FILE PREPARATION
& DESIGN CONSIDERATIONS

A Guide to Creating Proper Files for Print

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UGS

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DOCUMENT SETUP - DIMENSIONS

UGS

BUSINESS CARDS

3" x 2.5"

RÉSUMÉS

8.5" x 11"

BOOKLETS

5.5" x 8.5"
8.5" x 11"

POSTERS

8.5" x 11"
11" x 17"

WIDE FORMAT

Up to 36" wide
Unlimited length

These are some basic document dimensions to use as a guide, however UGS can print many unique sizes so just be sure to ask!

DOCUMENT SETUP - BLEEDS
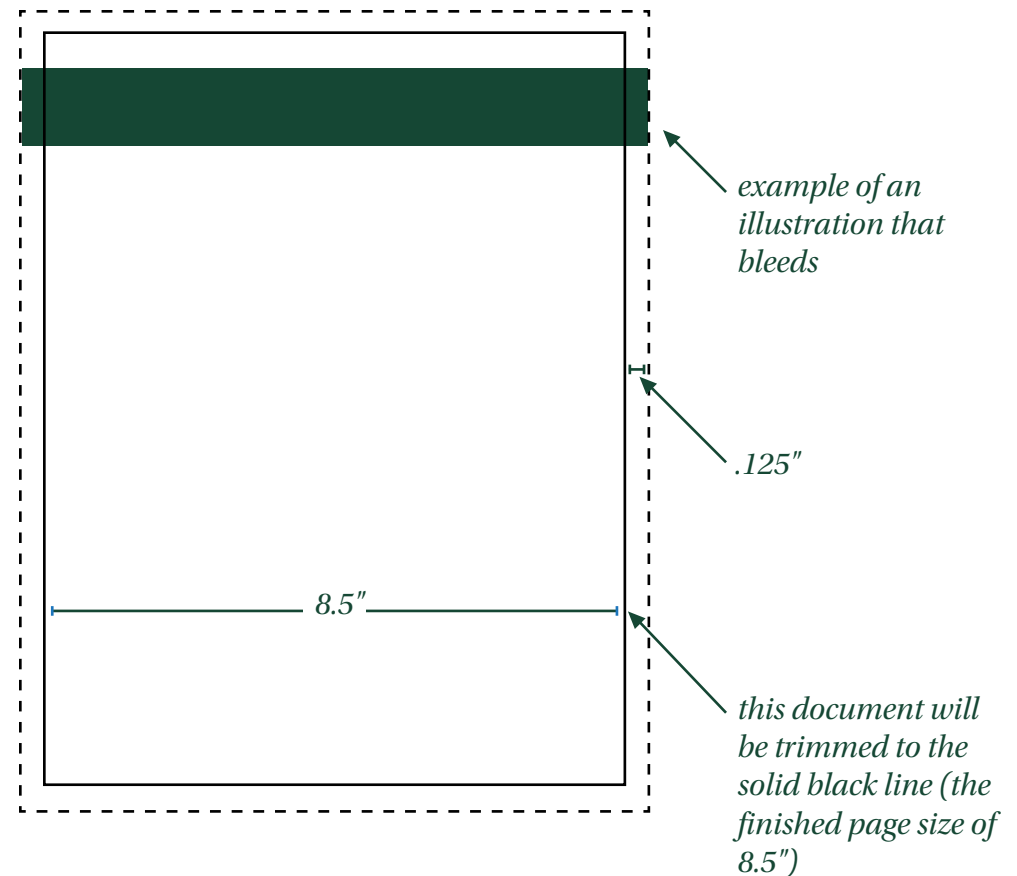
WHAT ARE BLEEDS, AND WHEN ARE THEY NECESSARY?

Bleeds are required whenever the image area extends to the very edge of the page, such as in the red banner at the top of this page. Because most printers are unable to print all the way to the edge of the sheet of paper, files will be printed on larger pieces of paper and trimmed down to size. Bleeds extend the image area outside the finished page size to ensure a clean trim.

BLEED DIMENSIONS

Bleeds should be **.125"** and can be applied in the new document panel.

REMEMBER!

It is not enough to just apply the bleed settings in the new document panel, you have to remember to extend the images and illustrations outside the finished page size, like in the example to the right.

example of an illustration that bleeds

.125"

8.5"

this document will be trimmed to the solid black line (the finished page size of 8.5")

UGS

CREATING A NEW DOCUMENT - PHOTOSHOP

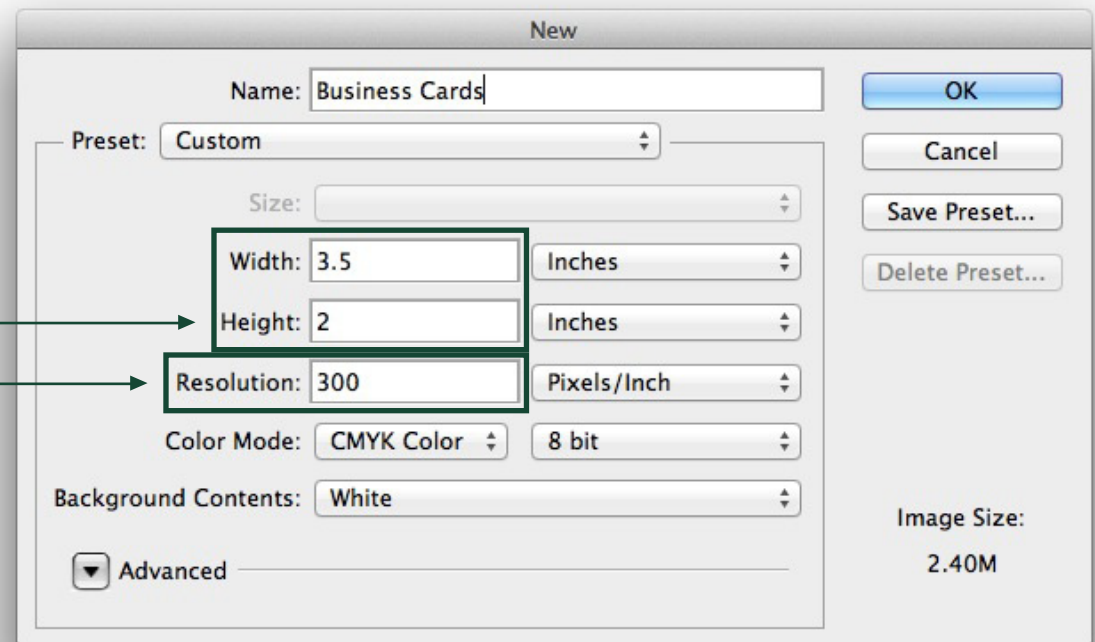## CREATING A NEW DOCUMENT IN PHOTOSHOP

Set document dimensions and bleeds right in the new document panel. (File > New)

USED FOR:

Image-Dominant Posters

set the document size

set the resolution to 300 ppi

CREATING A NEW DOCUMENT - ILLUSTRATOR

UGS

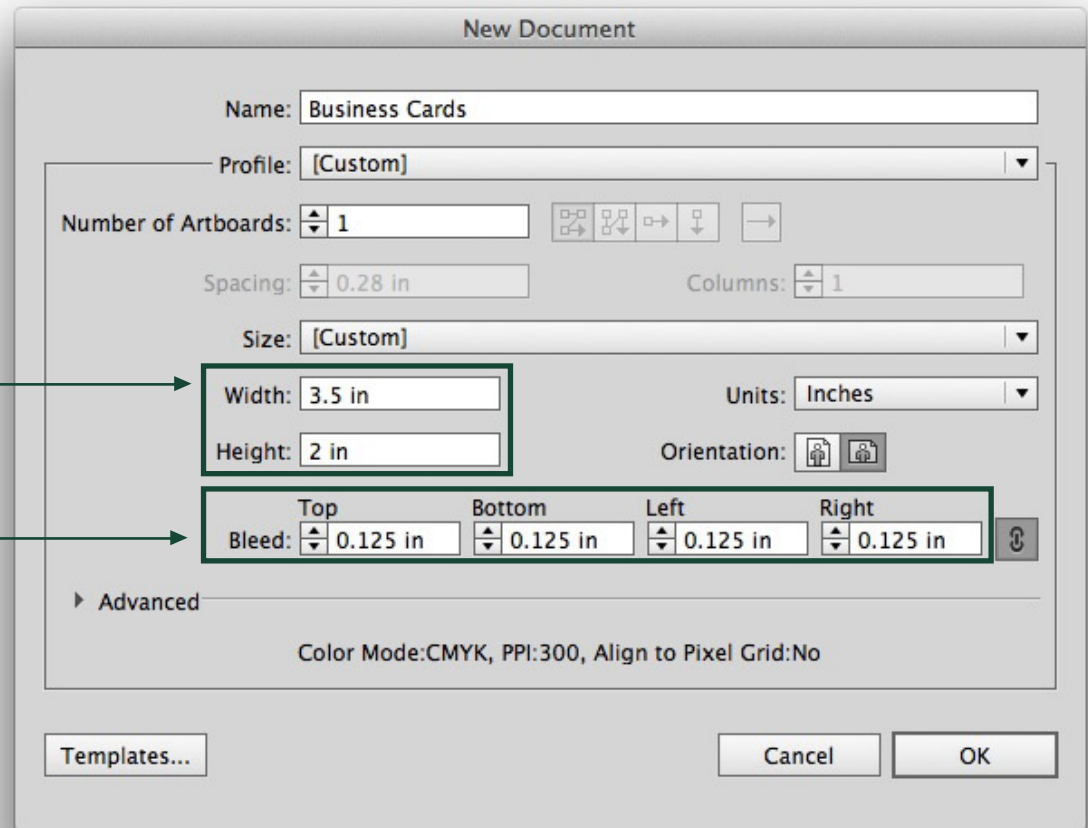## CREATING A NEW DOCUMENT IN ILLUSTRATOR

Set document dimensions and bleeds right in the new document panel. (File > New)

USED FOR:

Business Cards

Posters

set the page size →

set the bleeds →

UGS

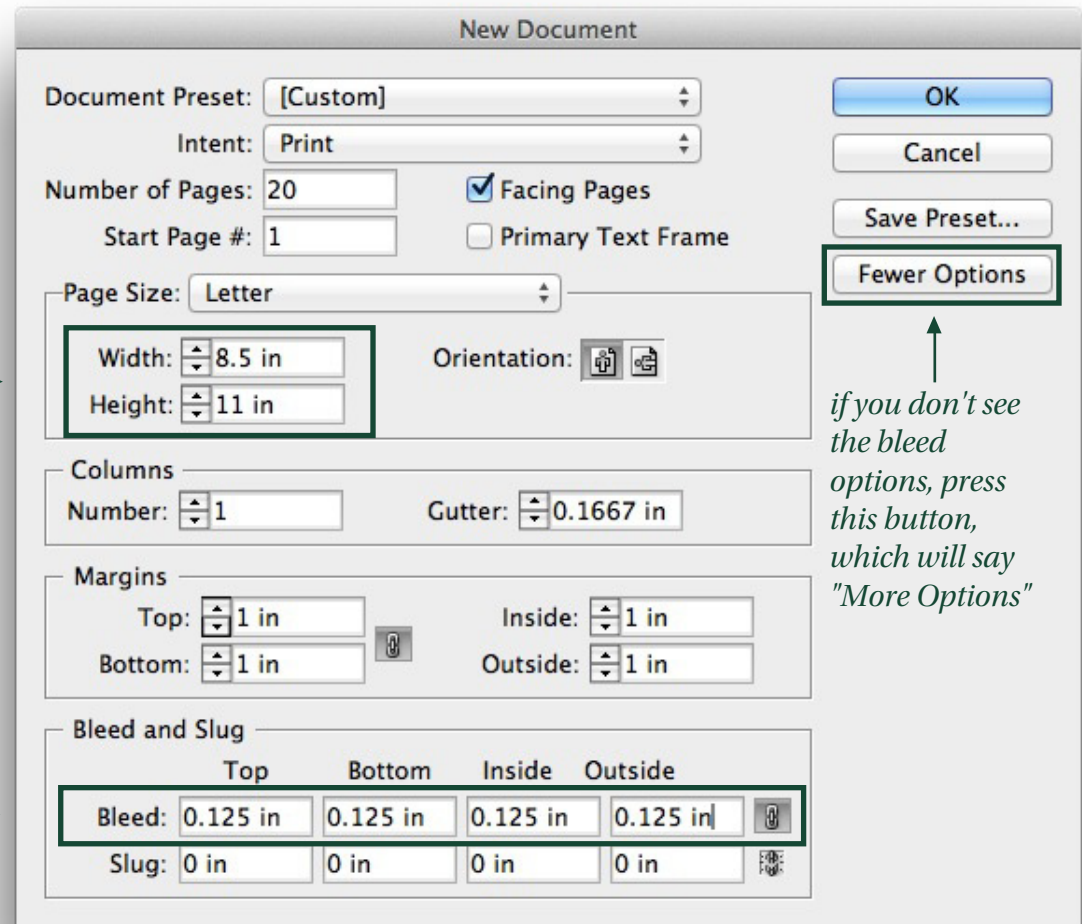# CREATING A NEW DOCUMENT - INDESIGN

CREATING A NEW DOCUMENT IN INDESIGN

Set document dimensions and bleeds right in the new document panel. (File > New > Document)

USED FOR:

Business Cards

Résumés

Booklets

Posters

set the page size ⟶

set the bleeds ⟶

if you don't see the bleed options, press this button, which will say "More Options"

UGS

IMAGE RESOLUTION

IMAGE RESOLUTION REQUIREMENTS

All images must be resized to at least **300 ppi** (pixels per inch) to make sure they do not look pixelated when they are printed. Be sure to use high-quality images in your designs. (Images pulled off the web are often only 72 ppi and not ideal for print.)

IMAGE RESIZING

Images can be resized many ways, and the following two pages will explain how to correctly resize them in Photoshop and in Preview on a Mac.

PLACING IMAGES

When placing images in InDesign, Illustrator or Photoshop (File > Place) it is best to just click inside the document to place them at their full size, and be careful not to drag them any bigger (which will decrease the resolution.)

example of a clear high resolution image

example of a blurry low resolution image

*note: low resolution images may look clear on your computer screen, but can still print poorly
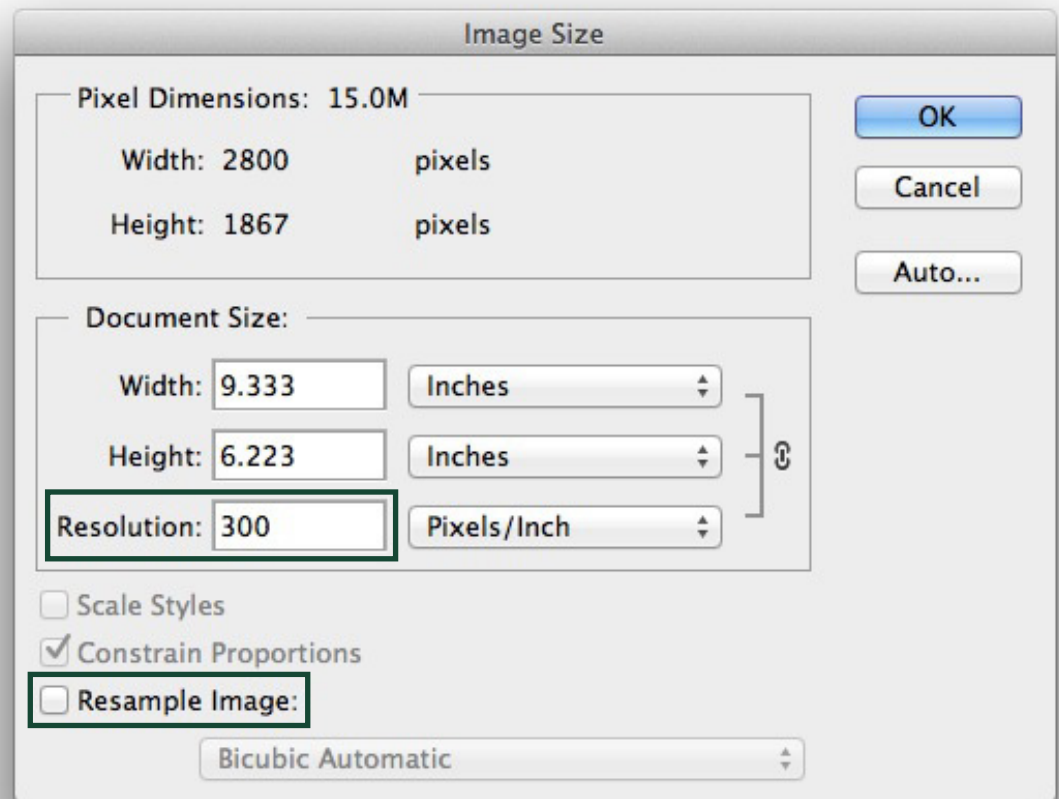
RESIZING IMAGES - PHOTOSHOP

HOW TO RESIZE AN IMAGE TO 300 PPI

1. Open image in Photoshop
2. Image > Image Size
3. **Uncheck** the **"Resample Image"** checkbox
4. Type 300 into the Resolution box
5. Click OK
6. Save

set the resolution →

make sure this box is unchecked →

*note: when you set the resolution to 300, the height and width will change automatically. This will be the largest possible image size.
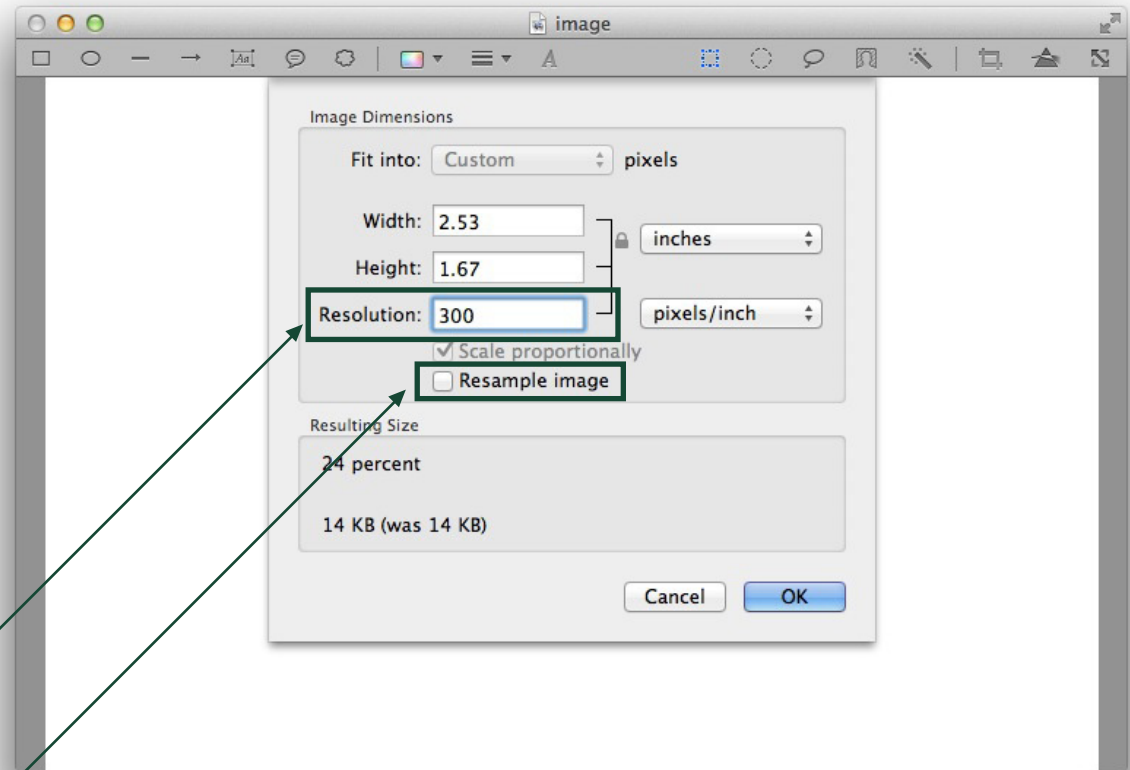
RESIZING IMAGES - PREVIEW

UGS

HOW TO RESIZE AN IMAGE TO 300 PPI

1. Open image in Preview

2. Tools > Adjust Size

3. **Uncheck** the **"Resample Image"** checkbox

4. Type 300 into the Resolution box

5. Click OK

6. Save

set the resolution

make sure this box is unchecked

DESIGN CONSIDERATIONS - BOOKLETS
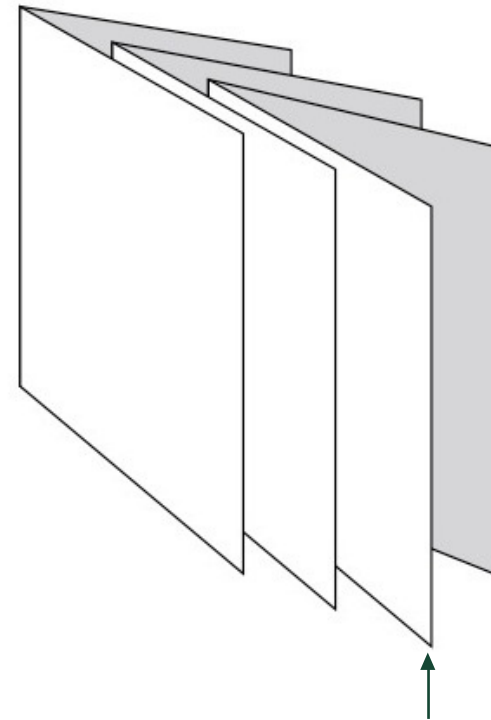
BINDING: SADDLE STITCHING

Many magazines are bound using a method called saddle stitching, which is illustrated in the image to the right. The pages are printed on a piece of paper that is folded, called a signature. Each signature has 4 pages (2 on the front and 2 on the back.) Because of this, the number of pages in a saddle stitched document must be a **multiple of 4**.

SPIRAL BINDING

Documents that will be spiral bound only need to have pages in **multiples of 2**.

INSERTING BLANK PAGES

In the pages menu (Window > Pages) right click on any page near where you want to insert a blank page, and click "Insert Pages." These can be inserted at the beginning or end of a document to make it add up to the correct number of pages.

example of a 4-page signature, used in saddle stitching

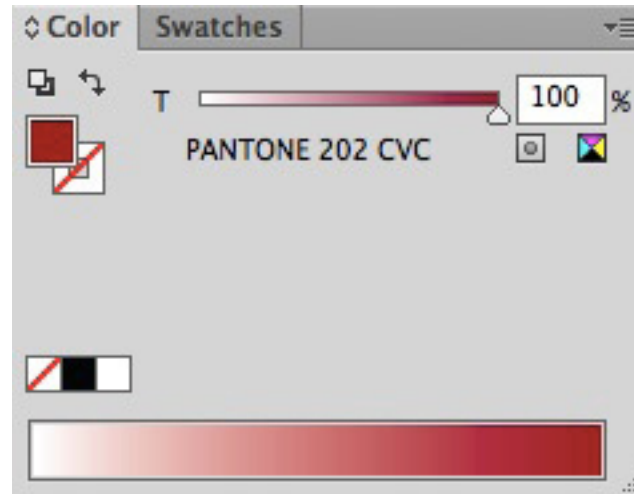*(this document will be a total of 12 pages)*

DESIGN CONSIDERATIONS - SPOT COLORS

WHAT ARE SPOT COLORS?

Digital printing presses print with four primary colors of ink (process colors): cyan, magenta, yellow and black, which combine to create all the colors you will see on a printed page. In special circumstances, companies will choose to print with additional pre-mixed colors of ink (spot colors) in order to match a color exactly.

example of a spot color (what to avoid)

HOW DOES UGS HANDLE SPOT COLORS?

At UGS, color jobs can be printed accurately and high quality without the use of spot colors, so they should be avoided when creating a file. Choose **process** colors (like in the example to the right) unless you want us to match a specific spot color. In that case, keep the spot color in your file and let us know so we can convert it for you.
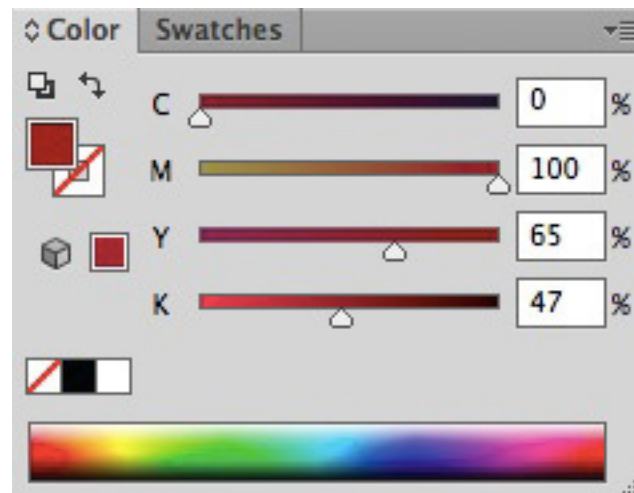
example of the same red as a process color

(notice that you can see the CMYK values)

# DESIGN CONSIDERATIONS - RICH BLACKS

WHAT ARE RICH BLACKS?

Rich black occurs when black is printed using black ink in addition to one or more of the other process colors: cyan, magenta or yellow. This creates a darker black, but can also cause quality issues on digital presses.

AVOID RICH BLACKS

When choosing black for your design, make sure it is only 100% black, without any of the other colors added in.
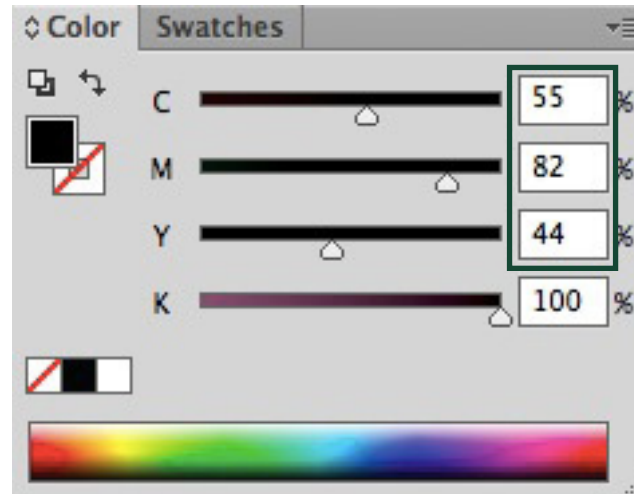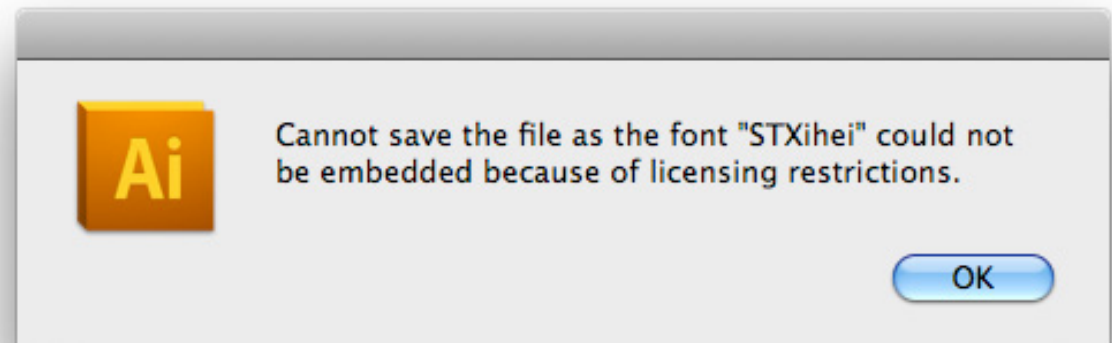
example of a rich black (what to avoid)
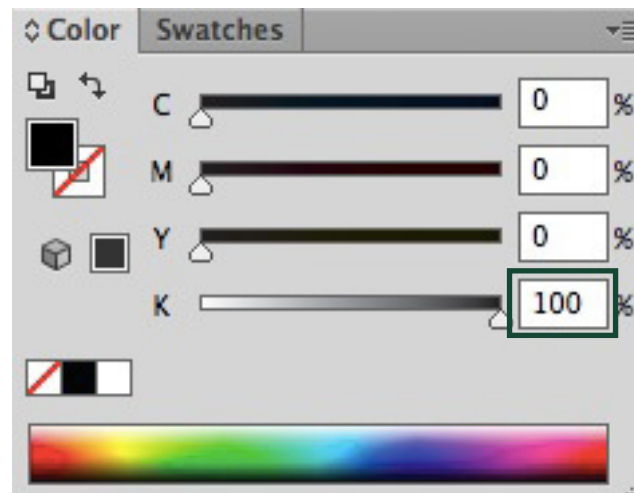
example of 100% black

(notice that only black ink has a percent value)

FONT LICENSING

USE LICENSED FONTS

When designing your files, it is important to choose fonts that can be embedded in PDFs, which is how we want you to save your files. If you do not own the font or if it does not have the correct license, you will see an error message similar to the example on the right. If this happens, unfortunately you will have to choose a different font for us to be able to print your file.
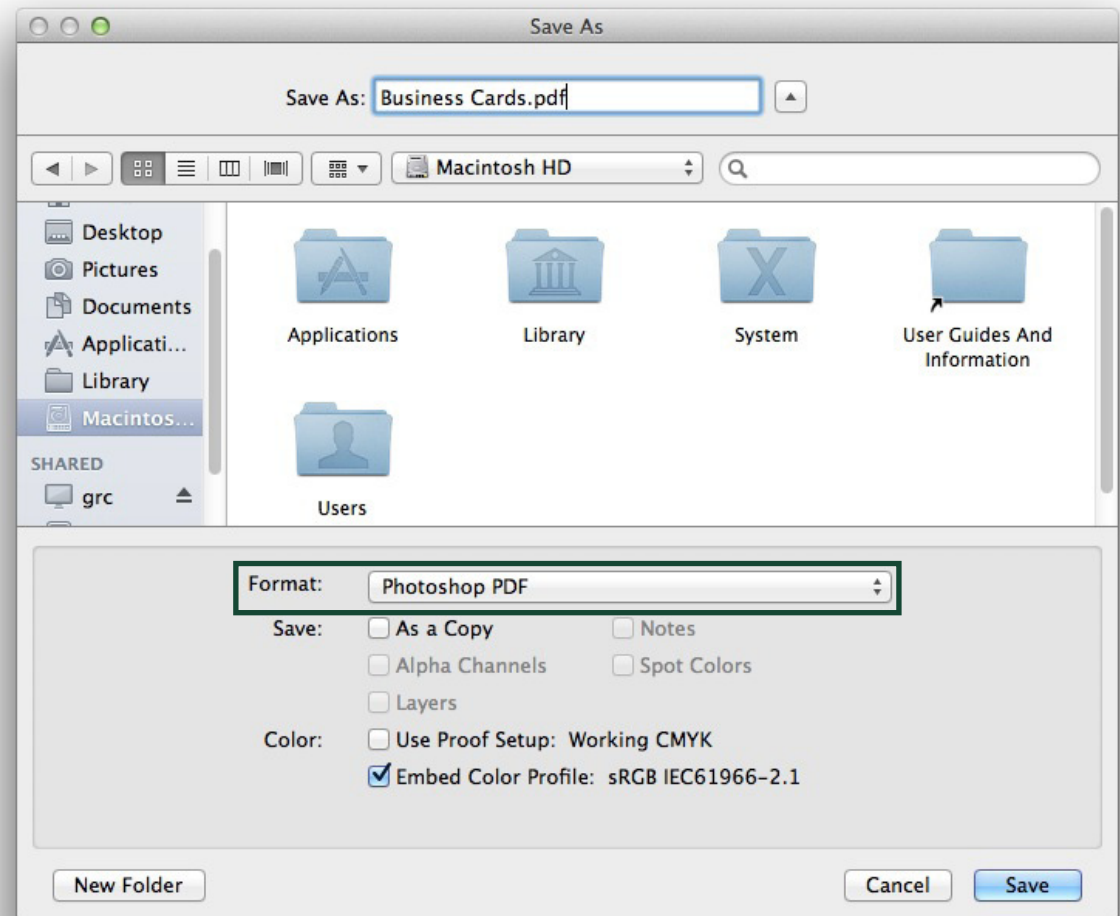
Cannot save the file as the font "STXihei" could not be embedded because of licensing restrictions.

OK

SAVING AS A PDF - PHOTOSHOP

PREFERRED DOCUMENT FORMAT

At UGS, we ask that you save and submit all files as a PDF.

SAVING AS A PDF IN PHOTOSHOP

1. File > Save As
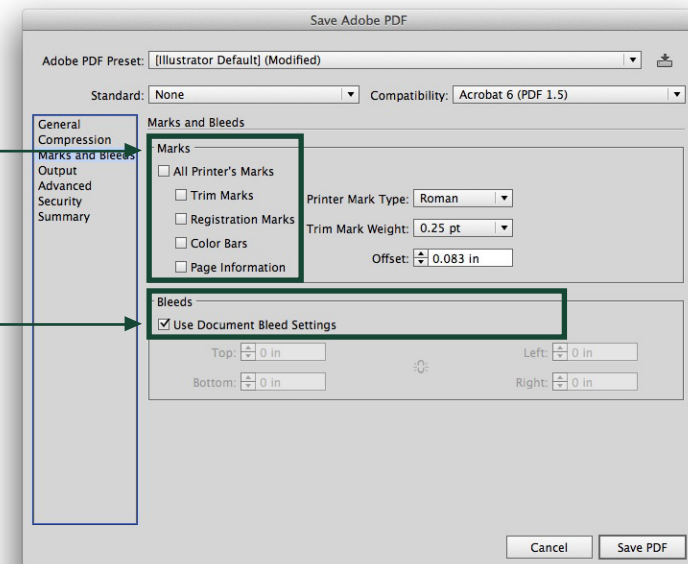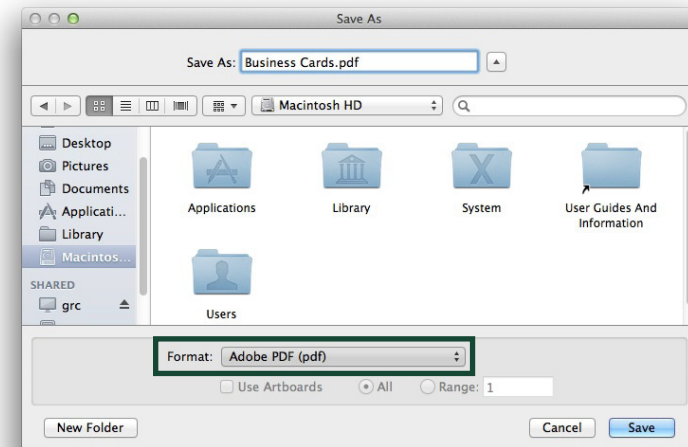2. Choose **Photoshop PDF** from drop-down menu
3. Save

SAVING AS A PDF - ILLUSTRATOR

SAVING AS A PDF IN ILLUSTRATOR

1. File > Save As
2. Choose **Adobe PDF** from drop-down menu
3. Save

EXPORT OPTIONS

4. In Marks and Bleeds, **uncheck "All Printer's Marks"**
5. **Check "Use Document Bleed Settings"**
6. Save PDF

make sure all these boxes are unchecked

check "Use Document Bleed Settings"
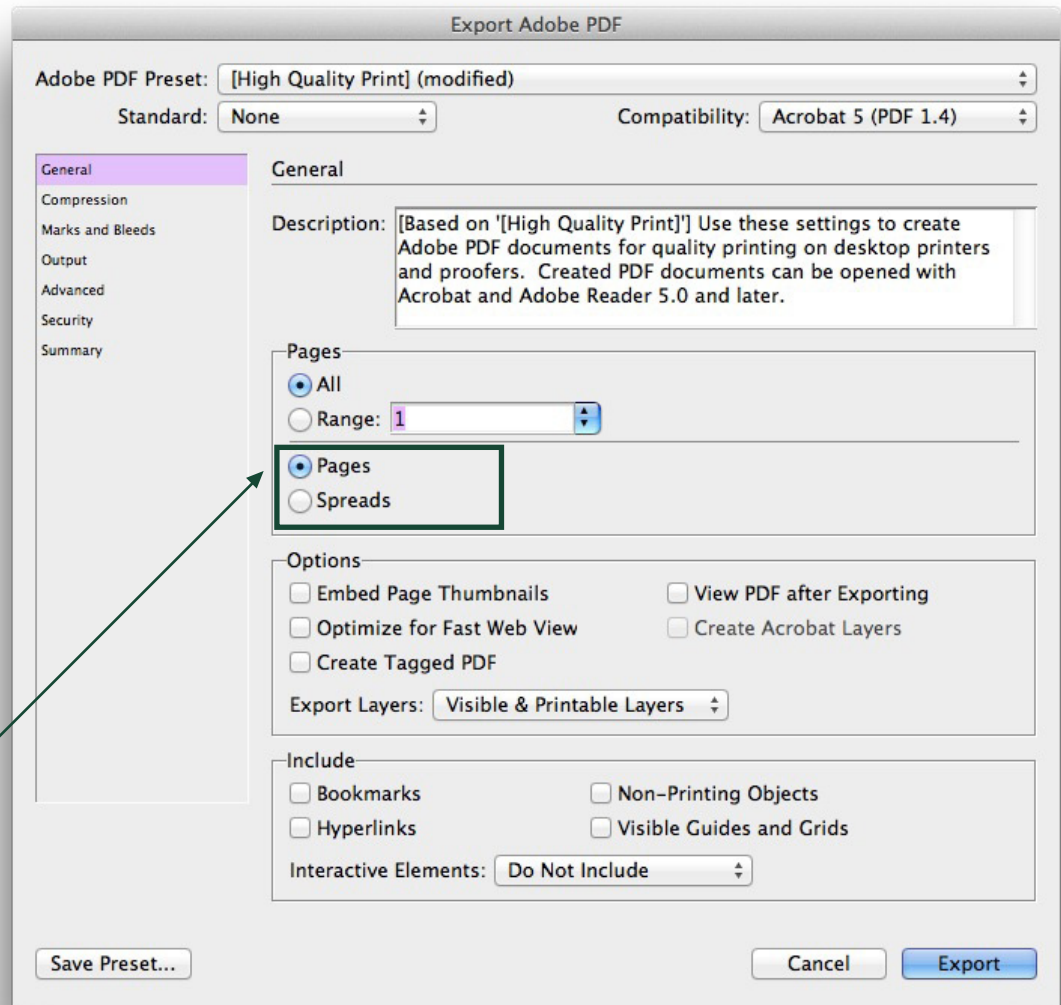
SAVING AS A PDF - INDESIGN

SAVING AS A PDF IN INDESIGN

1. File > Adobe PDF Presets > [High Quality Print]
2. Save

EXPORT OPTIONS - PAGES

In the "General" menu, **check "Pages,"** not "Spreads." Don't worry, this will not permanently remove any double-page spreads. UGS will "add them back in" when they impose the document for you.

check "Pages"

EXPORT OPTIONS - INDESIGN
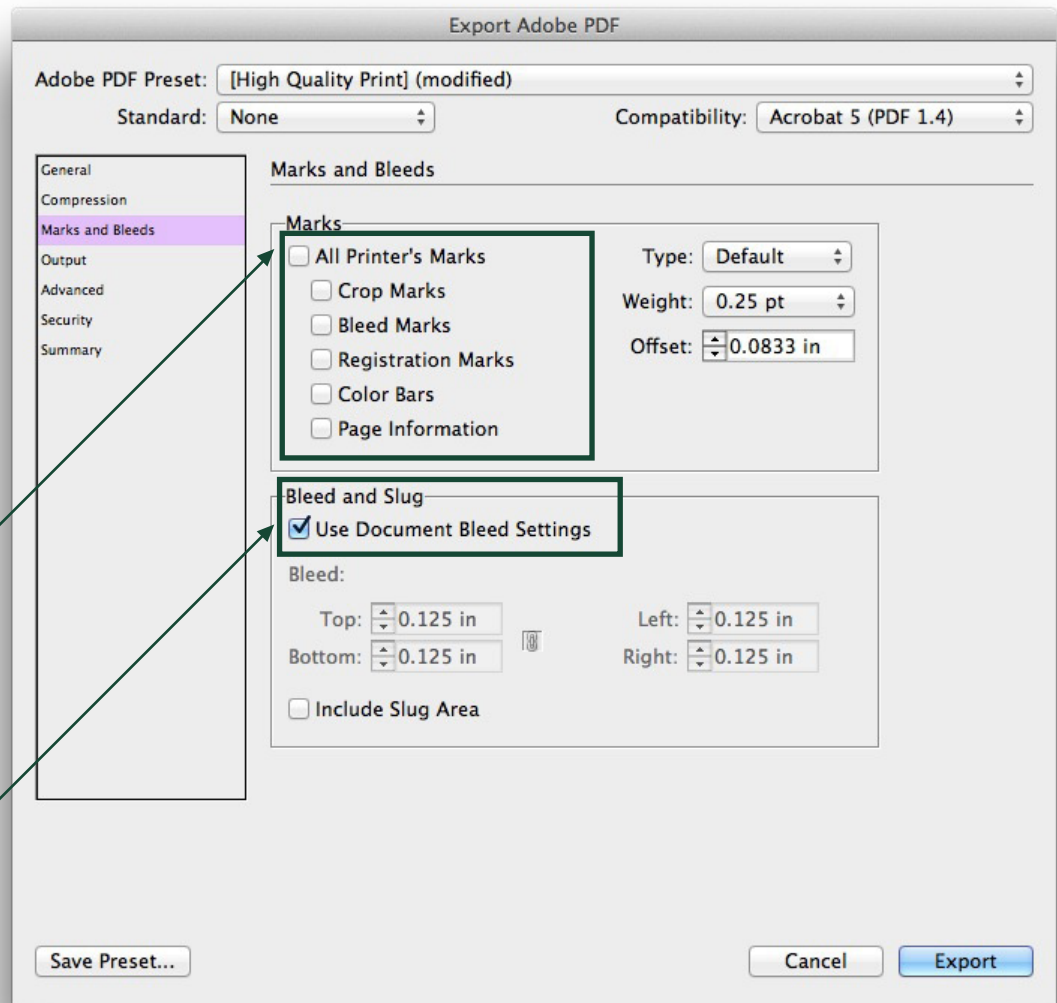
EXPORT OPTIONS - MARKS

In the "Marks and Bleeds" menu, **uncheck "All Printer's Marks."** UGS will add their own crop marks so you don't have to!

EXPORT OPTIONS - BLEEDS

Check "Use Document Bleed Settings" and make sure your bleeds are set to .125"

make sure all of these boxes are unchecked

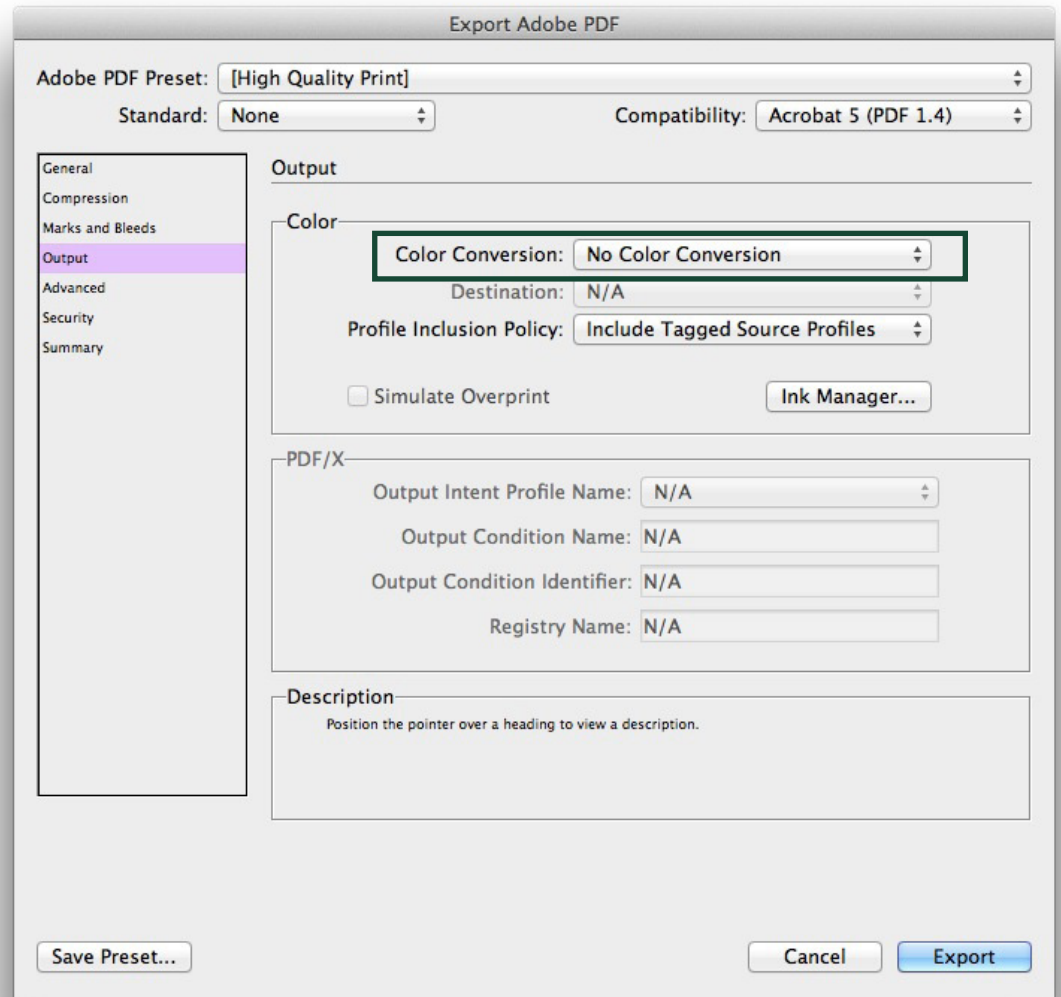*check "Use Document Bleed Settings"*

EXPORT OPTIONS - INDESIGN

EXPORT OPTIONS - COLOR CONVERSION

In the "Output" menu, choose **"No Color Conversion."**

FINAL STEP

Click "Export" to save your PDF.

OVERVIEW

10 THINGS TO REMEMBER

1. Create .125" bleeds when setting up a new document, and extend the image area outside the final trim size.
2. Resize all images to 300 ppi, don't resample!
3. Place images at full size and do not drag them any bigger.
4. Saddle stitched booklets should have a total page count that is a multiple of 4, and coil bound booklets should have a total page count that is a multiple of 2.
5. Avoid spot colors and rich blacks.
6. Make sure fonts are properly licensed.
7. Save all files as a PDF.
8. Export as pages, not spreads.
9. Don't export marks or bleeds, but do use document bleed settings.
10. Choose no color conversion.

we can print it.