

Dear Customer,

Hereby we provide you with some information in order to be able to ensure data processing without any problems.

## First of all a summary of the most important facts:

- **Prepared format of the document = final format.** E.g. format A4 = data: 210 x 297 mm
- **Define 3 mm marks for bleed off layout**  
Bleed is indicated with x: -3mm / y: -3 mm beyond document format
- **Define CMYK colours (except for special colours)**  
RGB Colours are automatically converted, resultant colour shifts are the consequence!
- **Special Colours** have to be defined as spot colours. They add up to a particular colour separation.
- **Provide us with ALL used fonts**  
Either manually by providing all screen and printer fonts or by checking via "Flight check"
- **Embedding of placed graphics into Freehand or Illustrator**
- **Convert texts, prepared in CorelDraw, Freehand or Illustrator into paths**
- **Export Layouts prepared in CorelDraw, Freehand or Illustrator as EPS**
- **Data transfer ISDN:** Send huge image-files always packed (EPS-JPEG or TIFF/LZW)
- **Data transfer FTP:** Place all data in one file folder and pack as .zip or .sit

### Data transmission: per data medium or FTP and e- mail respectively.

- 1.) USB keychain, DVD, CD, ZIP
- 2.) e-mail: office@lookpic.at
- 3.) FTP ( web server, username and password )

### Please note:

- ALWAYS pack images: EPS-JPEG format ("maximum quality")
- Miscellaneous data pack by using ZIP or Stuffit,  
otherwise the data would loose the relation to the creator program as well as to the creator.

### Recording of data

Preferred program should be EPS format (please don't use DCS format!)

Activate the option "JPEG maximum quality" in order to reduce the data volume about 70%.

TIFF format might be an alternative.

How should paths (with integrated halftone images) be recorded?

We kindly ask you to use solely EPS format (Encapsulated Postscript). It can be generated out of

all common illustration programs (e.g. Corel Draw, Freehand, Illustrator) and is proven to be reliable!

# Optimal Data Editing

## Fonts

### Recording of fonts

To avoid a new make-up of the text **all fonts used in the document have to be recorded**.  
A distinction is drawn between PostScript and TrueType fonts.

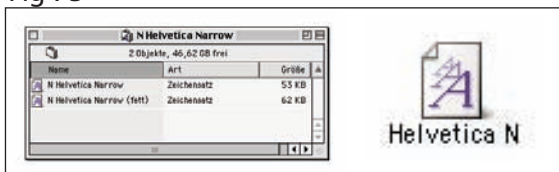
Fig. 1



Fig. 2



Fig. 3



### PostScript fonts:

Please don't forget to record the **type fonts** (for scope presentation, Fig. 1)  
**AND** the **printer fonts** (for printout, Fig. 2)

### TrueType fonts:

They only consist of **type fonts** font (another symbol, Fig. 3)

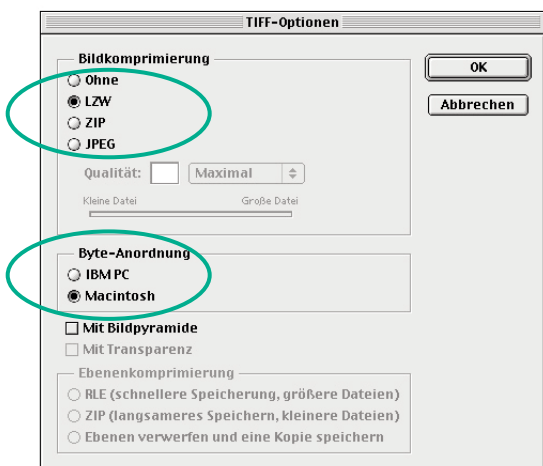
## Adobe Photoshop CS4 / CS5

### Recording images as TIFF

In the menu „format“ whether **IBM PC** or **Macintosh** can be chosen.

The option „**LZW compression**“ reduces data volume **without loss!**

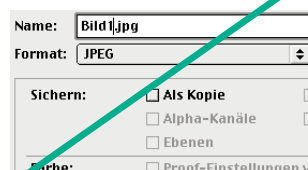
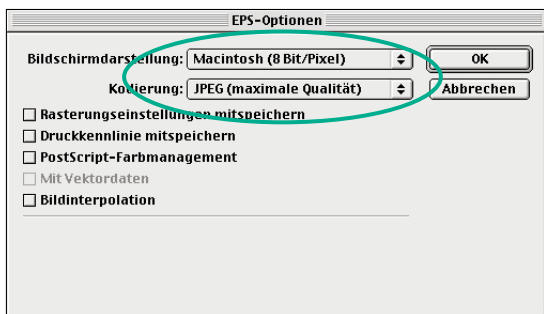
(Note: not as effective as EPS-JPEG compression)



### Recording images as EPS-JPEG

Reduction of data volume without a visible loss of quality can be attained by using codification „**EPS-JPEG (maximal quality)!**“

**As far as possible images should never be recorded as JPEG!**



# Optimal Data Editing

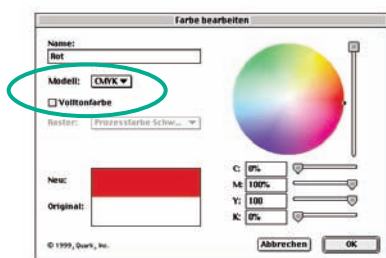
## InDesign CS4 / CS5 - Quark XPress 8.1

### Accurate lay-out setup

#### Format of the document:

Basically the format of the document is considered to be the trimmed final format. The marks of 3 mm for bleed off layout are indicated with x: -3 mm / y: -3 mm beyond document format.

### Definition of colour



#### Define no spot colours for 4-colour-printing!

DEACTIVATE the check-box "spot colour".

#### Choose CMYK as colour scheme!

Pick "CMYK" by using the pop up menu.

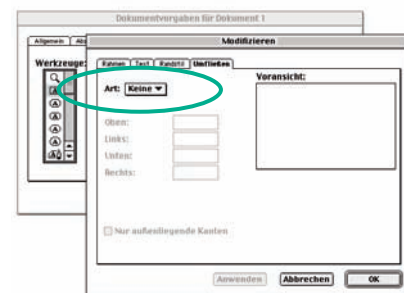
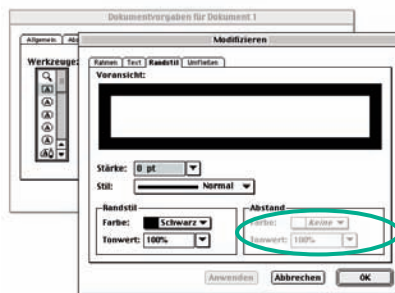
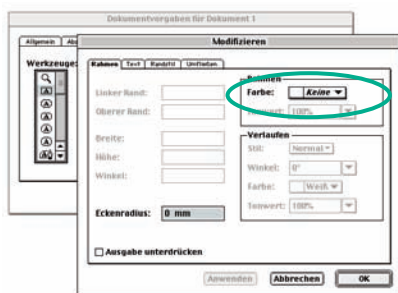
#### If a special colour is required:

ACTIVATE the check-box "spot colour".

## Quark XPress

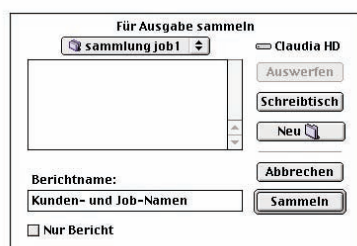
### Accurate base-setting

For all text and image frames click "Edit > Specifications > Document"



### Output options

Recording an XPress-document with images and logos at a medium.



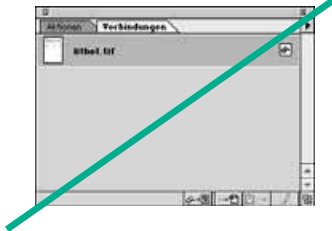
All images and logos have to be saved in one folder through "Collect for Output" on the medium.

Please entitle the folder reasonable with customer and job name.

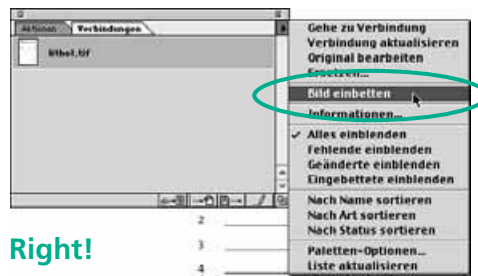
# Optimal Data Editing

## Adobe Illustrator CS4 / CS5

### Embed imported images and logos into Illustrator!



Wrong!



Right!

Non-embedded images have to be saved separately. People often tend to forget recording those files, so we recommend embedding them immediately.

### Exporting out of Illustrator: Always click at "Illustrator EPS" when using the "Save as"-mode.



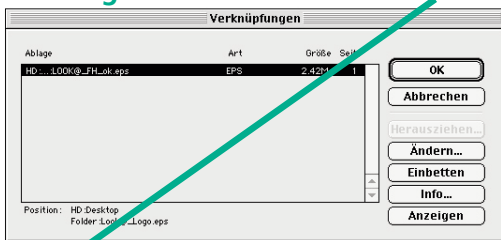
All used fonts will be saved by choosing the option "Document fonts".

The option „CMYK-PostScript“ converts all RGB colours into CMYK colours (resultant colour shift!)

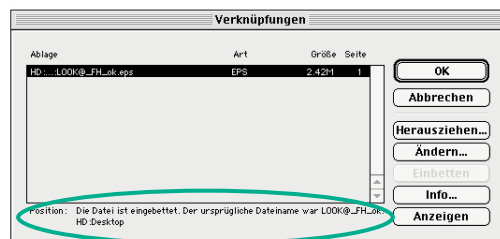
## Macromedia Freehand

### Embed imported images and logos into Freehand!

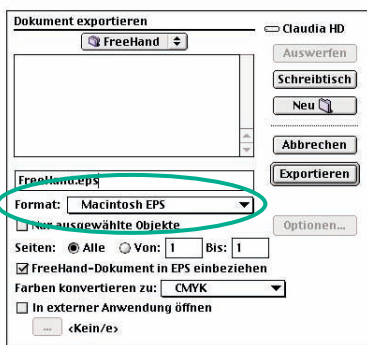
Wrong!



Right!



### Exporting out of Freehand: Always click at "Macintosh EPS" when using the "Export"-mode.



In contrast to Illustrator Freehand is **NOT** saving the fonts automatically!

Because of that either screen and printer fonts have to be saved or all texts have to be converted into vector data by using the command TEXT > **Convert into paths!**

**Tip:** Collect/check it with the program "Flight Check".