

Proofing Tips & Techniques

FOR ACCURATE PAGE LAYOUT & PRE-PRODUCTION PREPARATION

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- Spell-check your work! Onscreen, use your software application. Be aware that incorrect usage of words may not be noticed by the spell-check function (examples: there, they're, their, etc.). Check other details onscreen such as addresses and phone numbers. Print out a proof and check it over, especially headlines and captions. Errors in headlines are most often overlooked! Read every line, no matter how large or how small.
- Compare your printed proof with any of your previous versions: check each revision against the previous marked-up copy to ensure that all corrections have been made.
- When reviewing your proofs, look for the following:
 - Address numbers and locations; telephone, fax numbers, email and web addresses (and their consistent use across multiple print pieces and/or websites).
 - Postal information such as mailing permit numbers, barcodes, return address, FIM marks, etc.
 - Form or product item number, product code, copyright, origin, revised date, etc.
 - Names and proper titles, spelled correctly, event dates, locations and room numbers, legal information where applicable.
 - Pages numbered correctly with regard to sequence, continuations, and position? Pages on the left-hand side of a document always have even numbers; the right side has odd numbers. Generally, don't count or print page numbers on the front cover and inside front cover.
 - Produce an actual-size mock-up — assembled, folded and trimmed to the finished size. Check to ensure that sufficient, consistent margins exist appropriate to the project. Review your mock-up for placement of drill holes, perforation lines, folds or die-cuts. Avoid placing text where it may be drilled out or lost through die-cutting. Allow a sufficient margin for drilling or binding.
 - Check your page size carefully for correct dimensions, margins, centering and alignment, adequate pages (booklets and catalogs must be in units of 4 pages.)
- Photographs:
 - The image resolution best suited for high-quality color offset printing is 300-400 dpi.
 - Are photos cross-referenced to the correct page and position? (For example: "See Fig. 7 on page 32.")
 - Do captions correspond to the photos they describe? Are people identified correctly (especially in "left to right" captions)?
 - Aspect ratio: Keep uniform for all identity items and logos. Do not scale horizontally without applying the same scale vertically.
 - Do the photos require a border? Be consistent in usage, color and width.

Continued on next page!



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- Avoid applying the “style” of bold or italic to fonts; rather, use the Bold or Italic version of the font if one is available. Some print devices do not uphold those styles applied in page layout programs. Ex: use Times Bold, not Times (bold).
- Watch for publication names and titles — italicize, underline or use quotes appropriately.
- Colors: Are the desired ink colors specified correctly (Spot colors vs. CMYK)
 - Correct Pantone palette used? (Pantone Coated, preferred)
 - Please note that some Pantone spot colors may become less vivid when printed in full-color, CMYK process inks.
 - Remove extra colors in palette.
- Graphics:
 - The image resolution best suited for high-quality color offset printing is 300-400 dpi.
 - Include high-resolution images in file formats best suited for printing; PNGs, GIFS or other web-based graphic formats do not reproduce well.
 - Make sure your graphic files are properly linked and not “missing” or “modified.”
 - Allow sufficient bleed in the page layout; should be 1/8” or 1 pica beyond the trim edge.
- Style, tone and design
 - Is the overall look appropriate to the product or service and intended audience?
 - Don’t use “hairline” rules; best to specify the exact weight, usually no thinner than .5 pt.
 - Is everything legible? Is there sufficient contrast between the color of the text or graphic and its background?
 - Avoid using color on very small or very thin fonts.

Visit PrintSmart4U.com for more tips and useful information!



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