatches are CMYK. If using Pantone, ensure the proper color book swatches are being used.

□ TYPE

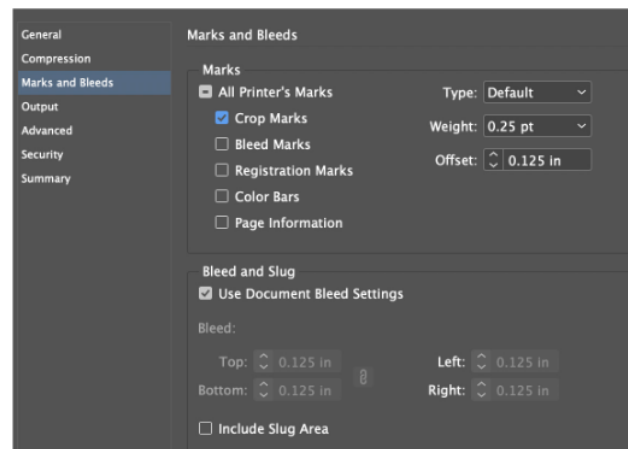
- Even though we have copywriters that often proof our work, run spell check to catch typos and obvious errors.
- Go to Type > Show Hidden Characters and check for extra spaces.
- Make sure ellipses and hyphens are spaced correctly. Check that the correct en- or em-dashes are used throughout the document.
- Always avoid widows/orphans.
- Check for smart quotes marks vs inch marks.



□ EXPORTING YOUR FILE

Once you have completed all of the previous steps, you are likely ready to export your file according to specifications provided by either the client or the print vendor.

- Add crop or bleed marks if specified.
- Place print file in the "final" folder on the server.
- Keep track of versions in the appropriate proofs folders.



If requested, go to File > Package to package all of your linked images to a single folder, zip, and place in the Final > Print folder to send to the client. See "Creating a NAS link to send to a client or vendor".

