

PDF WORKFLOW - ART TIPS

MOMENTUM's PDF workflow uses a PDF rip to create PDF-based electronic or printed proofs before making digital printing plates. The most efficient file to submit for production is a PDF prepped and checked by the client. In most every case, if the files are properly prepped, PDF files can be edited for changes with **MOMENTUM**'s PDF editing software. **MOMENTUM** also accepts native files and preps them for the PDF workflow.

CREATING PDFs from Creative Suite

Different programs will create PDFs in different ways. The key to a "good" print-ready PDF is using proper settings and keeping them consistent in various programs. Creative Suite uses PDF profiles that all applications can access. Settings can be saved in the PDF creation dialogue box and used by all applications.

The current **MOMENTUM** profile for Creative Suite can be downloaded on the Momentum Web site or you can create your own profile incorporating these settings:

- 1) **EMBED** all fonts **DO NOT SUBSET**
- 2) Either leave resolution as is (**DO NOT DOWNSAMPLE**) – or – downsample to 400 DPI for images and 1200 DPI for bitmap art to make file smaller.
- 3) **SET BLEED !!** Bleed should be built into your layout file and this must be saved with your PDF ... set bleed to a uniform .125-inch. (Neglecting to set bleed is the most common mistake designers make)
- 4) PDF output is as **COMPOSITE**
- 5) If you have set the document to the correct size and you have included .125-inch bleed there is **NO NEED FOR CROP MARKS or PRINTER MARKS** (not a problem if included)

CREATING PDFs from Quark

Clients will need to create a PDF output preset to meet **MOMENTUM**'s requirements. A **MOMENTUM** Quark PDF preset (for version 7) is available for download. There is also a settings sheet for Quark 6.0. To make your own preset: follow the guide for 6.0 and enter the settings in the 7.0 PDF creation dialouge boxes.

GENERAL RULES: make sure downsampling is set no lower than 300 DPI (450 Max) for images and 1200 for bitmap or that compression and downsampling is "OFF" • **INCLUDE BLEED AREA** : use .25 inch for bleed setting– include fonts, do not subset – do not include hyperlinks – any transparency or rendering settings should be set to produce best results

LAYOUT TIPS

CREATING ART : use CMYK Images (check conversion of RGB images)
images maximum of 450 DPI • for Rich Black : CMYK = 50/20/10/100

BLACK TEXT/LINES : overprint in most every case • In most every case text will be 100% black only and not a build of process color

DO NOT TRAP : except for overprinting and knocking out necessary items do not set ant trap with your software

BLEED : .125 inch - set bleed in files, including images : all color items that extend off the finished edge of a sheet must bleed .125 inch beyond the trim edge

RESOLUTION : 300 minimum - 450 maximum - 1200 for bitmap