



## Guidance Notes for Artwork

### *What the Art Department Does*

The Art Department provides a pre-press facility which prepares customer supplied files for our litho printers and our own film imagesetter to output. We 'flight-check' all received files beforehand to ensure they meet our specifications. Our final step is placing your supplied PDF files into our own **impositions** ready to electronically transmit to our commercial printer, or in the case of printing CDs and DVDs, to film on site. An **imposition** is a document ready for output to film or plate - it is imposed on the sheet so it outputs in the right position. The art department outputs the final PDF file to a proofing laser printer. It is this exact file which is sent electronically to our litho printers.

### *Paper Parts:*

Paper parts are printed using Computer-to-Plate technology (CTP). This is digital printing, where a PDF file is placed into an imposition and output digitally onto a plate. As no film is used, no imposition is required from suppliers, only a final made-up press-optimised PDF file with 3mm bleed all round. **PDF** stands for Portable Document Format.

### *Printing CDs and DVDs*

We print these ourselves. As with the paperparts we use the customer's supplied PDF and place them into our own imposition to ensure the placement and registration marks are correct.

Designers are often not familiar with the creation of spot colour files and embed CMYK images in them. We cannot correct these and they have to be re-sent. Disk parts with a spot colour should not contain CMYK elements.

Detailed information about disc printing is at the back of this Guide.

PLEASE NOTE: there may be an additional charge for multiple Pantone colours.

## DEFINITIONS

### *Our specifications*

A press-optimised PDF means a resolution of at least 300 dpi, CMYK colour (also known as a 4-colour set or full colour), NOT RGB colour, with no embedded **ICC** colour profiles. **RGB** stands for Red Green Blue, it is the colour model used by computer monitors to render colours on screen. CMYK stands for **Cyan, Magenta, Yellow, Black**; the **K** is used to avoid confusion with **B** for Blue. This is the colour model used to print work commercially. **ICC Profiles** are specific colour models used in programmes such as Photoshop to apply to specific output devices. Our printer does not use these, and they can cause colour casts and other unpredictable results if attached to graphics. If additional (special, or **Pantone**) colours are required, these can be run from a composite PDF, we do NOT require the PDF to be separated into plates. Please note there will be additional charges for having Pantone colours on the paperparts artwork. If a multiple page document is being supplied, we require it to be made up in **Printers Pairs**, not as contiguous pages. **Printers Pairs** means, for example, a 4-page booklet would be made up as pages 4 & 1, in one spread, and

pages 2 & 3 in a second spread. An 8-page would be made up as 4 spreads: 8-1, 2-7, 6-3, 4-5, and so on. Contiguous pages run 1,2,3,4,5 etc, and are no use to us. Single pages are no use either. 3mm bleed should be allowed all round.

### *Resolution*

We require all press-ready PDFs to be at least 300 **dpi** resolution. Images supplied at less than this resolution will look pixelated and often render colour badly. A resolution of 72 dpi is referred to as Screen Resolution, being the resolution needed to render an image on a computer monitor. It is NOT sufficient for printed output.

## CHECKLIST FOR ARTWORK:

- 1. PDF s**  
All files (Paperparts and On-disc) must be Press-Optimised PDF s
- 2. Colour**  
Must be CMYK or Spot Colour, *not* RGB
- 3. Resolution**  
Images must be a minimum of 300dpi
- 4. Hard Copy Proof**

## PROOFS

*We require a paper proof to be supplied with each job. The proof should ideally be in colour and be output from the file you send us at 100% scale. A colour proof can be supplied for your approval at extra cost. A supplied proof which does not match the file may cause delays in processing your work.*

*PLEASE NOTE: We will not colour match to laser proofs.*

## SENDING FILES

Files can be received electronically via email or FTP, or on CD or DVD. We do not accept ZIP disks or floppy disks.

## PREFERRED APPLICATIONS AND FILE TYPES

The industry-standard applications we use are Apple Macintosh based.

We use G5 Macs, with OSX Panther.

### **Known Issues**

Some fonts have licensing restrictions embedded in them, particularly some fancy display fonts bought from small foundries. Check this before you submit them. PDFs will recognise licence-restricted fonts and can sometimes force them to default.

Some documents from overseas can use colour models not in use here (such as US Pantones) and differing measurement systems. Some outputters create PDFs through Heidelberg's Prinergy system. This embeds Prinergy trapping into the PDF, which we do not use. We do not require special trapping.

All graphics should be saved **WITHOUT** any embedded colour profile (ICC).

Fonts designed for the web, such as Arial and Comic Sans, Verdana etc, can vary a lot from system to system; it is better to avoid web fonts in documents.



## PRINTERS PAIRS GUIDE

USE THIS GUIDE TO SET UP YOUR MULTI-PAGE STAPLED BOOKLETS IN IMPOSED PAIRS.  
DO NOT USE A SINGLE PAGE SETUP.

For an MultipliCD standard CD case booklet, the finished size is 120mm x 120mm.

The printers pairs document is therefore 240mm W x 120mm D, with no gutter.

3mm bleed all round must be added. The following charts give corresponding page numbers for printers pairs in the most commonly used paginations. Other paginations for 20+ pages follow the same formula.

4-page		8-page		12-page		16-page	
4	1	8	1	12	01	16	01
2	3	2	7	02	11	02	15
		6	3	10	03	14	03
		4	5	04	09	04	13
				08	05	12	05
				06	07	06	11
						10	07
						08	09

Note that even numbers always fall to the left; front and back covers are pages 1 and 4, respectively

*Note that a 2-page booklet is a single page of 120mm x 120mm.*

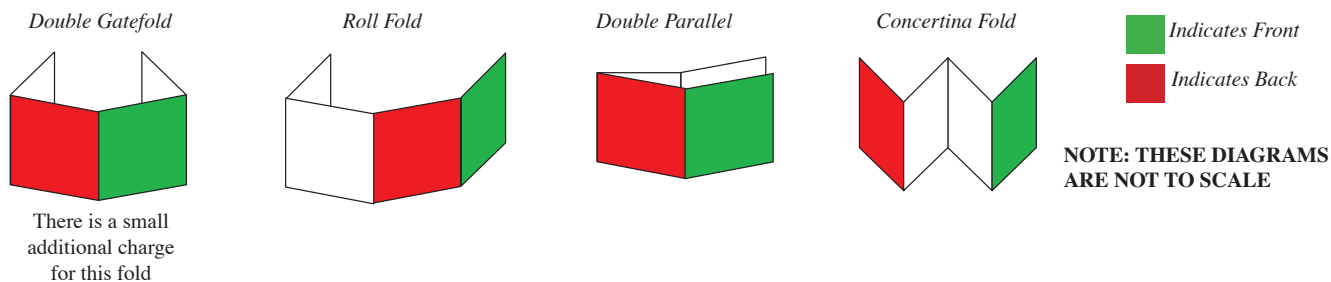
## ROLL FOLDS

The various roll-fold options available are often very similar in size. It is therefore important to include a detailed instruction about the type of roll fold you require and ideally a mock-up.

Include the name of the roll style where possible too:

Roll Fold • Gatefold • Concertina • Parallel • Double Parallel • Double Gatefold

PLEASE NOTE: There is a small additional charge for Double Gatefolds



Bear in mind that whatever you include in your image area will be reproduced.

It is not necessary to include 'die lines' or 'score lines' in your artwork.



## Guide to File Structure

When creating a graphic job it helps to create a folder structure that is logical and efficient. We have a preference for the way you structure the files you send to us. This enables any of our operators to pick up the job and know where to look for a given item.

Our preference is for your art to be in press-optimised PDF format. Ideally, a job sent to MultipliCD should contain one PDF file for the booklet, one for the tray insert and one for each disc part to be printed. Do NOT apply any security settings to your PDF file as this is unnecessary, can sometimes cause system freezes and may delay your job.

Please name your files logically for our benefit. For example XXXX 4 Page Booklet or Tray Outer , Tray Inner , CD Disc , where XXXX names the job. If your own naming conventions will not be clear to us, please rename your files before supplying them to us.

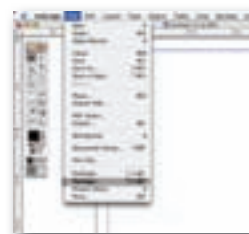
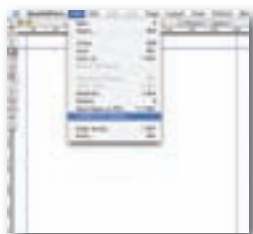
## Guide to PDF Preparation

PDF s (Portable Document Format) were invented to enable the swift transfer of binary data between corporate sites in a totally readable format on any platform and with no special software other than a simple Reader. PDF s were never originally intended for use by the graphics industry, and while creating a PDF is relatively easy from many applications, creating one for use by a commercial printer is more complex. The PDF created out of, for example Microsoft Word, is different in structure and content to that created out of, say Quark Xpress or Indesign.

We recommend that customers make sure they set up their PDF export functions in accordance with the specifications in this Guide. Further information can be found at [www.adobe.com](http://www.adobe.com), where a free download of the latest Acrobat Reader programme is also available.

You should note that applications such as Word Processing programmes which often have PDF Export functions do not generally produce the kind of PDFs necessary for colour separation and Postscript output and are not suitable for our purposes.

It is suggested you create a Pre-Press Setting for your PDF output from within your chosen graphic application. For your reference, below are MultipliCD s own PDF settings for output from Indesign; the same settings should be made from whatever your own preferred graphics or desktop publishing program is. The screen dumps below illustrate the settings we use when exporting the PDF which will be the file actually sent to our litho printer:



## Disc Printing

### Introduction

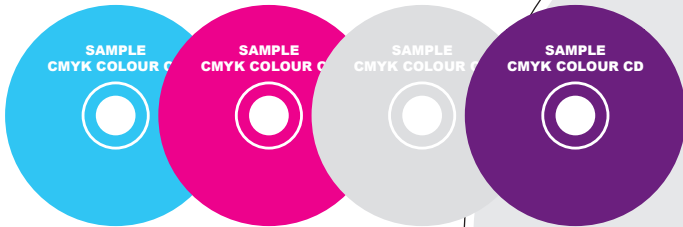
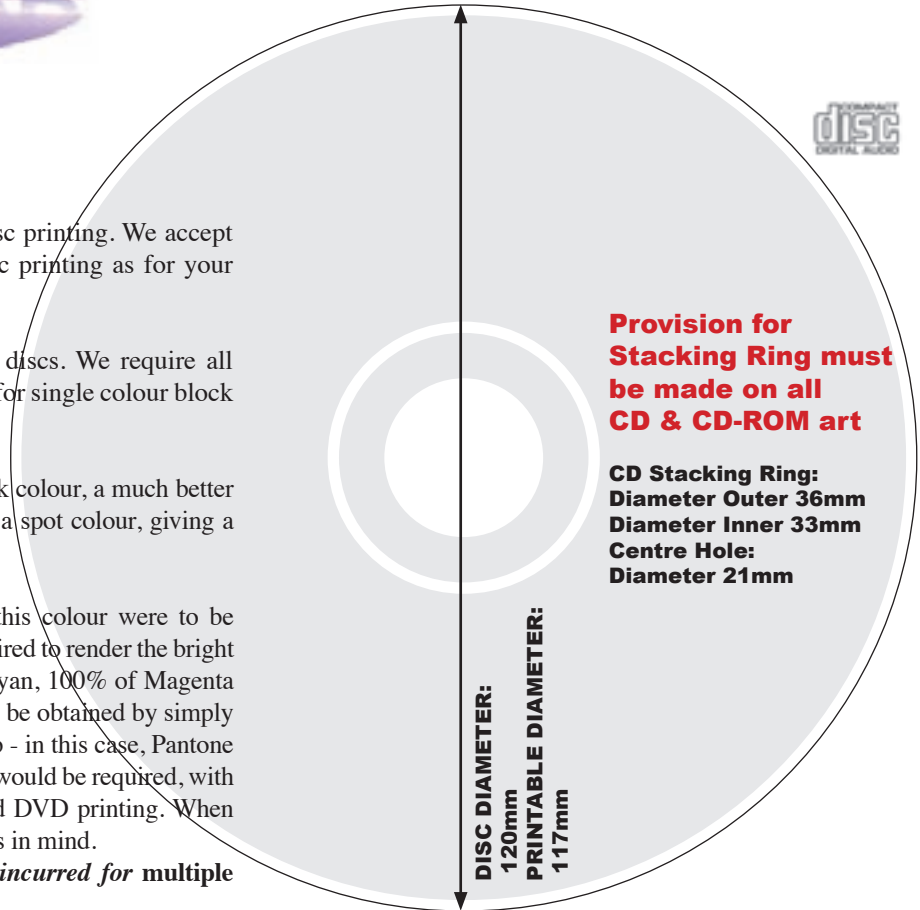
We currently output film for all of our disc printing. We accept the same kind of file format for your disc printing as for your paper parts printing.

Our preference is to Offset Print all our discs. We require all supplied art to be set up as CMYK except for single colour block work.

Where your art only contains a simple block colour, a much better result is provided by supplying your art as a spot colour, giving a much cleaner and brighter product.

This sample below is a single colour. If this colour were to be printed by the CMYK process, the inks required to render the bright clean purple requested would be 64% of Cyan, 100% of Magenta and 14% of Black. A far better result would be obtained by simply nominating a single Spot Colour for this job - in this case, Pantone 2612, because only a single pass at printing would be required, with a pure colour. This is true for both CD and DVD printing. When you come to make up your disc art, bear this in mind.

*Please note: Additional charges may be incurred for multiple Pantone colours.*





## Disc Printing

### Inks

We use the Pantone Solid Coated swatch for our spot colour matching. Please be aware that artwork files from other countries often contain Pantone colour models not used in printing in Australia. It may be that a substitute spot colour from a standard Australian Pantone colour swatch will need to be nominated.

Note also that the natural colour of our raw discs is silver. The colours applied to this raw disc will not look accurate unless a White Base is first applied to the raw disc. Any tone used in the art will of course reduce the intensity of the colour.

WE DO NOT REQUIRE THE STACKING RING OR CENTRE HOLE TO BE PRESENT ON YOUR ART AS WE APPLY THESE IN OUR IMPOSITION. HOWEVER, BE SURE TO MAKE AN ALLOWANCE FOR THEM ON YOUR ART SO THEY DO NOT CUT INTO ANY VITAL IMAGE AREAS. IF YOU DO HAVE THEM ON YOUR ART, PLEASE ENSURE THEY ARE REMOVABLE AND NOT EMBEDDED.

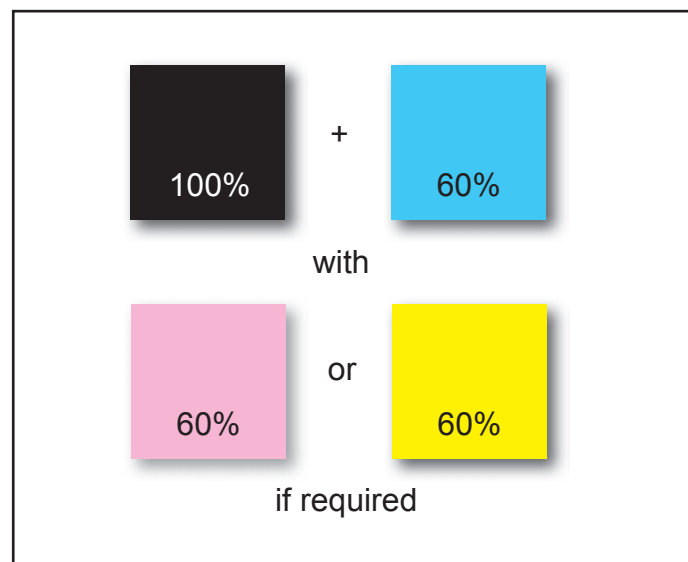
Sending a proof as a colour composite is required and it would be an advantage to supply separations as well, as these enable us to see exactly what is required. Please supply proofs at 100% scale.

For a greater density of large solid black areas we require what printers refer to as a bolster or Rich Black in your artwork. This is simply a black with percentages of another process colour added to it. This additional pass with the extra colour behind it bolsters the intensity of the black.

A basic Rich Black can be made up of:

Black 100%  
Cyan 60%

and a percentage of Magenta and Yellow as required:



### DISC PRINTING CHECKLIST

- Printable area is 117mm diameter
- Total disc diameter is 120mm
- Centre hole for both CD and DVD is 21mm diameter and should be removable
- Stacking ring for CD s is 33mm inner, 36mm outer diameter and should be removable
- Set all knockouts as appropriate
- Do not embed CMYK images into disc art if you intend outputting as a spot colour only
- Supply all proofs at 100% scale and preferably with separations as well as a composite