

## Best Desktop Practices for Government Publishers

### Learning Objectives

1. Provide attendees with the background knowledge of how to prepare, preflight, and submit electronic desktop publishing files for press, print, and web use.
2. Review the printing industry's technical requirements for electronic files destined for traditional offset presses, digital ink presses, and toner-based printers.
3. Define the different tools and capabilities of current industry desktop publishing and graphics software.
4. Explain the technical differences and requirements of fonts, graphics, ink and screen colors, resolution, and file formats that are used in typical desktop publishing projects.
5. Review how electronic files are processed by print vendors and service bureaus, common problems that occur, and steps to take to prevent problems.
6. Through hands-on demonstrations and exercises, show different ways to identify potential problems that can be used by those without a computer or common desktop publishing software programs.
7. Through hands-on computer exercises, show different methods of preflighting electronic desktop publishing files using Adobe InDesign, Photoshop, Illustrator, and Acrobat Professional.

### Major Topics

- Overview of the desktop publishing process
- Overview of prepress (at the service bureau/vendor) and the printing process
- The different font technologies and their advantages/disadvantages
- How to define and use CMYK process colors and Pantone spot colors in desktop publishing files
- Overview of the different types of graphics, file formats, and technical requirements
- Common problems with industry files and how to prevent them, including fonts, colors, resolution, and file formats
- What the printing procurement officer and commercial print vendor need from desktop publishers (files and paperwork)
- Packaging electronic desktop publishing files from Adobe InDesign
- Exporting press-quality and web-quality PDFs from Adobe InDesign
- Hands-on exercises preflighting electronic files without a computer or software
- Hands-on computer exercises preflighting desktop publishing, images, graphics, and PDF files with the Adobe Creative Suite

### Students Will Learn

1. How the quality of their document's construction affects prepress, printing, and the quality, timeliness, and cost of printed projects.
2. How to construct desktop publishing documents that meet the printing industry's technical requirements for fonts, colors, images, graphics, resolution, and file formats.
3. Knowledge of the different fonts technologies, their special features and drawbacks, and how to prevent problems with fonts during prepress.
4. An understanding of the different color systems, and how to speck and use them in their software files.
5. An understanding of the different graphic file formats, their features and shortcomings, technical requirements, and when to use each kind.
6. How to package desktop publishing files for commercial service bureaus/print vendors and in-agency print/copy shops.
7. How to export press-quality and web-quality PDFs from desktop publishing software.
8. How to prevent technical problems with files.
9. How to preflight files in Adobe InDesign, Illustrator, Photoshop, and Acrobat Professional.
10. What files and paperwork to provide agency procurement officers and GPO's customer service representatives so that jobs flow smoothly through the government's printing procurement process.