

PRE-PRESS PROCESS

AD DESIGN COMP

Preparing your Ad to Send to Magazines

1. DESIGN AD

CHECK WITH MAGAZINE for correct trim size and bleed sizes

CREATE Ad in InDesign in the correct size

OPTIMIZE images in Photoshop before placing in Indesign

check size (about what you want in the ad)

check resolution - 300 dpi

check color, value, contrast

add filters, additions etc

flatten layers

sharpen image

save as a tiff

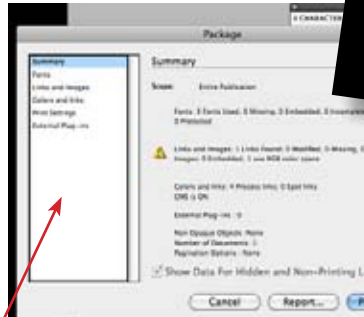
PLACE images in InDesign

CHECK FONTS - Mac compatible?

SAVE the ad in InDesign

EDIT ad for spelling, placement etc. with client

PACKAGE



PACKAGE SUMMARY



2. PACKAGE AD IN InDESIGN

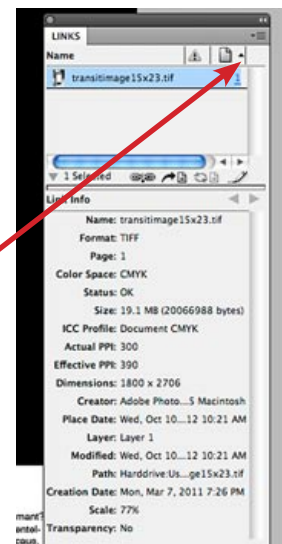
FILE>Package>Package - check links, fonts, colors, etc.

FILL OUT PRINTING INSTRUCTIONS

Use comments to write down specs from magazine

SAVE FOLDER - create a name and save the folder

LINKS



3. PRE-PRESS AD - open package ad in InDesign

CHECK SIZES - trim, bleeds, slugs

If you haven't extended your bleeds to the bleed marks, do so now!

CHECK FONTS - TT, Mac compatible? Create Outlines of display fonts if

you have a questions about it (once you do it, you can't correct type anymore)

CHECK LINKS - Window>links

Click on each image and check - __tiff, __300 dpi, __color space CMYK

If you need to correct or change color mode, click on edit with>photoshop

Change color from RGB to CMYK in image>mode

SAVE changes in photoshop to change in InDesign (or relink)

SAVE InDesign document

PDF
MARKS
& BLEEDS



4. EXPORT PRE-PRESS as a PDF

GENERAL

SAVE PRESET as requested by the magazine (usually PDF/X-1a)

but save in small size for uploading to moodle for the class

CHECK view PDF after exporting

COMPRESSION - image - high quality

MARKS & BLEEDS

CHECK all **but** bleed marks (crops, reg, color, page info)

CHECK bleeds & slugs

SAVE PDF in your prepress folder

PDF PREPRESS SHOWING MARKS AND BLEEDS

