

# Getting your design from screen to paper

## Standards for preparing and presenting work in 311 & 313

Your final booklet will be presented as a full-size mock-up of how the printed report would appear. Copies must be trimmed precisely to size, and gathered into booklet form. This guide is meant to help you get your work successfully to paper, as well as give you general guidelines for the level of printed work expected in this class. Final projects will also be turned in as computer files on a Zip disk or CD with preliminary sketches.

**1. Use the right tool for the right job.** ALL final pages must be produced in QuarkXpress, the industry standard program for page composition and typography; or InDesign. Photographic images and illustration are imported into Quark from Illustrator or Photoshop as appropriate.

**2. Get the best output possible.** The purpose of the **comp**, whether you are presenting it to a class, a client or a potential employer is to make your work look as good as possible—and also to demonstrate that you take your work seriously. Many students—even ones who invest a great deal of time and attention to their work—undermine the effectiveness of their presentation with mediocre output or poorly trimmed pages. Here are some tips to ensure your work looks as good as it should:

- Always invest in color comps for final presentations.
- B&W comps are acceptable for preliminary presentations **only** if they effectively show your intent.
- Unless your final size is 8.5 x 11", and your page has wide margins; always print your work with crop marks. Use an X-acto knife or razor blade and a metal straight edge to trim to size—not a pair of scissors or a paper cutter.

### The Merchants of H Street

**Finding a manicure, a haircut, or a chicken sandwich on H Street NE is easy. Finding common ground over the street's future is a lot harder.**



By Kevin Diaz Photographs by Darrow Montgomery

This letter-sized sheet can print without crop marks; there is plenty of room between art and edge, so nothing gets cut off.



### The Merchants of H Street

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It was the summer of 2001, and the future of H Street was uncertain. The street, a vibrant mix of old and new, was facing a crossroads. The city was looking for ways to revitalize the area, and the merchants were looking for ways to survive. The future of H Street was uncertain, and the merchants were looking for ways to survive.

By Kevin Diaz Photographs by Darrow Montgomery

Here the picture “bleeds” off the edge. printing with crop marks is necessary; both to make sure that you can cut accurate edges and to prevent the printer from cutting off part of your type and image. Note that art never goes exactly to the edge of the page.

**What if your printer’s maximum size is close to, or smaller than your page at 100%?** For final output, find a bigger printer. For proofs, QuarkXpress allows you to **tile** a document across several sheets of paper. Manual tiling works better, but takes a while to get used to. (Define tiles by moving the zero point on the Quark page layout.) Experiment with the settings to get your page on the fewest number of sheets, or see the instructor for information. After printing, individual “tiles” can be taped together then trimmed like any other page.

**3. Garbage in, garbage out.** Do not troll the internet for art. On-line art is scaled for screen display, which is only a fraction of the resolution that even an inexpensive inkjet printer is capable of printing. When internet art is enlarged, it looks especially crude. Instead, create your own art, get it from stock disks, or scan it from printed sources.

**4. Dealing with Kinko's, GMU Star Lab, and other printing services.** When it is time to output your document— or make PDFs, it is helpful to think of your Quark document as like an orchestra conductor—boss of the show but useless by itself. When you bring a piece of art—either from illustrator or Photoshop into Quark, you have not actually brought art into the Quark document. Instead, Quark creates a low-resolution copy of the art (good enough for screen but not for print) so you can size and position the image on the page. It also creates a “link” to the original file. When it's printing time, the low-resolution copy is replaced by the high-resolution original. This strategy helps reduce file size and data corruption. Quark also uses links to other files—all the fonts that make up the text. Therefore, all your fonts and image files must accompany and be loaded on the same computer as your Quark document, or it will print with incorrect fonts and low-resolution position art.

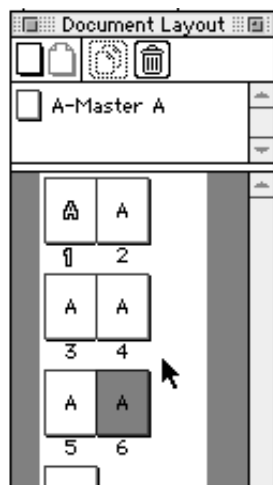
Use the "Usage..." function under the Utilities menu to check that all the art and fonts that your document uses are available. If you are taking your files to a place that can print Quark 6 files, you can use the “Collect for output...” command under “File,” which puts copies of your Quark document and all art in a single folder. You will still need to gather up the fonts manually.

**Making PDFs** The term “PDF” is used to describe a range of documents that can vary quite a bit from one another. While all PDFs can be opened on any computer, they do not all contain data of the same quality. The lowest quality PDFs are small—so that they can be e-mailed easily—but contain only low-resolution versions of art and do not contain the typefaces used, so the viewer would have to own the fonts to see the document as it was designed. The Most data-rich PDFs contain all the data a printer would need to output a high-resolution page exactly as the designer intended it. High quality PDF can be more than 100 mb in size for an 8.5 x 11" page, depending on the quality of the art (for this reason printers prefer PDFs that contain only a single page or spread). The best PDFs are made using the **Press Settings** in Acrobat Distiller. See attached sheet for step-by-step instructions for making a high-quality PDF.

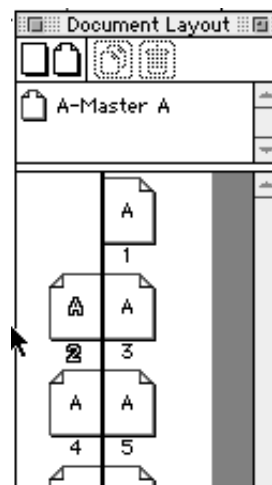
**5. Backup, backup backup.** We work in a shared computer lab. E-mail, files and applications come onto these computers from unlimited sources during the course of the quarter. As a result, the computers are less reliable and more prone to crashing than a personal machine would be. Save your work every few minutes. Get used to saving at least two backup copies of everything you do on different Zip disks cd's or thumb drives. Never lend a Zip disk with school work on it to another student. Once a Zip disk gives the slightest indication that it is unreliable, replace it. **Deleted, lost, or unprintable work can not be graded.**

**6. Binding.** When printing a typical **saddle-stitched** document (like most magazines, the spine is held together by staples), the pages that print next to each other and the pages that appear next to each other are different. For example, in an eight-page document, the cover (page one) prints opposite page 8. 2 is next 7, 4 is next to 5, and 6 is next to 3. No matter how long your document, the left page is always an even number, and if you add the even and odd numbers on the **printer's spread** they will come out to the length of the document, + 1. in an 8 page document the spreads are  $1 + 8 = 9$ ,  $2 + 7 = 9$ ,  $4 + 5 = 9$ , and  $6 + 3 = 9$ .

If you are printing your final report to an 11 x 17" or larger printer, you may be able to save time by rearranging your pages into printer's spread in Quark, using the Document Layout box. Setting your document up using **facing pages** has many advantages, however you cannot easily re-arrange pages after laying them out.



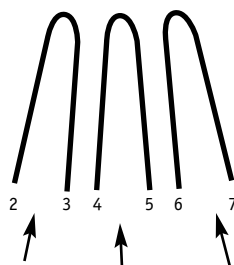
This document was laid out using non-facing pages. Pages within the document can be moved at will.



This document was laid out using facing pages, note the bold line down the center of the box, and the pages made from a facing master, which have "bent" corners.

Students are not required to attempt 2-sided inkjet printing (although some students achieve good results), but to paste back-to-back spreads together, which is an accepted comping technique.

Another common technique, which allows for a multi-page comp. without worrying about printer's spreads is to put your document together in a "fan" pattern. Reader's spreads are pasted together in a chain, page 3 is pasted to page 4, page 5 is pasted to page 6, etc.



Print appears on "inside" of each spread

The cover would wrap around this arrangement. In general, the fewer, larger sheets you use to make your document, the stronger and more attractive it will be.

# Making PDFs

PDFs range in quality from low-end documents for screen display to data-rich (and large) files for high-end printing. While all can be opened with Reader, not all give good printing results. There are many ways to make a PDF, the described technique is one method for achieving high-quality results.

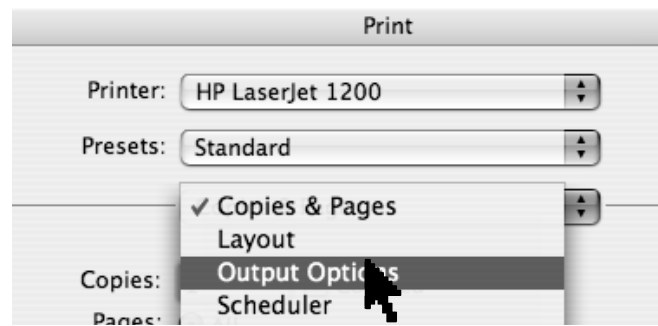
## Step 1:

Choose **Print**, just as if you were sending your document to the local laser printer. Under printer description, choose “Adobe PDF” and set up your page just as you would for your home inkjet or laserwriter, going carefully through the menus. Under page size, pick a width large enough to accommodate the full size of your document (with crops—recommended). You may print as spreads or single pages. Finally, click the **Printer** button at the bottom of the screen.



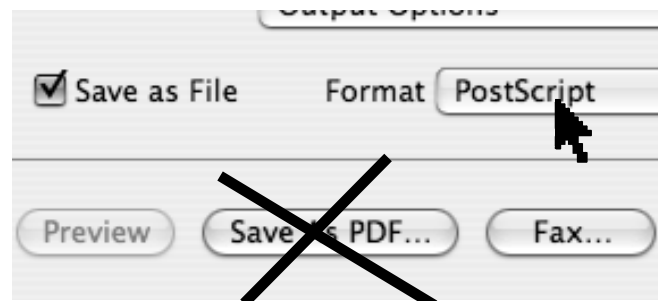
## Step 2:

In the dialog box that comes up, in the third menu down (where it says “Copies & Pages” scroll down to “output options.”



## Step 3:

Click the save as file box, and choose “Postscript,” **not PDF**. Then hit **Print**. The computer will prompt you to name, and choose a location for the resulting file. Give the file a “.ps” ending to signify it is a postscript file.



## Step 4:

The computer will then generate a file of postscript code, which can be quite large as it will contain all the data needed to print the images, typefaces, and layout of your document. You could take that file and download it to any ps printer and it should output correctly. However, you cannot see it on screen until you use it to create a PDF.

## Step 5:

There are two ways to make a PDF from the code. The best option is to launch **Acrobat Distiller**, choose the quality of PDF you want (“press” for quality output) then drag and drop your file onto the distiller window. The program will automatically create and name your PDF, placing it in the same folder as the ps file. Alternatively, you can double click on the postscript file, and system 10 will turn it into a quality PDF, but will not save it. You will have to name and save the file manually. **Inspect your PDF carefully before printing it.** Make sure the fonts and images look correct. It should look better on screen than the Quark file as it contains high-resolution images, and not low-resolution proxies. Color is usually more accurate in the PDF as well.