

Do's, Don'ts and Tips for Desktop Publishers: Creating and Preflighting Files for Trouble-Free Printing

In this class, you'll learn the printing industry's technical requirements for files, including:

- Guidelines on what to give your internal print shop or GPO.
- What types of fonts to use for desktop publishing that also work for EPUBs, Section 508 accessibility, and other electronic versions of your publication.
- The resolution requirements for different types of printing and how to choose the best for your project.
- The file types required by the printing industry for layout, graphics, and photos.
- Printing ink colors, screen colors, and how to get the best color reproduction from your files.
- Which software programs to use to create industry-compliant files for press...and which to avoid.
- The different requirements for digital printing, conventional press, and wide-format/plotters.
- The different technical settings for press-quality PDFs versus web-quality PDFs.

This hands-on class fills in the details that desktop publishers need to know, regardless of the software they use or their job in the publishing workflow — desktop publisher, VIS, or production manager. Through demonstrations, lecture, and hands-on preflighting exercises, students will gain the knowledge to help their agency procure quality printed materials, reduce technical problems with their files, prevent scheduling delays, and keep printing costs on budget.

Note:

This class is not a course in how to use Adobe InDesign or other desktop publishing software. Although Adobe InDesign, Photoshop, Illustrator, and Acrobat are used in this course, only skills for preflighting and checking files are demonstrated, not desktop publishing skills. It's recommended that students have additional basic desktop publishing training (such as Adobe InDesign Level 1) either before or after this class to complete their knowledge of this subject.

Prerequisites:

None, other than basic computer skills.

This class is designed for anyone involved in publishing government material, including: designers, desktop publishers, production managers, managing editors, printing specialists, visual information specialists, illustrators, prepress technicians, copyshop managers, and print procurement specialists