

Best Practices for Government Publishers: Preparing and Preflighting Files for Trouble-Free Printing

Learning Objectives

- Provide attendees with the background knowledge of how to prepare, preflight, and submit electronic desktop publishing files for press, print, and web use.
- Review the printing industry's technical requirements for electronic files destined for traditional offset presses, digital ink presses, and toner-based printers.
- Define the different tools and capabilities of current industry desktop publishing and graphics software.
- Explain the technical differences and requirements of fonts, graphics, ink and screen colors, resolution, and file formats that are used in typical desktop publishing projects.
- Review how electronic files are processed by print vendors and service bureaus, common problems that occur, and steps to take to prevent problems.
- Through hands-on demonstrations and exercises, show different ways to identify potential problems that can be used by those without a computer or common desktop publishing software programs.
- Through hands-on computer exercises, show different methods of preflighting electronic desktop publishing files using Adobe InDesign, Photoshop, Illustrator, and Acrobat Professional.

Major Topics

- Overview of the desktop publishing process
- Overview of prepress (at the service bureau/vendor) and the printing process
- The different font technologies and their advantages/disadvantages
- How to define and use CMYK process colors and Pantone spot colors in desktop publishing files
- Overview of the different types of graphics, file formats, and technical requirements
- Common problems with industry files and how to prevent them, including fonts, colors, resolution, and file formats
- What the printing procurement officer and commercial print vendor need from desktop publishers (files and paperwork)
- Packaging electronic desktop publishing files from Adobe InDesign
- Exporting press-quality and web-quality PDFs from Adobe InDesign
- Hands-on exercises preflighting electronic files without a computer or software
- Hands-on computer exercises preflighting desktop publishing, images, graphics, and PDF files with the Adobe Creative Suite

Students Will Learn

- How the quality of their document's construction affects prepress, printing, and the quality, timeliness, and cost of printed projects.
- How to construct desktop publishing documents that meet the printing industry's technical requirements for fonts, colors, images, graphics, resolution, and file formats.
- Knowledge of the different fonts technologies, their special features and drawbacks, and how to prevent problems with fonts during prepress.
- An understanding of the different color systems, and how to speck and use them in their software files.
- An understanding of the different graphic file formats, their features and shortcomings, technical requirements, and when to use each kind.
- How to package desktop publishing files for commercial service bureaus/print vendors and in-agency print/copy shops.
- How to export press-quality and web-quality PDFs from desktop publishing software.
- How to prevent technical problems with files.
- How to preflight files in Adobe InDesign, Illustrator, Photoshop, and Acrobat Professional.
- What files and paperwork to provide agency procurement officers and GPO's customer service representatives so that jobs flow smoothly through the government's printing procurement process.