Bleeds

Why Does it Need to Bleed?

The bleed allows for a margin of error. Press sheets are cut to a very precise final size, but they can shift around the edges when they are being cut. If you do not have adequate bleed, you could have a white line around your finished product.

The Rules of Bleeds

1.) We recommend a 1/4" bleed all the way around (which means adding 1/2" to the entire document size). If you cannot make a picture bleed 1/4", however, 1/8" is sufficient on many documents. The only time we **must** have 1/4" bleed is on the covers of a 24+ page book. Extra bleed is needed to allow for the book to creep.

2.) Body text should always be at least 1/4" inside the document edge to avoid losing text in the trim. It is especially important to watch this on page numbers and "small print" information (see left). If you have any text that is treated as a graphic, however, you will need to make it bleed off the edge (see below).

3.) Any artwork, lines or graphics that extend to the edge of the page will need to bleed.
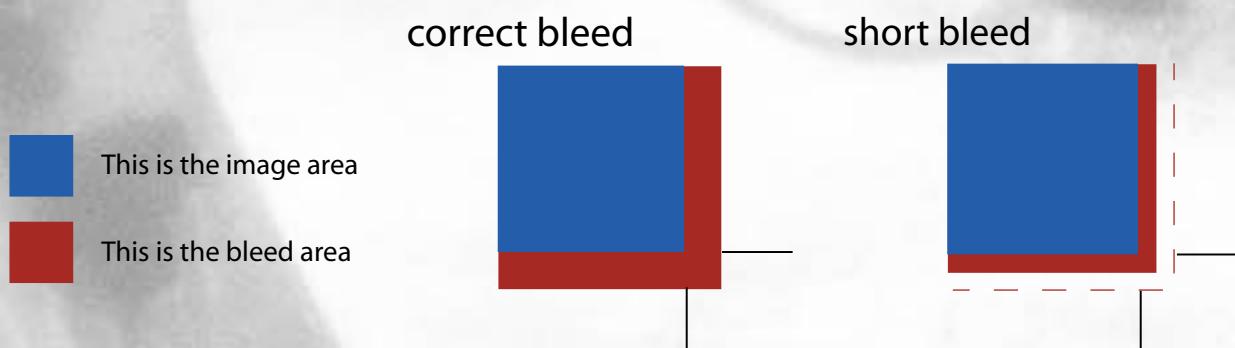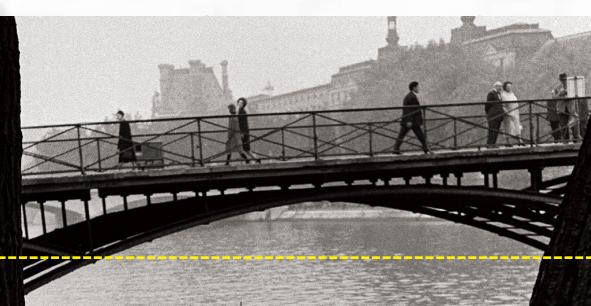
This text is far enough away from the edge to avoid being trimmed off.

This text could get caught in the trim and be lost.

correct bleed   short bleed

This is the image area

This is the bleed area

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Links

The original file for every graphic in your document must be included in the files you submit to us. The images you see in a Quark or InDesign document are only previews of the actual file, and therefore when we print a pdf from your layout, any missing images will print low resolution, if they print at all (see left).

Link Basics

1) Make sure that none of your image files are layered. If you link a layered file, we are likely to run into font, transparency, and color issues.

2) Make sure that all links have been converted to CMYK. This is especially important when your artwork has been created in Illustrator, as the results of RGB to CMYK conversions from Illustrator are very dramatic.

3) If your job is four color process (CMYK), make sure that you convert any Spot colors into Process. This ensures that you have the most control over the colors in your document. Again, if your files were created in Illustrator, this is especially important.

Resolution

To obtain the most professional print, we ask that images be a minimum of 300 dpi **at the size they will be placed** (effective resolution). Anything under 300 dpi effective resolution will appear pixelated (fragmented).
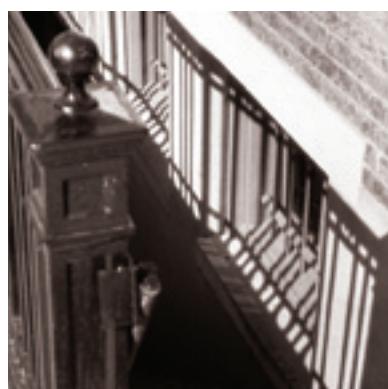
72 dpi   **300 dpi**
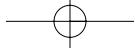
4 Color Black Text

One of the most frequent problems we run into in Prepress is black text that contains percentages of cyan, yellow, and magenta. Four color black text creates problems for our pressmen because it is very difficult to register, especially with small text. When you create a document in any program, if you are using black text, make sure it is 100% black, and 0% cyan, yellow, and magenta. This way your text will always appear crisp, and will be easy to read.

Example of what four color black text
looks like when it is not in register

To check color percentages in Quark, go to edit>colors, and take a look at your default black. When you select "black" it should look like this:
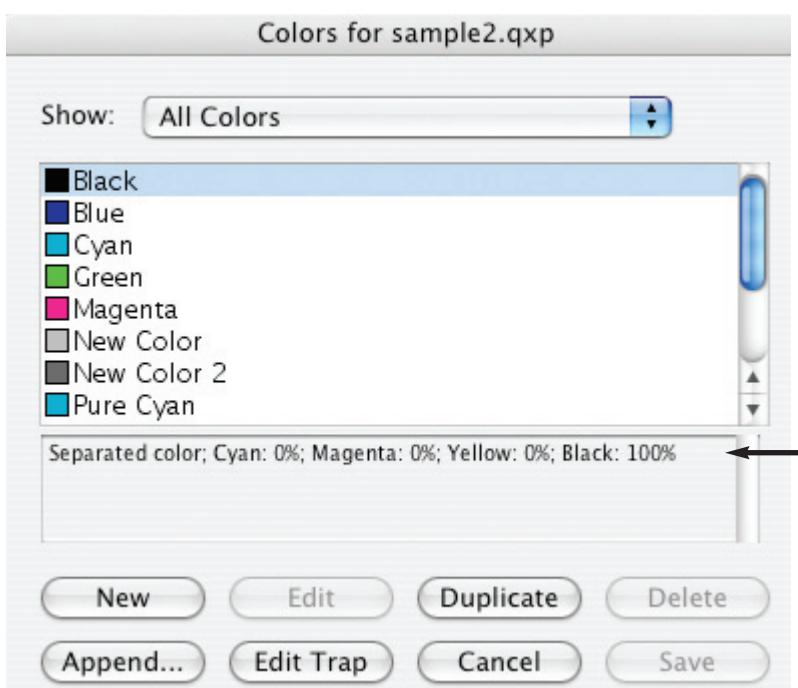
The percentages should be 100% black, 0% everything else.
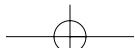
RGB vs CMYK color modes

Always send your image files in CMYK format. You can keep your images in RGB format while you edit them in your imaging software, but always convert them to CMYK before placing them in a page layout program. If we have to convert linked files that are in RGB color mode, it will slow down the progress of your job. The difference between printing an RGB image and printing a CMYK image is illustrated below.

RGB   CMYK

As you can see, there is a significant difference between the two images. The first image is "flat," that is, it has lost contrast, and feels one dimensional, whereas there is more dimension to the third photo, and more life.
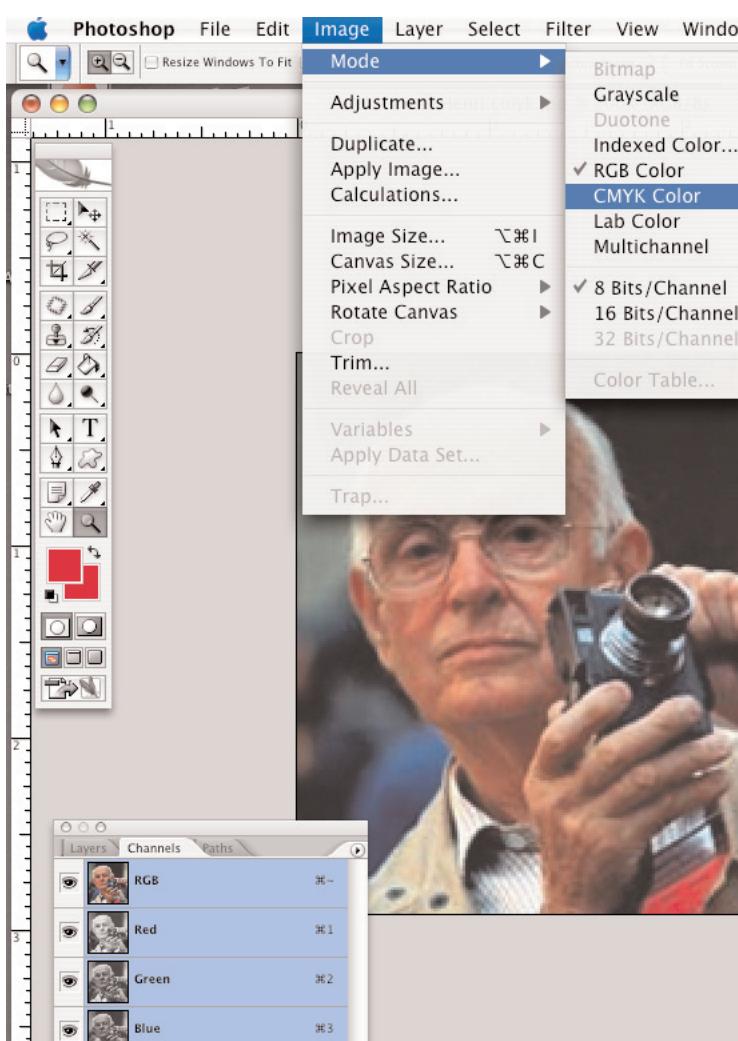
Go to Image>Mode>CMYK Color to convert from RGB to CMYK.

If CMYK is already checked, your document is already in CMYK mode.