

GD127 Graphic Design Workflow

Notes on Ch 3 Prepress

Workflow

Workflows typically employ nine different types of applications:

1. Word processing (Microsoft Word)
2. Vector based illustration (Adobe Illustrator)
3. Image-editing (Adobe Photoshop)
4. Page layout (Quark Xpress, Adobe InDesign)
5. Fonts
6. Database systems
7. Preflight and proper file preparation
8. Imposition
9. Trapping

Using Word Processing Programs

Formatting and column breaks might change
Graphics can be difficult to maneuver.

Using Vector Based Programs

Use as few points as possible

When using gradients, use the gradient sliders to adjust the gradient in color and value to avoid banding

Be careful when grouping objects.

Be careful when embedding a rasterized file.

Watch masking. The image is still there even if you can't see it.

Keep the file size down.

Using Raster Based Programs

Nothing can replace a good original.

Watch for the relationship between resolution and print quality.

$1.5 \times \text{LPI} \times \% \text{ magnification}$

Remember to change the color mode from RGB to CMYK for print reproduction

Using Page Layout Programs

Use the correct program for the task at hand.

Make sure all elements are present at the time of printing.

Design with the correct page size.

Preflight before sending to printer or creating PDF

Imposition

Imposition is the arrangement of pages on an image carrier so that after a press sheet is printed and folded, the pages read consecutively.

Trapping

Trapping is a method of adjusting areas where two distinct, adjacent colors meet so that press mis-registration won't cause white spaces. A trap either spreads (enlarges) the lighter color into the darker color or chokes (reduces) the lighter color into the darker color.

Who is responsible for Proper file preparation and pre-fighting?

The responsibility for the creation of a successful digital document rests with the creator of that document.

It is the responsibility of the prepress operator to assess the "image-ability" of the file.