

CTP – Getting Files Right

PDFs, layout files and colour issues in your digital workflow

Aimed at Production and Creative Staff

Delivered by Teresa Solomon and Joanna Figg Latham

This course will help you improve your digital workflow and ensure you encounter fewer problems with your files. You will gain a greater understanding of the digital processes, at the printer, repro and publisher, and of the typical sorts of problems that occur, and where and how they can be prevented. You will also gain skills which will enable you to troubleshoot file problems between the printer and the publisher with more confidence.

Colour profiles which are key to implement in your workflow, will be demystified in a practical and easy to understand way so that you leave the course confident in your understanding of why, where and when in the process they are required and how to use them.

Understanding why PDF problems occur and how they relate to the layout files, in InDesign or Quark and the way the PDFs were created, will provide you with the knowledge to identify and prevent errors, before supplying files to printers. This will also enable you to liaise confidently with creative and production staff to resolve any problems.

- **Common problems in PDFs** – looking at a range of typical PDF problems and understanding how to avoid them e.g. fonts misbehaving • correct version and type of PDF • correct colours/plates appearing in your PDF • trim and crop marks • missing pages in PDFs • Looking at solutions to these problems, and best practise
- **Resolution** - printing dots and line screen vs pixels • resolution • vector and raster images • scaling images with and without resampling • checking resolution in files
- **Colour profiles** – what they are and why we use them • understanding where in your workflow colour profiles should be used • Selecting the correct profiles • working spaces • sRGB vs Adobe RGB • different CMYK profiles • ISO profiles • colour conversions - all simply explained
- **Digital colour proofs** – using profiles correctly • labels • when contract proofs • where not accurate
- **Image problems** – low resolution • wrong colour space • duotones turning into CMYK.
- **Fonts** – typical problems • how to identify problems in Quark, InDesign and PDFs
- **File settings** – correct set-up • using layers • assigning text to a separate colour • text settings • understanding overprint and knockout • trapping • tinted text reversing out • settings to use for reversed out text
- **Overview of creating PDFs** – correct processes and settings to use from Quark 6/7/8 or InDesign CS • print styles • job options • single pages • PDFs for 4 or 2 colour • PDFs for co-edition work • composite or separate PDFs • correct PDF version • transparency settings & flattening
- **File checking** – checks you can run in InDesign, Quark & Acrobat • transparency • plates • picture usage • retaining links • pre-flight checking in PDFs through profiles
- **What happens to your PDFs at the printers** – printers typical checks and preflighting PDFs • printers systems re-setting black overprint • overprint and knockout
- **Making corrections** – understanding corrections the printer can and cannot do • how to handle late corrections • best practise • ensuring master Quark/InDesign documents are up to date • PDF corrections • archiving

Time: 9.30am - 5.00pm

Venue: Imago, Albury Court, Thame, Oxfordshire or *Publisher's premises*

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