

GRAPHIC EXCHANGE

Watch the Maestro

JOHN WARNOCK

Q&A with the
Father of PostScript

FRANK CASANOVA

On Apple QuickTime 4

WIRED SPRITES

QuickTime Report

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ALL PAGES ARE NOT CREATED EQUAL

Fundamentals for Corporate Communications

Quark Pages That Won't Print Right

Tips to Building Better Pages

A Guide to Graphics Courses in Canada

REVIEWS

Markzware FlightCheck

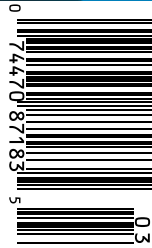
Extensis PreFlight Pro

Macromedia Fireworks 2

Adobe GoLive 4



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what a designer or artist can offer his or her clients. That's why if I was looking for a training course on graphic design, my primary interest would be to find out how much time and focus would be spent on learning applications and troubleshooting files ahead of how much instruction I would receive on the esthetics of design and layout. The bare truth is that teaching someone how to work effectively with fonts, graphics, color and layout is a great deal more difficult than teaching them how to build files properly.

ly. There are those who have an aptitude for design, and there are those who don't. And the fact is, design flaws are much easier to spot and revise than errors in file preparation and execution.

So, if I was a client, what I'd say to ARGDO is: show me how "RGD" guarantees me not just impeccable graphic design skills but an ability to deliver jobs that run smoothly — files that won't wind up costing me extra time and money through poor preparation or missing elements, jobs that

TEN SURE WAYS TO MAKE QUARK

1 DON'T INCLUDE FONTS AND/OR IMAGES.

If you don't include all your graphics, QuarkXPress (or PageMaker) will print low-res, 72 ppi previews, and Illustrator will print nothing. So whether it takes five floppies, two Zip disks, or a Jaz disk, all graphics used in your layout have to be included. (Collect for Output in Quark is great for this). And if your job is missing fonts, you might just wind up seeing a lot of Courier. Always include full type families: when you start picking and choosing, you're asking for mistakes. The safest bet is to use only PostScript Type 1 fonts. TrueType fonts, especially mixed with PostScript fonts, may cause problems on output, so ask your service bureau whether they accept them. Do not use Multiple Master or GX fonts. Generally they don't print.

Missing bitmap image and vector graphic; Courier has been substituted for the missing font in this caption.

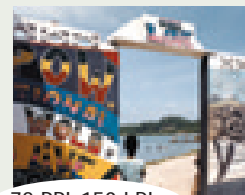


2 USE LOW RES IMAGES.

72 ppi is fine for screen viewing, 150 ppi is good enough for printing to desktop printers, but for high end printing, the rule of thumb requires at least 1.5 times the intended line screen (some people also adhere to the "square of 2 rule" — 1.42 x lpi). That means if the job will be printed at 133 lpi, your image resolution must be set to at least 200 dpi. And don't think you can just take a low res image and have Photoshop magically turn it into a high res one. The data has to be there in the first place.



150 PPI, 150 LPI



72 PPI, 150 LPI

3 LEAVE IMAGES IN RGB.



RGB image in CMYK publication prints in grey scale

There is only one way for imagesetters to separate process color images, and that's if they are converted to CMYK. RGB images will print grey scale every time. So be sure to check your color settings before you send in your job. Preflighting programs like FlightCheck or PreFlight Pro are especially useful for catching this kind of error.

4 DON'T ADD BLEED.

If color extends to the edge of a page, it has to bleed off the page at least an 1/8". There's no getting around this one. If you forget to add bleed, chances are it won't get noticed at output, and when your job gets to bindery, someone just might make a decision to trim a little bit smaller rather than cutting along the edge of the color — and you won't be happy with that. Quark 4 includes a bleed setting in the Print dialogue box. Get accustomed to changing that from 0 to .125".

IMAGE AREA

wrong: no bleed

IMAGE AREA

right: bleed

5 SET TIFF BACKGROUND FILLS TO "NONE".

Only EPS images support transparent backgrounds. Do not set the background color of TIFF images to "None" in QuarkXPress (unless you have used a clipping path to define the image) or some TIFFs may print with jagged edges. Also, remember that a white background in a box takes less space than a transparent one, so don't change it to "None", if you don't need to.



TIFF with "None" background. Sometimes it works, and sometimes it doesn't; TIFFs are also not created equal...

don't result in film or plate reruns, or missed press dates.

And to graphics schools I say: give us graduates who have a strong grounding in basic application skills, an appreciation for working efficiently with digital tools, and a reasonable knowledge of the mechanics of the print process. Artistic flair is a bonus.

Ask any publisher or prepress service who deals with files day in and day out. They'll all say the same thing.

All pages are not created equal.

THE STORY OF A PAGE WITHOUT EQUAL

Let's look at what transpired with a page that was unquestionably not created equal — the cover of our last issue.

We set out to produce something that had rarely, if ever, been attempted before: an eight-color cover printed in Hexachrome (six-color) using FM (stochastic) screening, with two extra plates for gold and varnish.

Those of you who receive GRAPHIC EXCHANGE regularly will remember the cover image, featuring the digital art of



PAGES THAT WON'T PRINT RIGHT

BY LIDKA SCHUCH

6 USE SPOT COLORS IN A CMYK JOB.

Aside from hexachrome (which uses six inks but is very seldom used), there are only two color formulas for printing: CMYK (process color) and spot color. This applies to bitmaps as well as to vector drawings. In CMYK, duotones and RGB bitmap images will print as grey scale. Spot colors in vector graphics will separate to an approximate process color. Vice versa is even worse: CMYK bitmap images and vector graphics in a spot color publication will print only if spot colors used are Cyan, Magenta, Yellow or Black. Make sure that you provide bitmap images and vector graphics in the correct final output color mode.



Duotone image in CMYK publication prints in grey scale

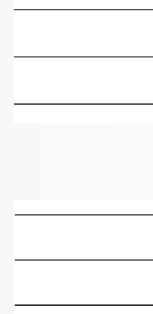
7 EMBED YOUR IMAGES.

Draw programs (like Illustrator and Corel) allow you to embed images into a layout rather than link them. The technology is getting better and better, so embedding a TIFF image in Illustrator 8 may work, but try to do that with an EPS, then save the whole file as EPS to place it on a Quark page and you practically guarantee yourself a PostScript error on output! And remember that embedding *any* image in a draw program will increase your file size substantially. So, if you don't want problems, link images in QuarkXPress, don't embed.

8

USE HAIRLINES.

Remember hairlines? Now forget them. The new description of a hairline in Quark goes like this: "The thinnest possible line printable on a printing device connected to this computer." In other words: a one-dot variable width line. This means that on a 600 dpi printer, the width of a hairline is 1/600" and on a 2400 dpi imagesetter the width of the same line is 1/2400" – barely visible to naked eye. The same goes for straight lines in Illustrator or CorelDraw which have been filled instead of stroked. This will also produce a variable line, one dot wide.



QUARKXPRESS

Hairline
.3 pt width
.5 pt width

ILLUSTRATOR

Line with fill
.3 pt width
.5 pt width

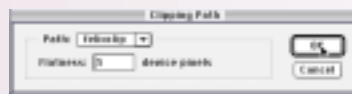
9

JPEG YOUR IMAGES.

There are only two graphic file formats for the prepress environment: TIFF for bitmaps, and EPS for bitmaps and vectors. Remember, these file formats are like translators – they're needed only if you have to make the file available to another program. If you don't, leave your file in the native format (eg. Quark or Illustrator). And no, JPEG images and JPEG compressed EPS images will not print to most imagesetters, so don't be tempted to try!

10

SET CLIPPING PATH FLATNESS TO "0".



Set the flatness of your clipping paths to anything less than 3 and you're asking for a "PostScript limitcheck" error. Or if

you leave the box empty, the default minimum of .2 pixel is used and you can also count on generating a PostScript error. For imagesetter output, clipping paths in bitmap images should have a flatness value set at no less than 3.