



**Practical tips from two viewpoints...**

## Things Designers Should Know About Production

*Here's some timely advice for graphic communicators preparing files for print from a seasoned pro and a student's perspective.*

*Thanks to Russell Peters and Erika Holley for their contributions to this month's issue.*

### Russ' Words of Wisdom

*Russ Peters has been the owner of Mobile Print, Inc. for the past 18 years. The Mount Prospect, Illinois firm, is a full-service commercial printer.*

Use the right tools. Photoshop is a great program, but it's not designed for creating a booklet using tons of layers.

You should always use a page layout application such as InDesign, Quark or FrameMaker to build your final files.

### Add Bleeds

Check all panel margins (a tri-fold brochure has two different panel sizes that mirror each other on opposite sides of the sheet).

Don't jam your type 1/32" from the sheet edge.

### Watch Out for Typos

Proof everything, every time. There is simply no excuse for misspelling common words.

*Note: See the May 2010 issue of Overnight Lite or TechTopics No. 12 for in-depth information on the fine art of proofreading.*

### Begin at the End

Design backwards from the finished product. Determine the distribution method and any special finishing that will be required, including binding, punching, die cutting and folding.

Then, establish the printing specs for the paper stock and finally, determine the correct file format.

These steps will help you avoid costly surprises in the production process.

### If It's Not Perfect

You may think your file is "perfect," but if there are transparency problems, resolution issues or other defects, the file needs to be reworked.

A little more effort on your part now will ensure that your piece prints the way you want it.

### Understand Color

Take the time to learn all about color technology. There's a world of information available about color models, color interactions, color ink versus color toner, color conversions, color management, etc.

### A Final Word

Double-check everything. Make no assumptions. An extra five minutes now can save hours down the line.

### Erika's Advice

*Erika Holley is working toward a bachelor's degree in graphic design and web design at the Art Institute of Colorado and works at AlphaGraphics in the Denver area.*

Know all the potential uses for your piece before creating it. This can have a significant impact on the way you approach your design.

### Don't Rely on a Monitor

Your computer screen does not reflect the color that will come out on a printer. Never ever hold a piece of printed paper up to a monitor and try to make color adjustments. I get this one from clients on a daily basis.

### Know Your Printer

Before designing any file, know how your printer likes to receive it.

For example, if you're going to run a digitally printed two-sided job with bleeds, don't impose your file. Let your printer impose it.

### Books and Manuals

For a multi-page book, send the file with consecutive pages so that signatures can be created with the binding style in mind.

### Bleeds and Crops

Do send your file with the bleeds and crops. Seriously...how is it that most students were never taught about bleeds and crops?

### Paper, Paper, Paper

Paper has a huge impact on a design. Know your paper and design for a specific paper, rather than choosing paper long after the layout is complete.

### Back to Basics

Learn basic program techniques, such as creating color tints, how to properly place files into InDesign and how to manage fonts and layers, etc.

### The Final Step

Now that you've taken all the advice from Russ and Erika and have your file ready to print, you need a digital printer who will turn your job into a piece de résistance. You need Copesco.

## Graph Expo 2010

Are you planning a trip to Chicago for the October 3 - 6 Graph Expo show at McCormick Place?

Steve Johnson will be happy to meet with you for a cup of coffee or lunch.

Just call or send Steve an email note.

## Labor Day

Copesco will be closed Monday, September 6 for Labor Day.

Enjoy the last weekend of summer.

<http://www.copesco.com>

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Q: What's the difference between a violinist and a dog?



A: The dog knows when to stop scratching.

The fall TV schedule will soon be here, and the sheer volume of it is amazing. There will be 100 new personalities, 20 new shows and two new plots.

If all the cars in America were placed end to end—it would be Labor Day Weekend.

The streets aren't as safe as they used to be. To protect myself at night, I walk around carrying a laptop and PowerPoint of my last vacation.

A tourist celebrating summer holiday in Washington, D.C., got lost in front of the Lincoln Memorial and asked a policeman for directions. "What side is the State Department on?" The policeman replied, "Ours, I hope."

"Who is it?" St. Peter asked, when he heard a knock at the Pearly Gates. "It is I," a voice answered. "Ah," smiled St. Peter, "another schoolteacher!"

If you think teachers get enough pay, show me one other professional you can bribe with an apple.

When I was a kid, I used to spend ten cents to see a movie. Now I spend fortunes on big-screen TVs and cable—and get the same movie.

Middle age: when you start heading for home about the same time you used to start heading for somewhere else.

A man called his neighbor to help him move a couch that had become stuck in



the doorway. They pushed and shoved until they were exhausted, "Forget it, the man finally said, "We'll never get this in," The other replied, "In?"

When you come to a fork in the road, take it.—Yogi Berra

Government is too big and too important to be left to politicians.  
—Chester Bowles

Kids are much more world-wise today than we were. When I didn't want to go to school, I'd kick and scream. My son calmly claims that he has "kindergarten burnout."

I didn't realize how much older I am than my co-workers until I noticed I'm the only one whose Social Security number is in Roman numerals.

I've noticed that I'm a lot more irreplaceable to the company when I want to take a vacation than I am when I want a raise.

## Overnight Lite

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