



Use the proper tools for the task at hand...

Proofing on a Smartphone Isn't Very Smart

Is there anything you can't do with a smartphone these days? You can unlock your house, track packages, book a hotel room, play games, and even make phone calls anywhere in the world.

Don't Do This

One thing you cannot, or more correctly should not do, is check pdf proofs submitted to you by Copresco for approval prior to print. Here's why.

Terrible Color

Checking color on any uncalibrated screen is highly inaccurate (see article below) but viewing color on a smartphone is certain to be downright wrong. There are several reasons for this.

The foremost reason is that, unlike desktop monitors, there is no reliable method for color calibrating smartphone screens.

Bad Conditions

Secondly, phones are rarely used under ideal conditions. If you are using a phone, you are probably in your car, your home, outdoors, or in a restaurant. The ambient lighting in these conditions only serves to make the problem worse.

Thirdly, many smartphones are equipped with light filtering utilities that attenuate the blue hue. This is a healthy insomnia preventative that has the unfortunate byproduct of completely ruining color accuracy.

Pictures and Pixels

72 or 96 dpi resolution graphics are common onscreen whereas color printing requires a minimum of 300 dpi (and 600 dpi for black only artwork.) On screen, you can't tell the difference. This perception problem is exacerbated by the tiny screens on phones, tablets, and even laptops.

Copresco will alert you if your fur-

nished artwork contains low resolution graphics, but when you view your proof onscreen you may be lured into thinking that these will print acceptably. Trust us, they won't!

Tiny Type

As we've mentioned before, tiny screens mean tiny images, but also tiny type. Typos and font issues can easily be overlooked, especially in subscripts, superscripts, or footnotes.

In Conclusion

Save the cellphone for taking candid, sending texts, and checking weather and traffic. Use that big desktop monitor to check pdf proofs prior to printing.

Better yet, request a printed press proof, which is the only way to tell what a printed piece will truly look like. Copresco will be happy to oblige.

Calibrate Those Monitors

"It doesn't look anything like it did on my screen." We hear that often.

Technically, it is physically impossible for your computer monitor which transmits Red, Green & Blue (RGB) colors to match a printed piece which uses the reflective colors Cyan, Magenta, Yellow & Black (CMYK.)

Easy and Affordable

There is, however, a way to make the best of the situation, and it is pretty easy to implement.

All you need is: 1) a high quality monitor that has controls allowing you to customize color settings and 2) a display calibration tool. This toolkit consists of a hardware sensor (sometimes called a spyder) and calibration software.

Cost runs about \$300. Popular vendors include Datacolor, X-Rite, and

Calibrite. Installation is simple. Calibration usually only takes a few minutes and need only be performed once every six months.

Well Worth The Effort

The result is not perfect color, but it will give you a display that is "in the ballpark" with printed color.

A calibrated monitor still does not take the place of a printed press proof, but does provide a reasonable starting point for accurate color reproduction.

What Is A Press Proof?

A press proof is an actual sample of the printed piece, produced on the actual press and paper that will be used to print the project.

Anything else, including pdfs or samples printed on a different model of press, are merely attempts to simulate the final product.

No Extra Charge

Traditionally press proofs were very expensive, but Copresco's highly efficient digital on-demand processes allow us to include press proofs with every project.

Yes, it usually adds a day to the schedule (we can't email you a printed proof!) but 9 times out of 10 it is well worth the extra time.

Happy 4th (& 5th)

Copresco will be closed Thursday July 4 and Friday July 5 to give our hardworking employees a four-day weekend to celebrate the 248th anniversary of American Independence. Have a great weekend!

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Digital On-Demand Printing

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Address Correction Requested

There must be safety in numbers. Nothing bad ever happens to my accountant.



A surgeon, an engineer and a politician were debating which of their professions was the oldest. “Eve was created from



Adam’s rib,” argued the doctor, “and that’s obviously a surgical procedure.” “Yes, but before that, order was created out of chaos,” countered the engineer, “and that most certainly was an engineering job.” “Ah-hah!” exclaimed the politician triumphantly. “And just who do you think created all that chaos?”



They audited a local librarian after hearing she was making a living off the books.



A nutritionist told me that if I eat slow, I’ll eat less. I already knew that—I’ve got teenagers.

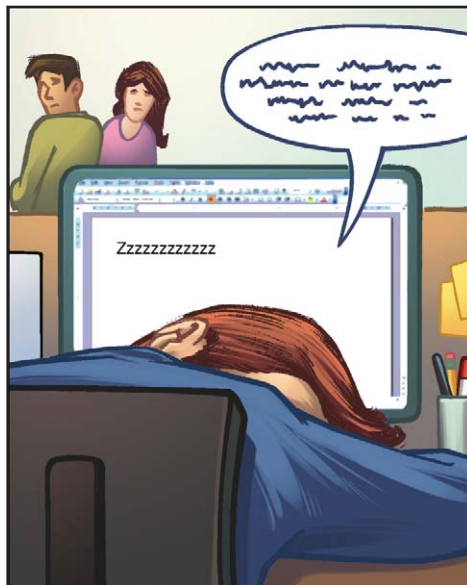
A novice preacher was conducting his first funeral. He solemnly pointed to the body, declaring, “What we have here is only a shell. The nut is gone.”



A young draftee was asked to read an eye chart as part of his Army physical fitness examination. “What chart?” asked the draftee. “Just sit in the chair and I’ll show you,” the doctor replied. “What chair?” That convinced the doctor to release the young man because of poor eyesight. Celebrating his freedom, the youth decided to go see a movie. When the lights came up after the show, he discovered he was sitting next to the same Army eye doctor. “Excuse me,” the draftee said calmly, “but is this the bus back to Duluth?”



My wife says I talk in my sleep, but



I’m skeptical. Why hasn’t anybody else at work mentioned it?

My mother was telling me about when she was a girl—riding ponies, wading in the brook, sliding down haystacks. I said, “Gee, Mom, I wish I would have met you sooner.”



Character: You minus all your possessions.



My dad just announced his retirement. He’s very excited about it, but I think retirement is overrated. For one thing, you don’t get any vacation.



When you’re retired, how much fun can it be to drink coffee on your own time?



I don’t know how to take some people. Yesterday I told a co-worker that I thought I was getting fat, and she said, “it’s all in your head.”



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