Make It Print.

This Make It cheatsheet covers the basics of printing.
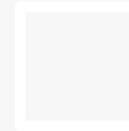
Artwork Size

Always double-check the project requirements and the Document Setup. Make sure you know which measurement is the width and which is the height.

Most plotters print on paper that is 36" wide at any length.

Fonts

When submitting a PDF to be printed, you normally don't need to outline fonts unless the printer specifies to. Make sure not to include any unnecessary fonts. In InDesign, go to Type>Find Font.. to check what fonts are used in your file.

Resolution

For print, your images should always be 300dpi. Try not to enlarge these images by more than 20% (130%) of their original size.

The size of the image will decrease as you increase the resolution.

Colour Profile

Convert all images and artwork to **CMYK**. Make sure all colours in your InDesign file are in **CMYK**.

Bleeds & Margins

The bleed is the distance the artwork expense beyond the final printing bounds, allowing for full-page images and artwork. A 3mm bleed is common, but clarify with the printer before starting. You can add bleed in InDesign by clicking **File**>**Document Setup**>**Bleed** and Slug.

When plotting at a large scale, most printers cannot print full-bleed. Make sure the margin is sufficient so your artwork isn't scaled or cropped (ie. 35 ½" wide artwork for a 36" wide plot).
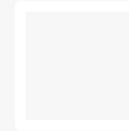
Vibrancy

The are many ways to quickly enhance image vibrancy in Photoshop before printing. This helps the image to pop regardless of ink quality.
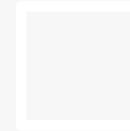
Image>Adjustments>Levels – adjust the levels while the image is in RGB mode. Far left adjusts shadows, middle handle adjusts the mid-tones, and the far right handle adjusts the highlights.

Image>Adjustments>Hue/Saturation – when dealing with dull colours, increasing the saturation by less than 10 adds some subtle warmth.

File Formats

Convert all JPGs to TIFFs in Photoshop. Convert all AI files to EPS, PDF, or SVG in illustrator. See the Make It With Illustrator guide for more details on Illustrator file formats.

Spell-Check

This is obvious, but chances are, you'll forget most of the time. In InDesign, the shortcut to spell-check is CMD+I (Mac OS X) or CTRL+I (Windows). InDesign can also check for double spaces and triple spaces, as well as replace dashes with en-dashes, multiple returns with single returns, and dash-dash with em-dashes.

Go to Edit>Find/Change and choose the appropriate option from the drop down menu.

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