

Answers In Search of Questions

What About Page Layouts?

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Quebecor World

Page Templates

- **Document set-up = Final of page**
 - Single page format, prevents page splitting
 - Creates Trim PDF Box in correct position
 - Allows for automatic page positioning-imposition
 - Provides reference point for cropping away marks
 - Set Bleed parameters correctly (pasteboard)
 - InDesign=Document set-up, QXP=Page set-up
 - Allows Acrobat to display trim/bleed boxes for accurate mechanical checks
 - Preference setting - OFF by default



Transparency- Friend or Foe?

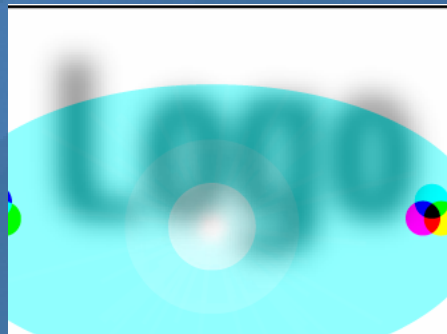
Overview: *Function that allows you to vary the degree of opacity of a object(s) between 100% (completely solid) and 0% (completely transparent)*

- **Page design requires layout structure**
 - Stacking order of objects is important
- **Ex: Drop shadows are transparent objects**
 - Keep your critical text **ABOVE** all drop shadows
- **Most current RIPs require flattening**
 - Flattening will rasterize all underlying objects that cannot be maintained as vector data (LW)



Transparency- Friend or Foe?

- How stacking order can effect your text



Rasterized Data



Vector Data (Hi-res)



Transparency- Friend or Foe?

- **Transparency and RIPs/Printers**
 - If PostScript is created a file has to be flattened
 - Postscript and Distill page
 - Print directly from InDesign to printer/Distiller
 - Direct export from InDesign can support live-trans
 - Discuss with your printer, not all, if any, support this yet
 - Issue: Flattener differences in various gravure RIPs used
 - Direct export from QuarkXPress does NOT support it
 - Creates PostScript under the hood
 - Flattener settings are important
 - OPI support becomes an issue

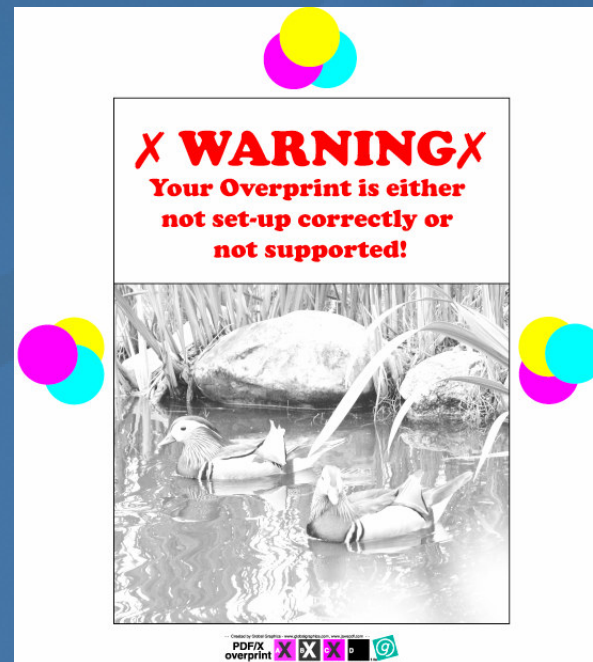
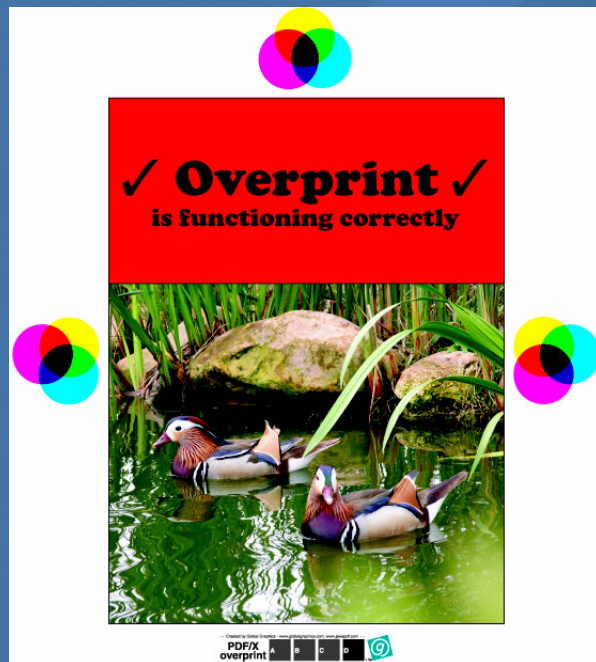
Overprints - Still a Potential Problem

- **With introduction of transparency overprints have to be honored**
 - Transparent vector data is converted to overprint by flattening process (situation dependent)
- **QuarkXPress cannot display overprints**
 - Common issue: white is tagged overprint
- **InDesign & Acrobat support overprint preview**
 - Preview is OFF by Default
- **Not all desktop printers support it**



Overprints - Still a Potential Problem

- The lack of overprint display and non supporting printer can be disastrous!!
- Example of how overprint effect a page



Overprints - Available Resources

- Previous overprint test pages are available for free download
 - Courteous of the QW Technology Team
- Global Graphics PDF/X Overprint test page is also available for free
 - www.globalgraphics.com

Proper overprint settings were used



Houston we have a problem!



*Someone has cheated the system!
Printed directly from page layout application*



When correctly rendered in compliance with PDF/X standards no 'X' should appear in any box

PDF/X overprint

A	Process overprints , fails from: <ul style="list-style-type: none">* Level 2 in-RIP separations* Overprinting disabled
B	White overprint , fails from: <ul style="list-style-type: none">* Level 2 in-RIP separations* Overprinting disabled* Host-based separations
C	DeviceN overprints , fails from: <ul style="list-style-type: none">* Overprinting disabled* Host-based separations
D	DeviceGray overprint , fails from: <ul style="list-style-type: none">* Acrobat® 5 overprint preview Printed PostScript® is OK

 **GLOBAL GRAPHICS**
software

Created by Global Graphics - www.globalgraphics.com, www.jawspdf.com
www.globalgraphics.com/overprint-test-page/

1.0a

Preflight

- Do not assume that if the page passes the page layout preflight check you are OK
- Things can change during the PDF creation process
 - Improper PDF export/job options
 - May contain fonts that cannot be embedded
 - Reappearing spot colors
 - Low resolution images
 - $300 \text{ dpi} \times 200\% = 150 \text{ dpi}$
- Always preflight the PDF file

Internal Proofing of your PDF Page

- **Printing from the latest Acrobat is safest**
 - Overprint support
- **Directly dropping PDF files on printer can cause you unforeseen issues**
 - No overprint support
 - PDF to PostScript converter is dated
 - Does not fully support the current Acrobat version
 - Poor implementation of OpenType font support
 - Lack of or no live-transparency support



Making Contract Proof for Submittal

- **Must be made for shipping PDF file, not from page layout application**
 - **Additional variables can change content**
 - Fonts different from machine to machine
 - Images have been modified since last proof
 - Mechanical changes made after proof
 - **PDF/X Overprint can help you here**
 - **Visual check that is part of printer's mark's**
 - Identifies source of proof (PDF or Page Layout)



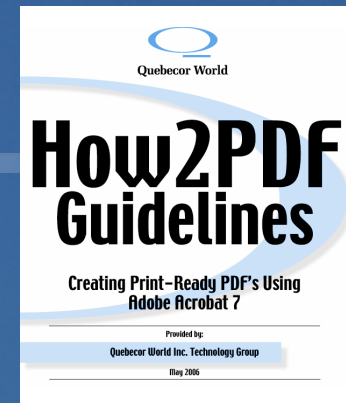
Miscellaneous

- **Good customer/printer communication**
 - Printer's procedures will vary
- **How do we handle versioning**
 - Single file per version - complete 4-color
 - Base 4-color
 - Separate PDF per black text change
- **Acceptance of double page spreads or single pages required**



Additional Information

- **Our How2PDF Guidelines**
 - 3 pages dedicated to explaining overprint
 - Includes graphical examples
 - 9 pages dedicated to explaining transparency
 - Includes graphics and explains InDesign tools
 - Acrobat 4, 5, 6, and 7 settings
 - QuarkXPress 4, 5, and 6 settings
 - Direct Export and PostScript Distiller
 - InDesign 2, CS, and CS2 settings
 - Direct Export and PostScript Distiller
- **Our website: www.quebecorworld.com**
 - Customer Services/Customer Documents





One Company... One Focus...

