

Tech Tome August 2010

Notes from Jeff

Well, it's Christmas in August for our cover artists; new iMacs are being installed!

The place is buzzing with excitement about the new iMacs we're getting. All of the G5s being replaced are from 2006 – so we were due! The G5s did a great job for the last four years and because of our commitment to recycle, reuse, reduce we'll be repurposing some of them for other tasks. The speed of the Intel Mac's compared to the G5s is night and day. We will be working in the latest Mac OS and will report to you any issues we run into.

Digital Print Comes to Thomson-Shore

As you may know we recently purchased and installed new hardware so we can handle shorter print runs. We have the HP Indigo for the color side and an OCE black and white printer. Tying them together is a Mueller binder which means we can now print one book or many in as little as 4 days!

We wanted to touch on some things that will help us help you make those quick turnarounds. We've come up with a short list of pointers that will help you prepare your files for quick and trouble free printing. Some of these tips can also be applied to files coming in for offset printing.

Tips for Text PDF Creation

- Correct number of pages.
For Digital Print files we need to have the page count divisible by 4. You can add blank pages or reflow your text pages to make that happen.
- Files without bleeds, set to trim size only.
If none of your text files bleed, you can generate the PDF to the same size as the trim. Just turn off the bleed allowances in the Print or Export windows.
- Files with bleeds, elements must extend .125"
If any one page bleeds, than all pages need to include the bleed allowance. This is set in the Print or Export window.
- No Crop or Trim marks needed.
We don't need to have any trim or crop marks included in the PDF file. The files have trim boxes and bleed boxes defined in the PDF file and marks aren't necessary anymore.
- All pages must have the same trim size and orientation.
Make sure that all of your pages are the same size in the PDF and that they are orientated the same way.
- Embed all fonts.
Make sure to embed all fonts when making the PDF files. To check, open the PDF in Acrobat, go to File > Properties. Click on the Fonts tab. Next to each font name you should see "Embedded" and/or "Embedded Subset". If so than all your fonts are embedded.
- Graphics at least 225 DPI – 300 DPI is preferred.
To make sure that your images are at a high enough resolution, you should open them up and check in Photoshop. Physical size and resolution are tied together. If you enlarge an image, its resolution will go down.

Tips for Cover PDF Creation

- Spine Bulk needs to be accurate.
We check tolerances that are off by anything more than 1/32"(.031"). Use our online spine bulk program to make sure your spine is the correct dimension.
- Files with bleeds, elements must extend .125"
Make sure any elements touching the trim edge extend .125" beyond for bleeds. If the item doesn't bleed, than it should be at least 3/8" away from the trim.
- Embed all fonts
Make sure to embed all fonts when making the PDF files. To check, open the PDF in Acrobat, go to File > Properties. Click on the Fonts tab. Next to each font name you should see "Embedded" and/or "Embedded Subset". If so than all your fonts are embedded.
- Graphics at least 225 DPI – 300 DPI is preferred.
To make sure that your images are at a high enough resolution, you should open them up and check in Photoshop. Physical size and resolution are tied together. If you enlarge an image, its resolution will go down.

I hope this helps you prepare your next job for Thomson-Shore. If you need any help or have any questions your always welcome to email me at jeffr@thomsonshore.com or call me at 734-426-3939. We can go over any questions you might have.