

Glossary of Printing & Graphic Terms

A

Accordion fold A bindery term for two or more parallel folds that result in a sheet that opens like an accordion

Against the grain Perpendicular to the direction of the paper grain

Aliasing A defect which occurs when a graphic file does not have enough resolution to reproduce image detail and causes visible jagged lines along the edges

Anti-aliasing Technique of filling the edges of an object with pixels to eliminate jagged lines and make it appear smoother

Aqueous Coating This coating provides a subtle semi-gloss finish to your print product. It is resistant to smudges and fingerprints and does not yellow with age. Aqueous coating also improves durability to your product as it goes through mail or inserted in pockets. NOTE: This coating is only available when you order Cover weight paper.

Artwork In printing, this is the original copy which includes all text, graphics, photos and illustrations

B

Back up To print the reverse side of an already printed sheet (print on both sides)

Bind To fasten sheets or sections into brochures or booklets with the use of wire, thread, glue, staples, etc

Binding The process by which sheets are fastened together which include cutting, trimming, collating, perforating, and folding to form the finished product

Bindery The department in a printing company where finishing work is done such as collating, folding and trimming of printed products

Bitmap An image file format that refers to the rows and columns (map) of dots or pixels that form an image

Bitmap Images Computerized image made up of a collection of dots or pixels; these images appear blocky when you zoom in; also known as raster images

Blanket The thick rubber coated pad of a printing press that transfers ink from the plate to the sheet

Bleed Printing that goes beyond the edge of the final trim size

Blind embossing A technique in which a design is pressed into a sheet without ink or foil, creating a raised image

Bond paper Durable and lightweight paper commonly used for letterheads and business stationery

Border Margin or line between the image area and the edge of the paper

Brightness The brilliance or reflective quality of paper affecting contrast in printing

Bulk The thickness of paper relative to its weight

C

C1S Abbreviation for coating on one side of paper

C2S Abbreviation for coating on both sides of paper

Caliper Measurement of paper thickness expressed in thousandths of an inch

Camera-ready copy Print ready layout of graphic and text

Cast coated A type of coated paper with a high gloss enamel finish

Chrome Color transparency

Coated paper Paper with a thin surface coating of clay that produces a smooth finish

Collate A finishing term for arranging pages or sheets in correct order before binding

Color Balance Refers to the proper ratio of cyan, magenta, and yellow ink during printing to keep color consistency and produce the desired color of an image

Color bar Strips of color used as a tool to check color accuracy and density

Color correction Methods of adjusting and improving color qualities such as color balance, contrast, etc

Color filter Filters used in color separation

Color key A printer's proof made from 4 acetate or transparent films of various colors, one sheet per process color, which when combined simulates the finished product

Color matching system Color chart in an electronic system used to compare, measure or mix colors

Color separations Preparing a full-color image for printing by separating it into the four basic process colors: cyan, magenta, yellow and black

Color Sequence The order in which the four-color process inks are printed on the press

Comb bind A method of binding by inserting a plastic comb through holes along the side or edge of a stack of pages

Computer-to-Plate (CTP) A technology that enables transfer of digital data directly to a metal plate for

printing, eliminating the use of conventional films

Continuous-tone copy Illustrations and photographs that have a range of shades

Contrast The range of difference between the darkest and lightest areas in an image

Copy Any material (text or artwork) to be used in printing a piece

Cover paper A heavyweight paper commonly used for covers of books, brochures, catalogs and folders

Creep Creep is the shifting position of the page in a saddle-stitched bind. Creep moves the inside pages away from the spine with more pages added.

Crop To cut off sides or portions of an image

Crop marks Lines at the edges of a sheet that show where the page will be trimmed

Crossover Printing across the gutter or from one page to the facing page of a publication

Cure The process of drying inks or coatings through chemical processes to develop strong adhesion

Cyan Shade of blue; One of four basic ink colors used in 4 color printing process

D

Deboss To press an image below the surface of paper

Densitometer An instrument used to measure the density of colored ink to determine consistency

Density The degree of darkness of an image

Die Metal plate cut for impressing a design or image on paper

Die cutting A process of cutting paper in a shape or design using metal dies

Direct Imaging A technology that eliminates the use of film plates by directly transferring the image from digital files to the press plates using a laser

Direct Imaging Press (DI) An offset press where the plate is imaged directly on the press with laser

Dot The individual element of a halftones; also referred to as a "pixel"

Dot gain or spread The spread of ink on paper; occurrence when dots print larger than they were on the film

Dots Per Inch (DPI) A measurement of resolution of a screen image or printed image defined by the number of dots that fit horizontally and vertically into one inch; The higher the DPI, the sharper the image

Draw-down A method of applying a thin coating or ink on paper to roughly determine color

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Glossary of Printing & Graphic Terms continued

Drop-out Parts of artwork that are not reproduced
Dummy A preliminary layout of a copy showing the position and general style made to resemble the finished product
Duotone A halftone image made up of two colors
Duplexing The ability of a press to print on both sides of a sheet of paper

E

Encapsulated Postscript File (EPS) An Adobe graphic file format for high resolution images; it translates graphic and text into code that tells a printer to print in the highest resolution possible and also has low resolution view files for quick screen viewing.
Emboss Technique of pressing an image into paper so that creating a raised image

F

Feeder Section of a printing press that separates the sheets and feeds them into position for printing
Flood To cover a page completely with ink or varnish
Flop The backside of an image
Foil A thin metal applied to paper used in foil stamping and foil embossing
Foil emboss To foil stamp or emboss an image on paper using a die
Foil stamping Pressing a design or image on paper without ink using a foil and heated metal die
Four color process The process of printing using the combination of four basic color inks (cyan, magenta, yellow and black) to produce a range of colors and create a color image
Four over Four (4/4) A print job with four color printing on both sides of the paper
Four over One (4/1) A print job with four color printing on the front side and one color (usually black) on the back side
Four over Zero (4/0) A print job with four color printing on the front side and no printing on the back side

G

Gang Economical way of printing by printing multiple images on the same sheet using the maximum sheet size
Ghosting A printing defect where a faint unwanted image appears on a page
Gloss Shiny coating applied to paper
Grain The direction in which the fibers of a paper lie
Graphic Design The use of visual elements to express a message
Grayscale An image made up of a range of shades of black and white
Grippers The metal fingers on printing presses that hold the paper and controls it as it passes through the press

H

Halftone Pattern of dots within a fixed grid to reproduce a continuous-tone image
Hard copy A document or data printed on paper
Hickey A spot or imperfection on a printed page caused by dust, lint or dried ink
Highlight The lightest part in an image
House Sheet Paper kept in stock by a printer

I

Image area Portion of a page or paper that can be printed on
Imposition Arranging printed pages correctly so they will fold in the proper sequence
Impression The pressure of a printing press on paper; image caused by pressure of a press plate on paper

Indicia Postal information preprinted on a mailing envelope or a piece in place of a stamp
Ink fountain The container on a printing press that hold the ink

K

Keyline An outline drawing to show the exact size and position of an artwork

L

Laid finish A pattern of parallel lines running across the grain, creating a ribbed and handmade effect
Line copy High contrast copy made up of solids or lines which do not require a halftone screen; also called line art or line work
Lines per inch (LPI) The number of lines of dots per inch in a halftone screen; the higher the LPI., the sharper the image
Lithography A method of printing where plates are chemically treated so that the image area accepts ink and non-image areas repel ink.

M

Magenta Also known as process red; one of the 4 basic ink colors in process color printing; M in abbreviation CMYK
Matte Dull non-glossy finish
Micrometer Devise used to measure the thickness (caliper) of paper
Middle tones The tones in a photograph between highlights and shadows; must be balanced for accurate reproduction
Moire An undesirable screen pattern caused by incorrect screen angles

N

Negative A film in which the white areas of the original image appear black and the black areas appear white

O

Offset Lithography or Offset Printing A common printing process in which the image to be printed is transferred from a metal plate to a rubber blanket onto paper
Offsetting Transfer of ink or impression from one page to the opposite page
Opacity The property of paper that minimizes the show-through on a printed sheet
Outline halftone A halftone image with the background removed to outline the main image
Overrun Production of larger quantities than ordered
Oversampling Scanning at more than the ideal sampling rate

P

Page count Total number of pages in a book or publication
Pantone Matching Systems (PMS) The standard color-matching system used by printers and graphic designers
Perfect Bind A binding technique in which pages are collated into a single sheet and then glued together and attached to the cover with an adhesive
Perfecting press A printing press that prints both sides of a sheet at the same time
Perforation Process of making holes or a series of cuts to make tearing or folding easy
Pica A printer's measure of type; One pica is 1/6 of an inch
Plate A flat sheet of metal on which an image is reproduced using a printing press
PostScript A page description language developed by Adobe Systems that tells a printer how an image is to be printed
Press Layout A map or drawing showing how a

printing job must be imposed with a specific press and sheet size; also called a Ruleup

Pressure-sensitive paper Paper material with a self sticking adhesive protected by a backing sheet, usually used for labels and stickers

Process colors The four basic colors used in printing to simulate full spectrum color – Cyan (blue), magenta (process red), yellow (process yellow), black (process black)

R

Raster To render an image, pixel by pixel, vertically and horizontally
Raster image An image file format that refers to the rows and columns (map) of dots or pixels that form an image (also referred to as a bitmap image)
Raster Image Processor (RIP) A device that translates data into dots or pixels
Ream A quantity of paper equivalent to 500 sheets
Resolution Refers to the number of pixels an image expressed in pixels per inch (ppi) or dots per inch (dpi); the higher the number, the sharper the image
RGB Refers to red, green, blue – the additive primary colors used for color video display as on a computer screen
Rich Black A darker and deeper black color created by combining other ink colors with black ink. The values to create Rich Black is usually 40% Cyan, 30% Magenta, 30% Yellow, 100% Black
Ruleup A map or drawing showing how a printing job must be imposed with a specific press and sheet size; also called Press Layout

S

Saddle stitch A method of binding using staples in the seam or spine of a book or booklet where it folds
Scanner An instrument used to make color separations; also an instrument to scan images or photos in desktop publishing
Score A mark or crease pressed on paper to make folding easier
Scoring The process of pressing a sheet of paper to create a groove or line for folding
Screen angles The angles at which halftone screens are positioned to avoid unwanted patterns
Self-cover The paper used as cover is the same as that used in the inside pages
Shadow The darkest areas of a photograph or image
Side stitch To bind by stapling sheets along one side of a sheet
Signature Term for a printed sheet after folding
Specifications A precise description of features of a print order such as paper type and quantity
Spine The back edge of a bound book or publication that connects the 2 covers
Split Run Printing of a book or booklet that has copies bound in different ways
Spoilage Planned paper waste
Spot varnish Varnishing a specific part of a sheet
Stamping Pressing a design or image onto paper with a metal die
Step-and-repeat Technique of repeatedly exposing the same image on the plate in different places
Paper Type The paper or material to be printed on
Stripping The process of positioning film negatives for plate making
Substrate Any surface or material on which printing is done

T

Tagged Image File Format (.TIFF) A standard graphic image file format often used for storing high resolution images that can easily handle up to 24 bits of photographic image color
Tint A mixture of a hue with white

Glossary of Printing & Graphic Terms continued

Tissue overlay A thin transparent paper placed over artwork for protection and may be used for marking printer instructions

Trapping Printing of one ink over the other to prevent gaps from appearing

Tree-free Refers to pulp or paper made without cutting down trees; paper made from cotton, or hemp or other resources

Trim marks Marks on a printed sheet that show where to cut or trim the page

Trim size The final size of a printed image after trimming

Typesetting To arrange or layout artwork and text for printing

U

Uncoated Paper with no treatment or coating on the surface

Under-run Production of fewer copies than ordered by customer

Up Printing multiple copies of the same on the same sheet

UV coating Liquid glossy coating applied to paper's surface and cured with ultraviolet light

V

Varnish A clear liquid coating applied to printed sheet for protection and shine

Vignette A halftone or image with whose background gradually fades to white

Vector Images Images made up of solids, lines and curves that can be scaled or edited without affecting image resolution

W

Washup Process of cleaning the parts of a printing press (rollers, plate, blanket, etc) so that a different ink can be applied

Waste Planned spoilage

Watermark A distinctive design created in paper during manufacturing that is visible when the paper is held up to the light

Web The roll of printing paper used in web or rotary printing

Web press A high speed printing press that print on a continuous roll of paper or web rather than on individual sheets

Wire O A method of binding using double loops of wire through a hole

With the grain Folding or feeding paper into the press parallel to the paper's grain or fiber

Work and tumble Printing the second side of a sheet by turning the sheet over from the gripper to the tail utilizing the same side guides and plate

Wove paper A paper having a uniform unlined surface and a smooth finish

File Design Instructions

File Preparation Help

Although we prefer that files are submitted in Adobe Acrobat with proper resolution and bleed settings, there are a number of other file formats we will accept.

We've provided the information below to help you properly set-up your design files for print in the more popular designer programs.

Most importantly, checking your files for mistakes can greatly reduce the time your job spends in pre-press, and can prevent your job from being put on hold.

[Need a designer?](#)

Popular Supported Programs: Step-by-Step Guide

To learn how to check your files for the proper dimensions and color modes, select the supported program you will use to design your files:



Adobe
Acrobat
PDF



Adobe
Photoshop



Adobe
InDesign



Adobe
Illustrator



Quark
XPress

File Design Instructions

Popular Supported Programs: Step-by-Step Guide

Adobe Acrobat PDF

How to Create PDF Documents

A PDF File can be created using many different methods, some applications use a built-in PDF converter, and some have only the ability to print out a postscript file through the print menu. The instructions included on this page assume you are using Adobe Acrobat Professional or Adobe Distiller. Please use these instructions as guide to help you determine what setting to choose in your application.

If you own a copy of **Adobe Acrobat Professional** (this is not the same as Adobe Acrobat Reader), you can create a PDF from ANY application that supports printing. To create a PDF, simply **choose “Adobe PDF” as your printer.**

If you own **Adobe Distiller**, you can **create a PDF file from any PostScript (*.ps) file.** PostScript files can be created from nearly any program through the **Print** menu, by selecting the **Print to File** option.

Regardless of the method you choose to use in creating the PDF, a set of similar options will be available.

PDF Settings Menu 1: General

- Set **Compatibility** to **Acrobat 5.0 (PDF 1.4)**
- Set **Resolution** to **2400 dots per inch**

PDF Settings Menu 2: Images

- Set **Sampling** to **Off** for all three images categories (Color / Grayscale / Monochrome)
- Set **Compression** to **Off** for all three images categories (Color / Grayscale / Monochrome)

PDF Settings Menu 3: Fonts

- Check the **Embed all fonts** checkbox.
- Check the **Subset embedded fonts when percent of characters used is less than 100%** checkbox.

PDF Settings Menu 4: Color

- Under the **Color Management** area select the **Convert All Colors to CMYK** option from the dropdown.
- Check the **Preserve CMYK values for calibrated CMYK color spaces** checkbox.
- **Uncheck** the **Preserve Under Color Removal and Black Generation** checkbox.

PDF Settings Menu 5: Advanced

Unchanged

PDF Settings Menu 5: Standards

Unchanged

- Click **OK** or **Save** to finish saving your PDF. Be sure to look at the PDF you’ve created carefully. Results can vary based on the application that created the PDF, so please be sure to open the file in Adobe Acrobat for viewing.

File Design Instructions

Popular Supported Programs: Step-by-Step Guide

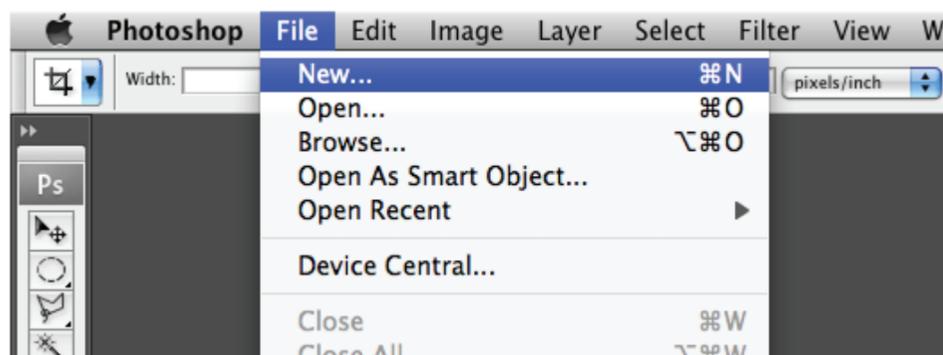
Adobe Photoshop

Step 1: Creating a New Document

After launching your Photoshop application,

- Choose **File > New...** (See Figure 1)

Keyboard Shortcut: Ctrl+N for PC users, Cmd+N for Mac users

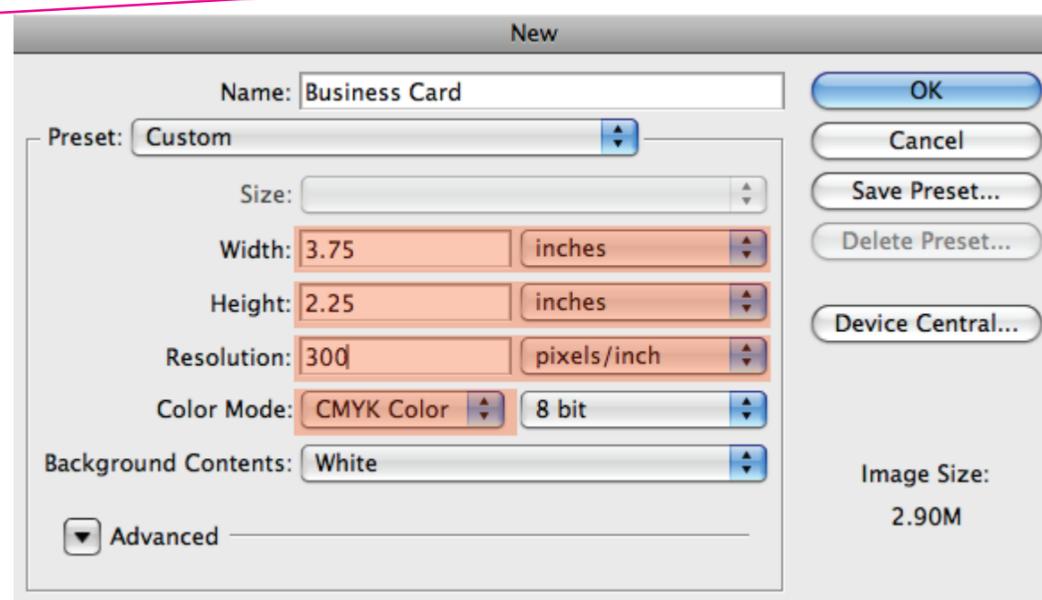


(Figure 1)

When the **New** window appears, (See Figure 2)

- Set the Resolution (raster effects) to **300 DPI**.
- Set the Color Mode to **CMYK**.
- Set the **Width & Height** of your artwork to the **bleed size** of the product you are creating.
- You can refer to this [this table](#) for a quick list of product sizes and the bleed size to submit.

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(Figure 2)

< Programmer: continues on page 17, info should scroll >

<Programmer: Link this pop-up box to Photoshop size table>

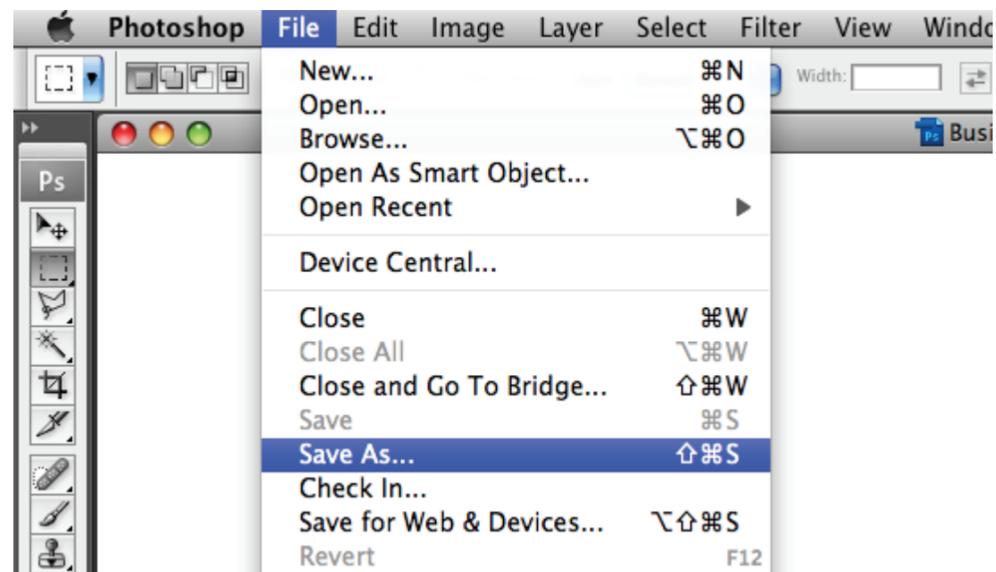
Product Sizes: Photoshop

FINAL SIZE	BLEED SIZE	FINAL SIZE	BLEED SIZE	FINAL SIZE	BLEED SIZE
Booklets/Catalogs		Greeting Cards – Flat		Night Club Flyers	
5.5 x 8.5"	5.75" x 8.75"	4.25 x 6"	4.5 x 6.25"	2 x 3.5"	2.25 x 3.75"
8.5 x 11"	8.75 x 11.25"	5 x 7"	5.25 x 7.25"	3.5 x 8.5"	3.75 x 8.75"
Bookmarks		Greeting Cards – Folded		Notebooks	
2 x 6"	2.25 x 6.25"	5 x 7" folded to 5 x 3.5"	5.25 x 7.25"	5.5 x 8.5"	5.75" x 8.75"
2 x 7"	2.25 x 7.25"	6 x 8.5" folded to 6 x 4.25"	6.25 x 8.75"	8.5 x 11"	8.75 x 11.25"
2.5 x 8.5"	2.75 x 8.75"	7 x 10" folded to 7 x 5"	7.25 x 10.25"	Notepads	
Brochures		Invitations		4 x 6"	
8.5 x 11"	8.75 x 11.25"	3.5 x 5"	3.75 x 5.25"	5.5 x 8.5"	5.75" x 8.75"
8.5 x 14"	8.75 x 14.25"	4.25 x 6"	4.5 x 6.25"	8.5 x 11"	8.75 x 11.25"
9 x 12"	9.25 x 12.25"	5 x 7"	5.25 x 7.25"	Postcards	
17 x 11"	17.25 x 11.25"	Journals		4 x 6"	
Business Cards		5.5 x 8.5"		4 x 9"	
3.5 x 2"	3.75 x 2.25"	8.5 x 11"		4.25 x 5.5"	
Calendars – Card		Labels		5 x 7"	
8.5 x 5.5"	8.75 x 5.75"	2 x 3"		5.5 x 8.5"	
Calendars – Poster		2 x 4"		6 x 4.25"	
11 x 17"	11.25 x 17.25"	3 x 3"		6 x 9"	
Calendars – Wall		3 x 7"		6 x 11"	
11 x 8.5"	11.25 x 8.75"	4 x 4"		8.5 x 11"	
Copy Work		4 x 6"		Posters	
8.5 x 11"	8.75 x 11.25"	5 x 7"		11 x 17"	
Envelopes		Letterheads		18 x 24"	
(A2) 5.75 x 4.375"	6 x 4.625"	8.5 x 11"		20 x 30"	
(A6) 6.5 x 4.75"	6.75 x 5"	Menus – Dine-In		24 x 36"	
(A7) 7.25 x 5.25"	7.5 x 5.5"	8.5 x 11"		Presentations	
(No. 9) 8.875 x 3.875"	9.125 x 4.125"	17 x 11"		5.5 x 8.5"	
(No. 10) 9.5 x 4.125"	9.75 x 4.375"	Menus – Take-Out		8.5 x 11"	
6 x 9"	6.25 x 9.25"	5.5 x 8.5"		8.75 x 11.25"	
9 x 12"	9.25 x 12.25"	8.5 x 11"		Sale Sheets	
Flyers		8.5 x 14"		8.5 x 11"	
3.65 x 8.5"	3.9 x 8.75"	Newsletters		8.75 x 11.25"	
4.25 x 5.5"	4.5 x 5.75"	8.5 x 11"			
5.5 x 8.5"	5.75" x 8.75"	8.5 x 14"			
8.5 x 11"	8.75 x 11.25"	17 x 11"			

Step 2: Saving your Files

When you have completed your design, and checked it against the guidelines above,

- Choose **File > Save As...** (See Figure 3)



(Figure 3)

When the **Save As** box appears (See Figure 4)

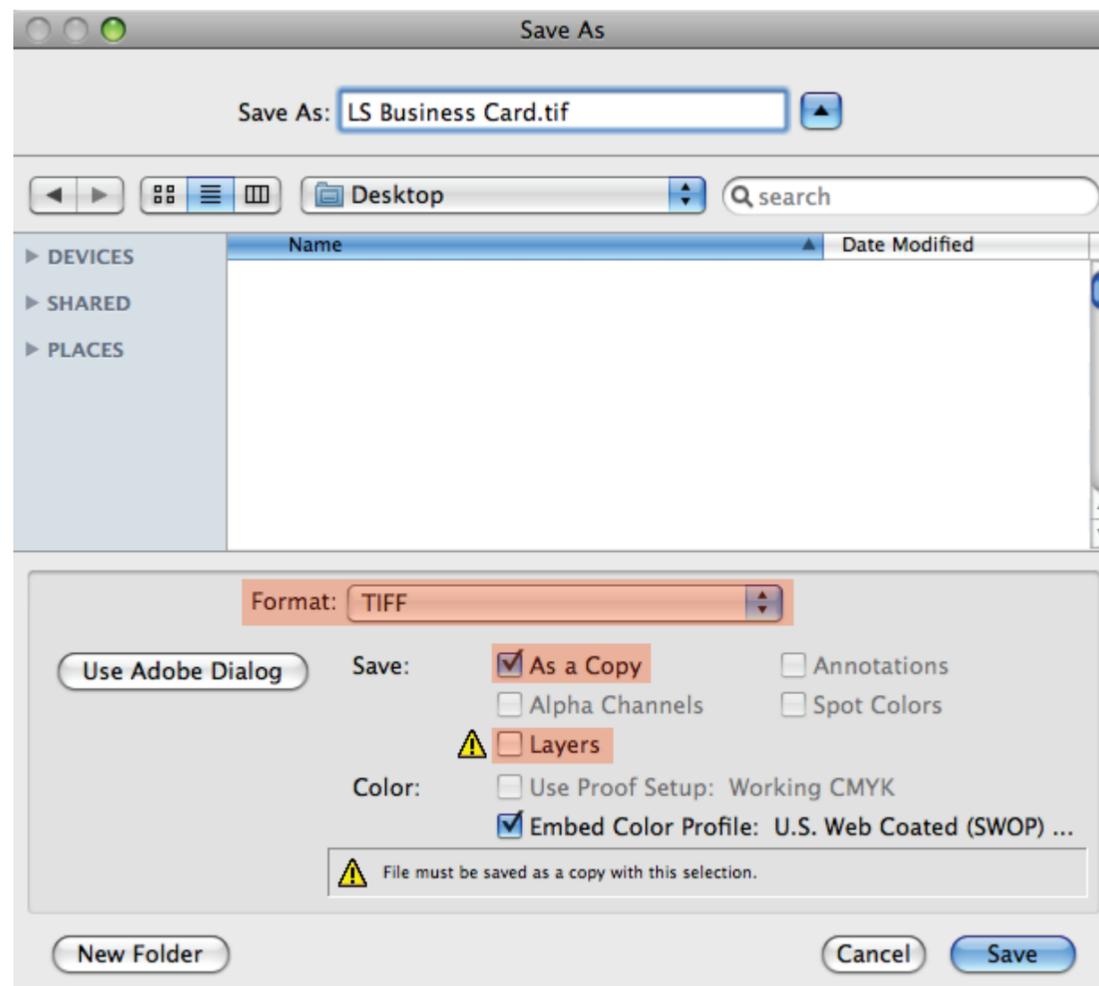
- Enter a filename for your design.
- Select **TIFF (*.tif)** as your filetype, or you may also save your files as a **JPG**.
- **Uncheck** the **Layers** checkbox, so that your exported artwork is flattened.

Flattening your artwork ensures the appearance of your layers is preserved.

- **Check** the **Save as a Copy** checkbox

Save the flattened artwork with a new filename, this will ensure you do not overwrite your layered source file.

- Click **Save** to proceed.



(Figure 4)

File Design Instructions

Popular Supported Programs: Step-by-Step Guide

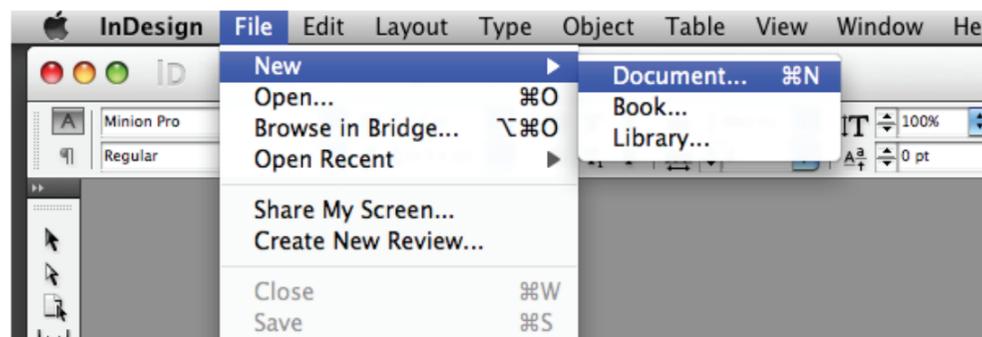
Adobe InDesign

Step 1: Creating a New Document

After launching your InDesign application,

- Choose **File > New > Document...** (See Figure 1)

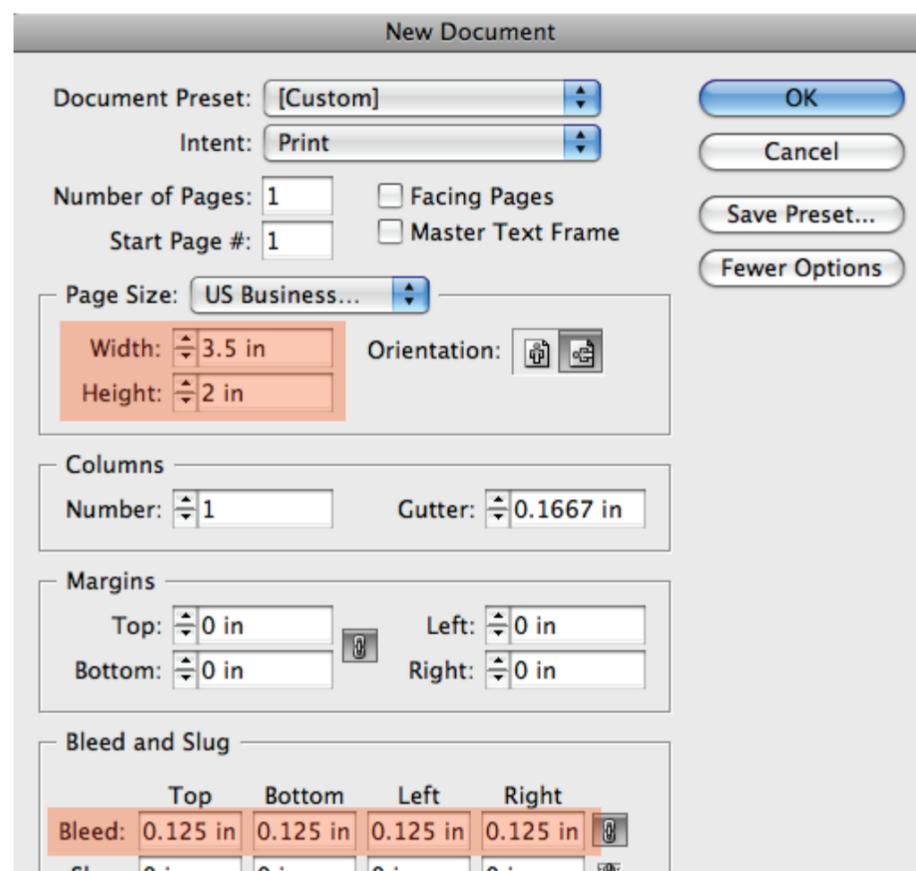
Keyboard Shortcut: Ctrl+N for PC users, Cmd+N for Mac users



(Figure 1)

When the **New Document** window appears, (See Figure 2)

- Set the **Width & Height** of your artwork to the **final size** of the product you are creating. You can refer to [this table](#) for a quick list of product dimensions.
- Set the **Bleed** to 1/8" (**0.125"**) on all four side of the artwork. This will allow an extra 1/8" (0.125") on each side of the card, which will be trimmed after the printing is complete. Please see more information about bleeds below.



<Programmer: Please link to pop-up box (on page 19), use for InDesign, Illustrator & Quark>

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<Programmer: Link this pop-up box to InDesign,
Illustrator & Quark size tables>

Product Sizes: Adobe InDesign, Adobe Illustrator and Quark XPress

Booklets/Catalogs

5.5 x 8.5"
8.5 x 11"

Bookmarks

2 x 6"
2 x 7"
2.5 x 8.5"

Brochures

8.5 x 11"
8.5 x 14"
9 x 12"
17 x 11"

Business Cards

3.5 x 2"

Calendars – Card

8.5 x 5.5"

Calendars – Poster

11 x 17"

Calendars – Wall

11 x 8.5"

Copy Work

8.5 x 11"

Envelopes

(A2) 5.75 x 4.375"
(A6) 6.5 x 4.75"
(A7) 7.25 x 5.25"
(No. 9) 8.875 x 3.875"
(No. 10) 9.5 x 4.125"
6 x 9"
9 x 12"

Flyers

3.65 x 8.5"
4.25 x 5.5"
5.5 x 8.5"
8.5 x 11"

Greeting Cards – Flat

4.25 x 6"
5 x 7"

Greeting Cards – Folded

5 x 7" folded to 5 x 3.5"
6 x 8.5" folded to 6 x 4.25"
7 x 10" folded to 7 x 5"

Invitations

3.5 x 5"
4.25 x 6"
5 x 7"

Journals

5.5 x 8.5"
8.5 x 11"

Labels

2 x 3"
2 x 4"
3 x 3"
3 x 7"
4 x 4"
4 x 6"
5 x 7"

Letterheads

8.5 x 11"

Menus – Dine-In

8.5 x 11"
17 x 11"

Menus – Take-Out

5.5 x 8.5"
8.5 x 11"
8.5 x 14"

Newsletters

8.5 x 11"
8.5 x 14"
17 x 11"

Night Club Flyers

2 x 3.5"
3.5 x 8.5"
4.25 x 5.5"
4 x 6"
4 x 9"

Notebooks

5.5 x 8.5"
8.5 x 11"

Notepads

4 x 6"
5.5 x 8.5"
8.5 x 11"

Postcards

4 x 6"
4 x 9"
4.25 x 5.5"
5 x 7"
5.5 x 8.5"
6 x 4.25"
6 x 9"
6 x 11"
8.5 x 11"

Posters

11 x 17"
18 x 24"
20 x 30"
24 x 36"

Presentations

5.5 x 8.5"
8.5 x 11"

Sale Sheets

8.5 x 11"

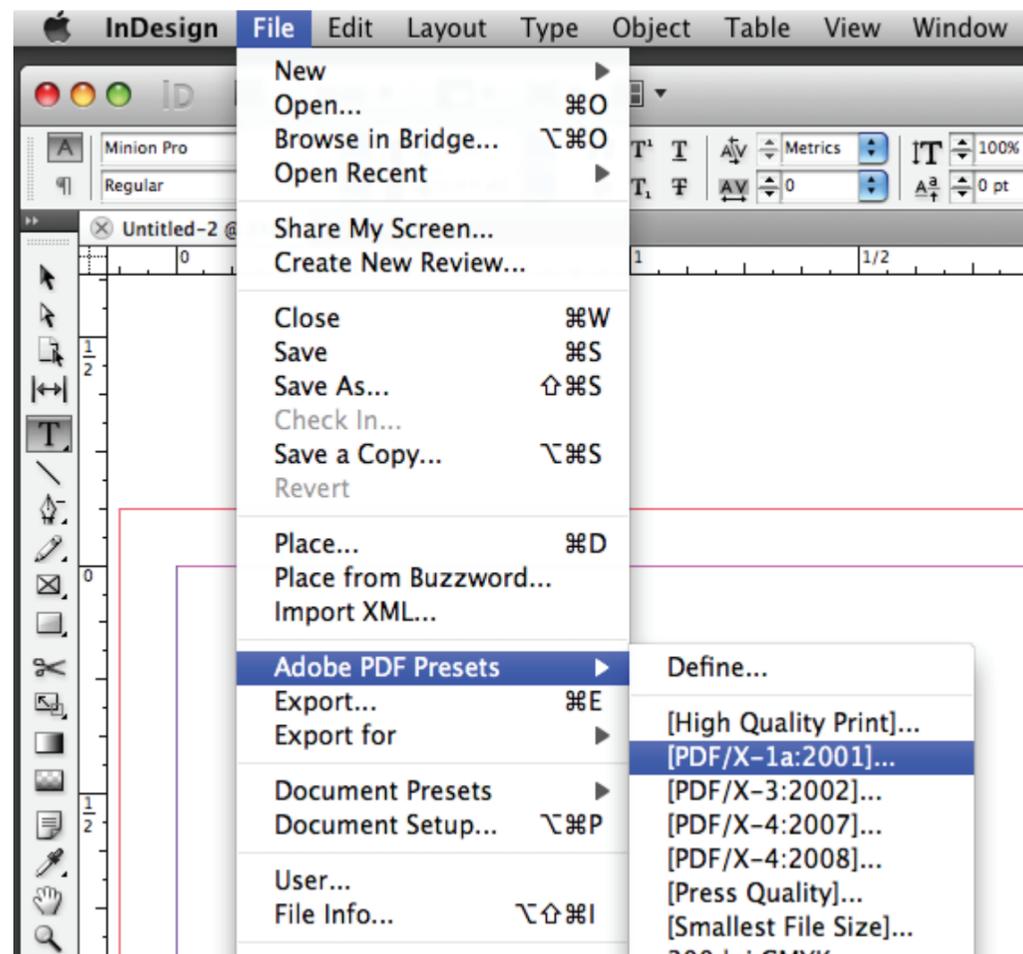
Step 2: Saving your Files

Once you have finished designing your layout, you are ready to save and submit your file to Lickity Split. Please see instructions below on how to export a PDF from Adobe InDesign. We recommend PDF format over any other, simply because it is the PREFERRED and MOST RELIABLE format of printers world-wide.

Export to PDF

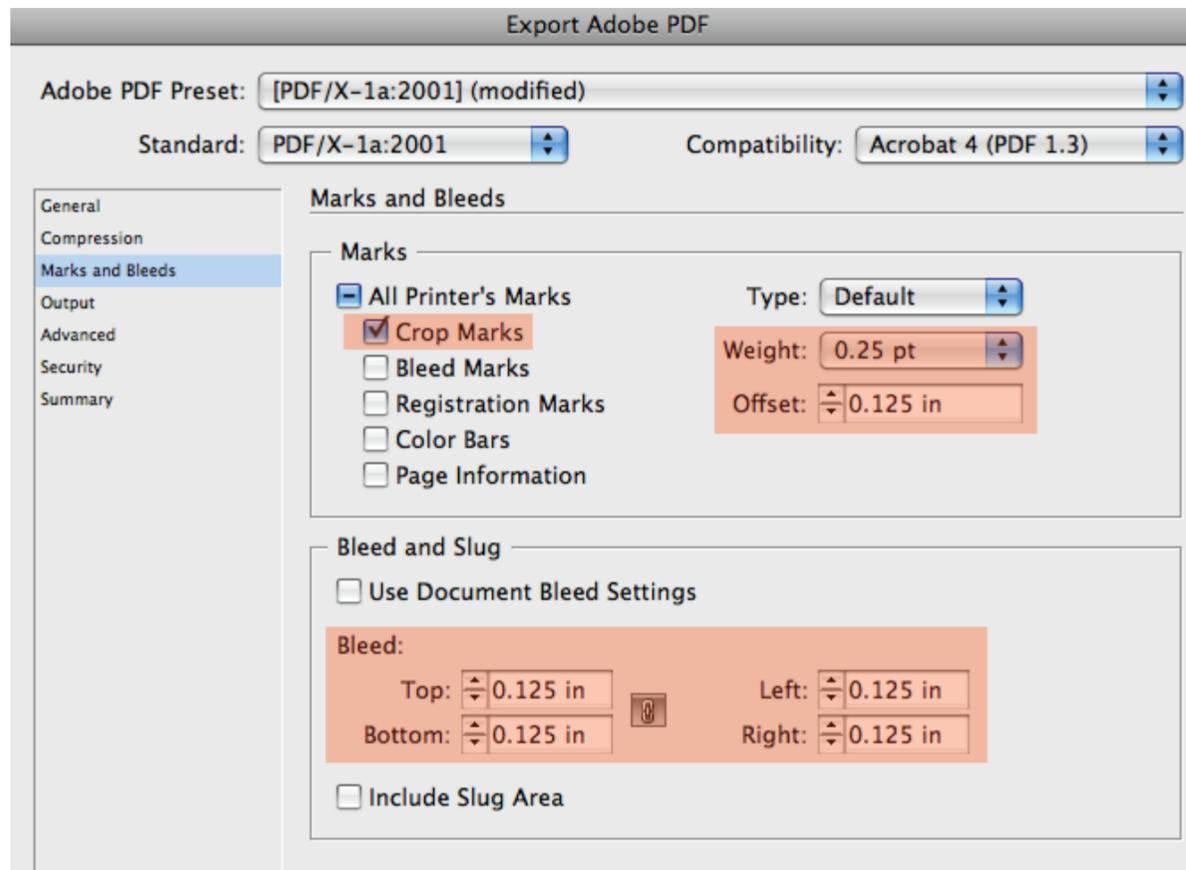
The reason why we prefer PDF files is because these are the most reliable format for transporting from computer to computer, and is the preferred format among printers worldwide. If you submit perfect PDFs to Lickity Split, your order will typically move through our production process without any hang ups. It reduces errors relating to linking of fonts and graphics, as well as often reducing the overall file size that you would upload to your printer.

- Go to the **File** menu and choose **Adobe PDF Presets > [PDF/X-1a:2001]...** (See Figure 3)
- In the **Export** window, give your file an appropriate name.
- Click the **Save** button.



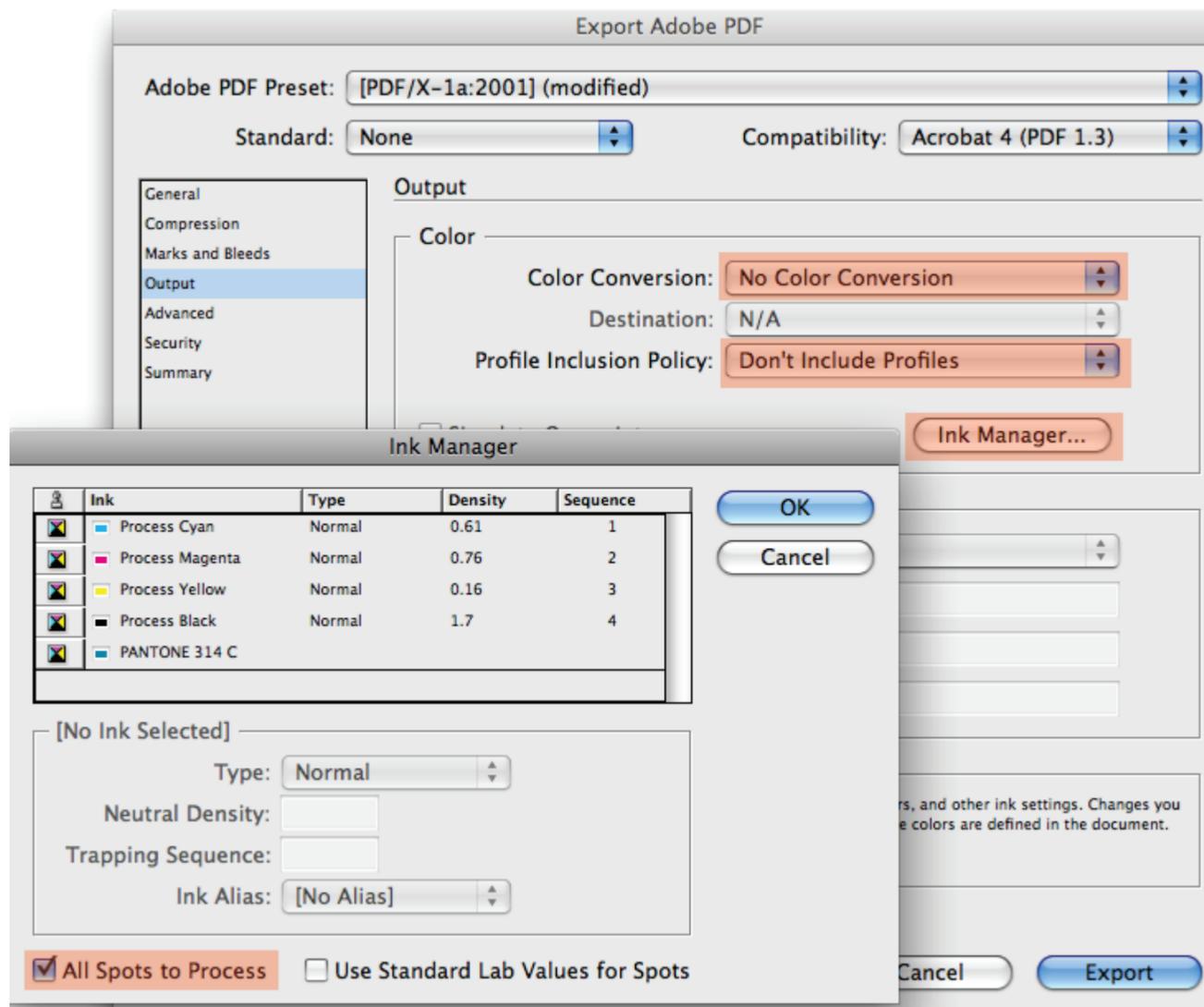
(Figure 3)

- In the **Export Adobe PDF window**, the Adobe PDF Preset will be set at **[PDF/X-1a:2001]**.
- In the **General** setting, you'll want to print **All** the pages unless you have unneeded blanks and leave **Spreads** unchecked.
- In the **Marks and Bleeds** setting, check the box for only the **Crop Marks**
 - Set the **Weight** of the Marks to **.25 pt** and the **Offset** to **.125"**
 - Under the **Bleed and Slug** section, set the **Bleed** to **.125"** for all four sides (See Figure 4)



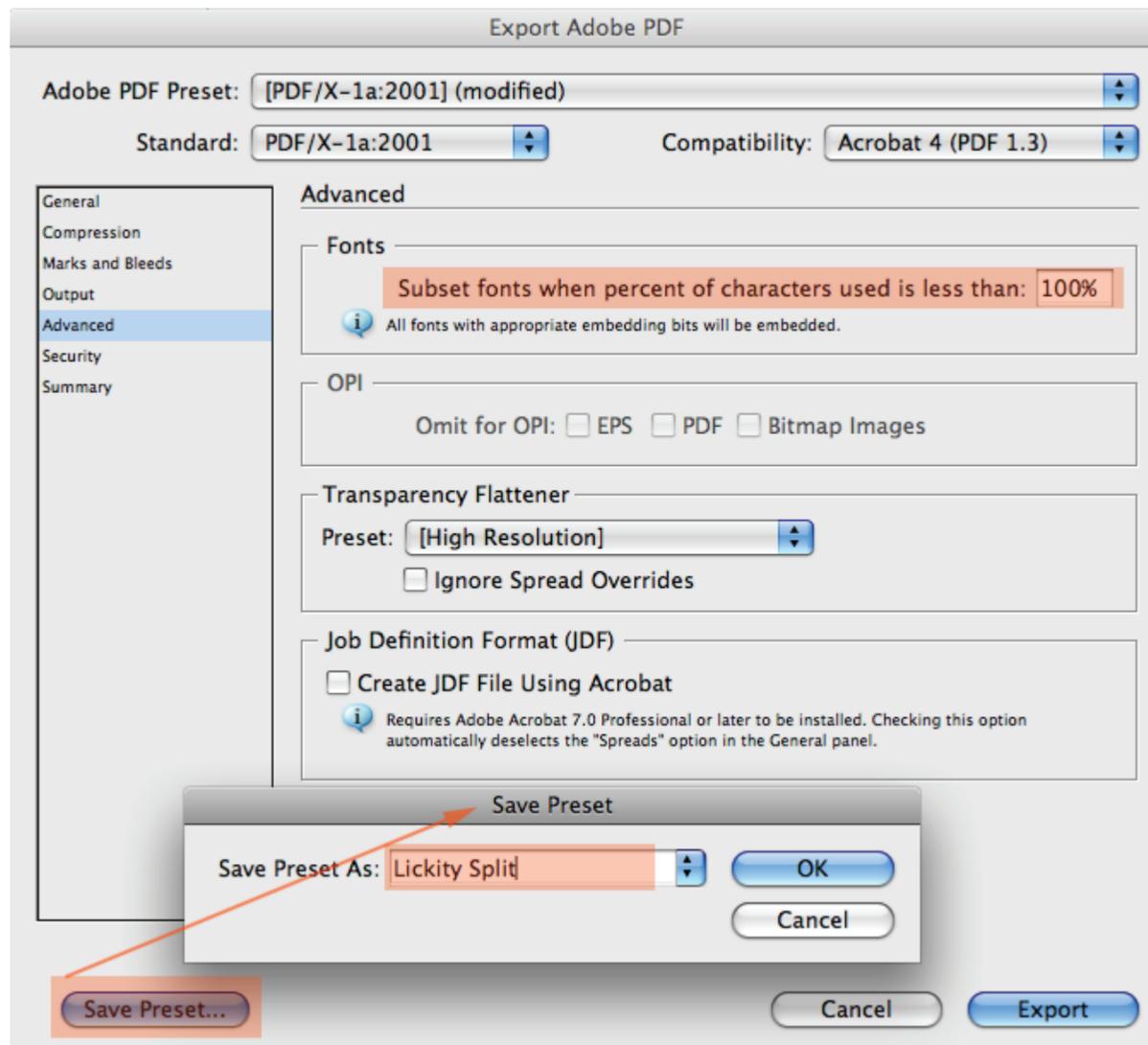
(Figure 4)

- In the **Output** setting, choose **No Conversion** for the **Color Conversion** dropdown. (See Figure 5)
- **Don't Include Profile** for the **Profile Inclusion Policy**.
- Click the **Ink Manager** button to open its window. Check the **All Spots to Process** box to convert any possible Spot colors used in the document to 4 color process and then click **OK**. Note: If you have placed a custom order using Spot colors, then you will want to leave those specified colors remaining.



(Figure 5)

- Finally, in the **Advanced** setting, **Subset the Fonts to 100%**. (See Figure 6)
- Click on the Save Preset button at the bottom left. In the **Save Preset** window, give your Preset a new name such as **My Print Setting** or **Lickity Split** and click the **OK** button. You will now have a new preset in your available Adobe PDF Preset dropdown in InDesign.
- Click **Export** to save the current file as a PDF.



(Figure 6)

We recommend you open your PDF and check that it was created correctly before submitting to Lickity Split.

File Design Instructions

Popular Supported Programs: Step-by-Step Guide

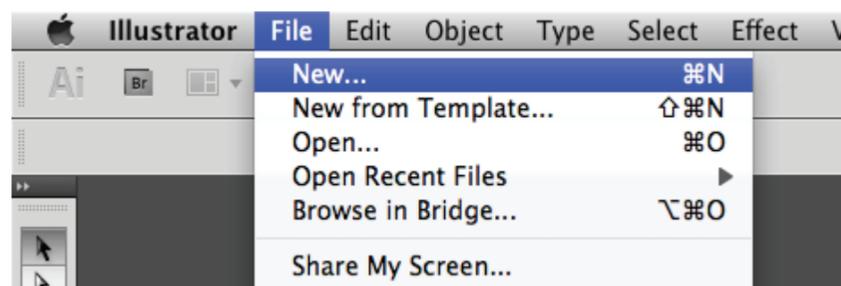
Adobe Illustrator

Step 1: Creating a New Document

After launching your Illustrator application,

- Choose **File > New...** (See Figure 1)

Keyboard Shortcut: Ctrl+N for PC users, Cmd+N for Mac users



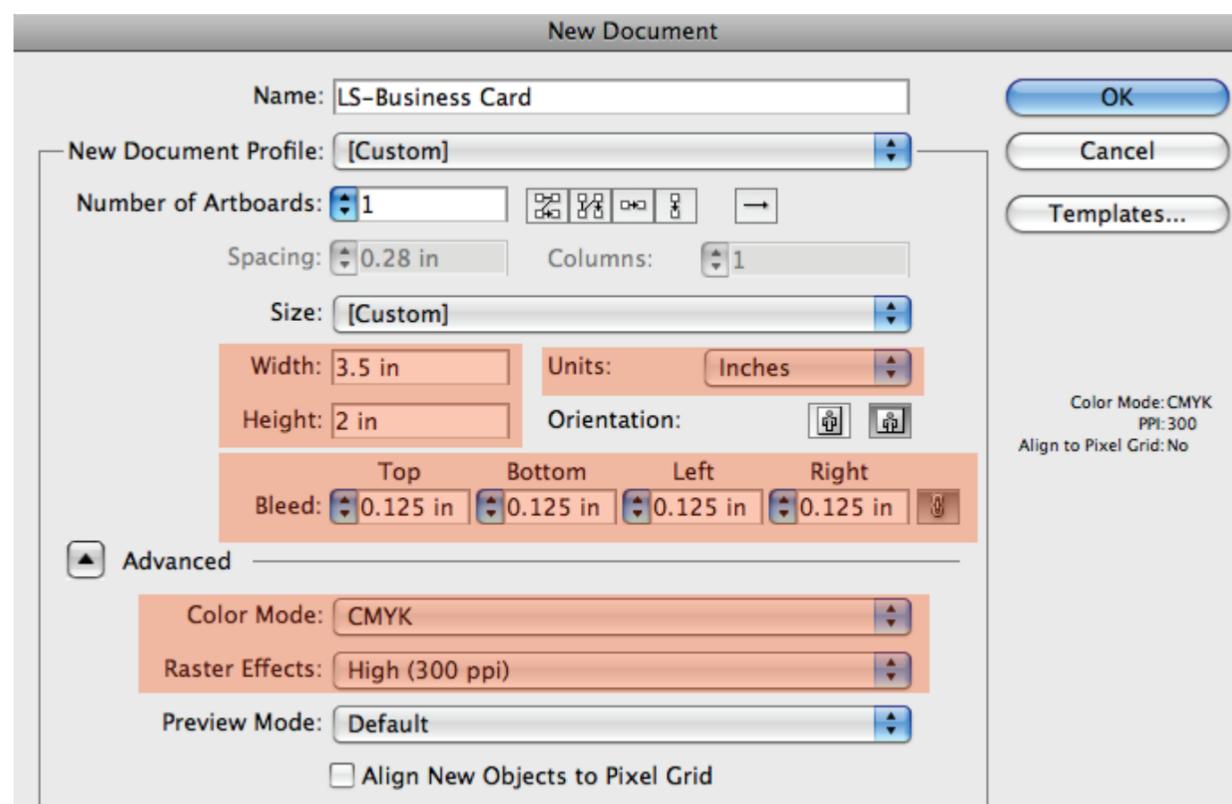
(Figure 1)

When the **New Document** window appears, (See Figure 2)

- Set the **Width & Height** of your artwork to the **final size** of the product you are creating.
- Set the **Bleed** to 1/8" (**0.125"**) on all four side of the artwork. This will allow an extra 1/8" (0.125") on each side of the card, which will be trimmed after the printing is complete. Please see more information about bleeds below.
- Set the Color Mode to **CMYK**.
- Set the Resolution (raster effects) to **300 DPI**.

You can refer to [this table](#) for a quick list of product dimensions.

<Programmer: Please link to pop-up box (on page 19), use for InDesign, Illustrator & Quark>



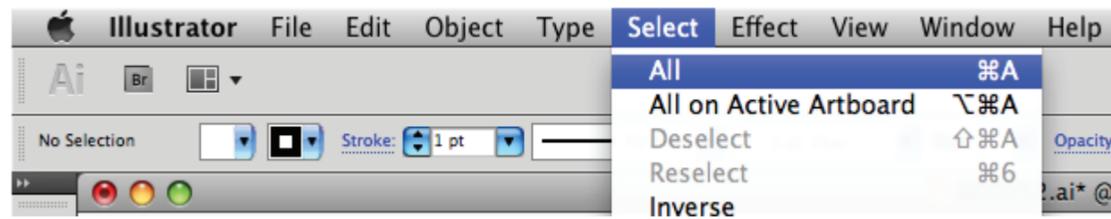
< Programmer: continues on next page, info should scroll >

Step 2: Converting your Text to Outlines

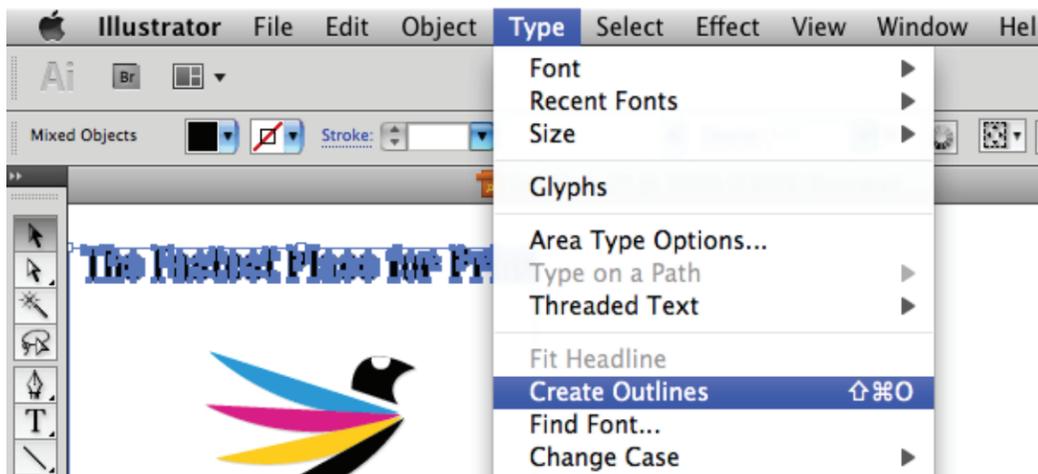
Converting text to outlines will guarantee your job will not encounter delays due to missing fonts.

Unlock all text layers before selecting, to ensure they're included.

- From the **Select** menu, choose **All**. (See Figure 3)
- From the **Type** menu, choose **Create Outlines**. (See Figure 4)



(Figure 3)



(Figure 4)

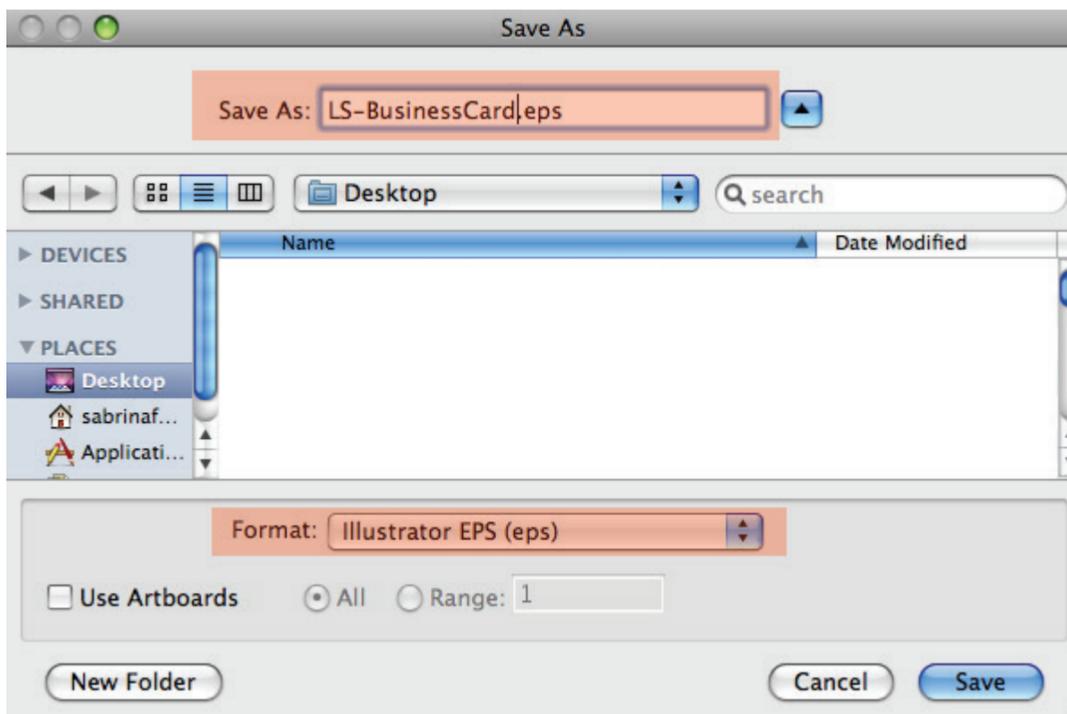
Step 3: Saving your Files

When you have completed your design, and checked it against the guidelines above,

- Choose **File > Save As...**

When the **Save As** box appears (See Figure 5)

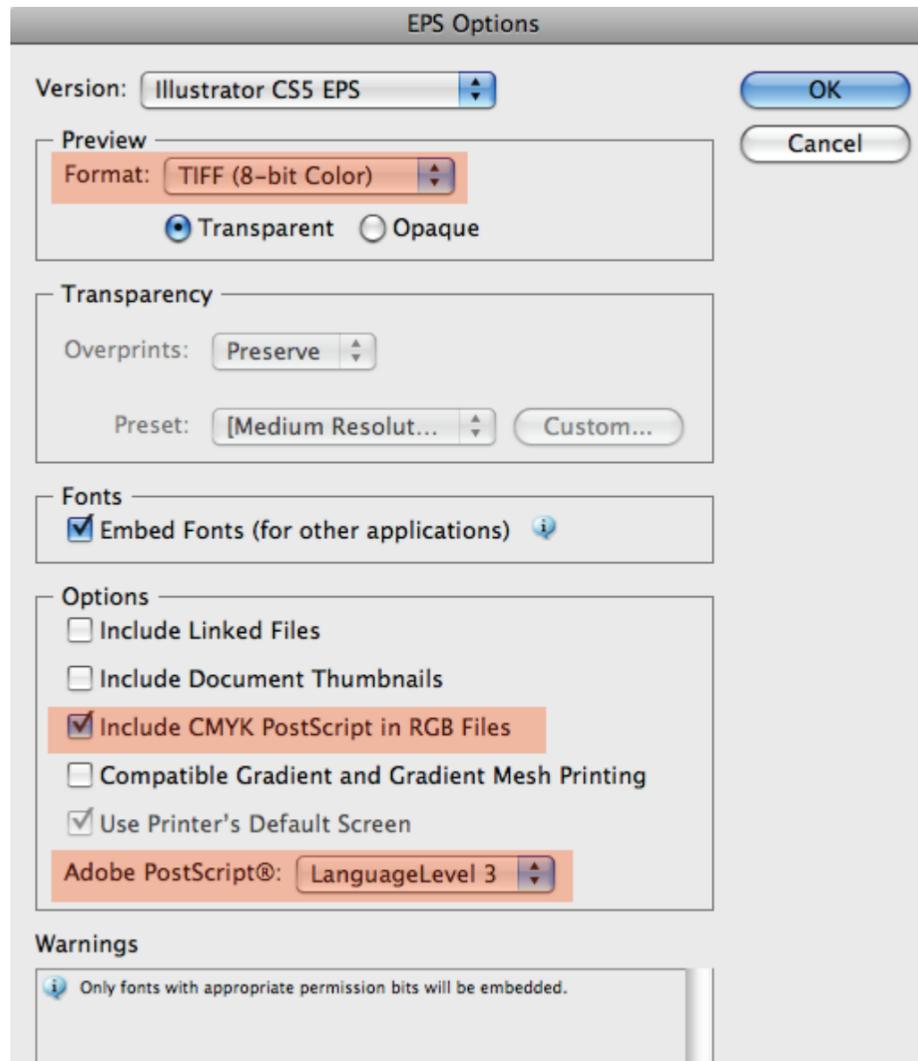
- Enter a filename for your design.
- Select **Illustrator EPS (*.eps)** as your filetype.
- Click **Save** to proceed.



(Figure 5)

When the EPS Options window appears (See Figure 6)

- Select the highest EPS version your application will export.
- Set the Preview Format to **TIFF (8-bit Color)** or **Macintosh (8-bit Color)**.
- Check the **Include CMYK PostScript in RGB files** box.
- Set the Adobe PostScript to **LanguageLevel 3**.
- Click **OK** and you're done.



(Figure 6)

File Design Instructions

Popular Supported Programs: Step-by-Step Guide

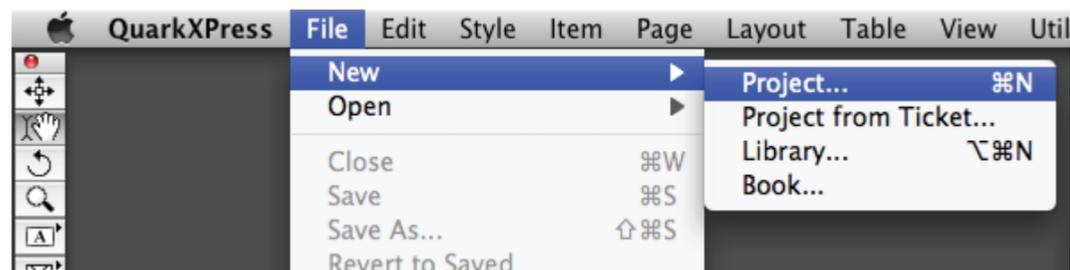
Quark XPress

Step 1: Creating a New Document

After launching your Quark Xpress application,

- Choose **File > New > Project...** (See Figure 1)

Keyboard Shortcut: Ctrl+N for PC users, Cmd+N for Mac users

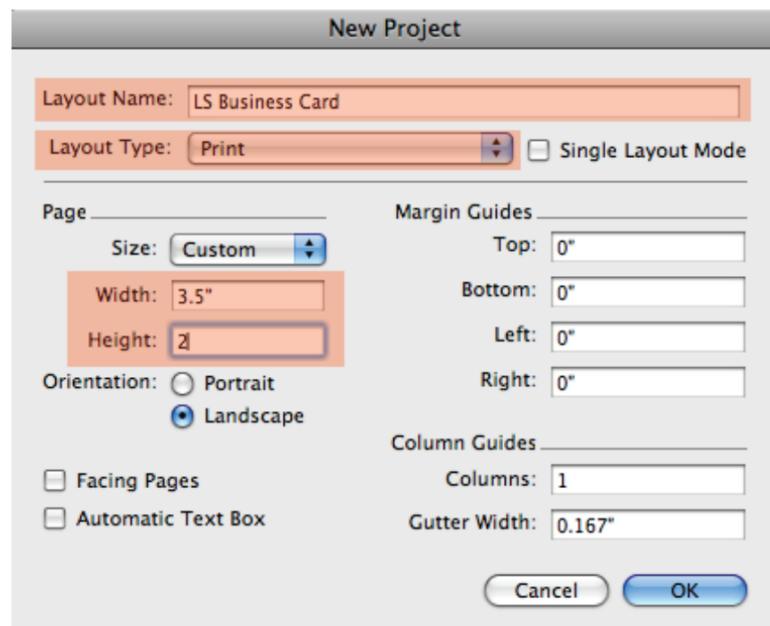


(Figure 1)

When the **New Project** window appears, (See Figure 2)

- Enter a name for your project.
- Set the **Layout Type** to **Print**.
- Set the **Width & Height** of your artwork to the **final size** of the product you are creating. You can refer to [this table](#) for a quick list of product dimensions.
- Click **OK** to proceed.

<Programmer: Please link to pop-up box (on page 19), use for InDesign, Illustrator & Quark>



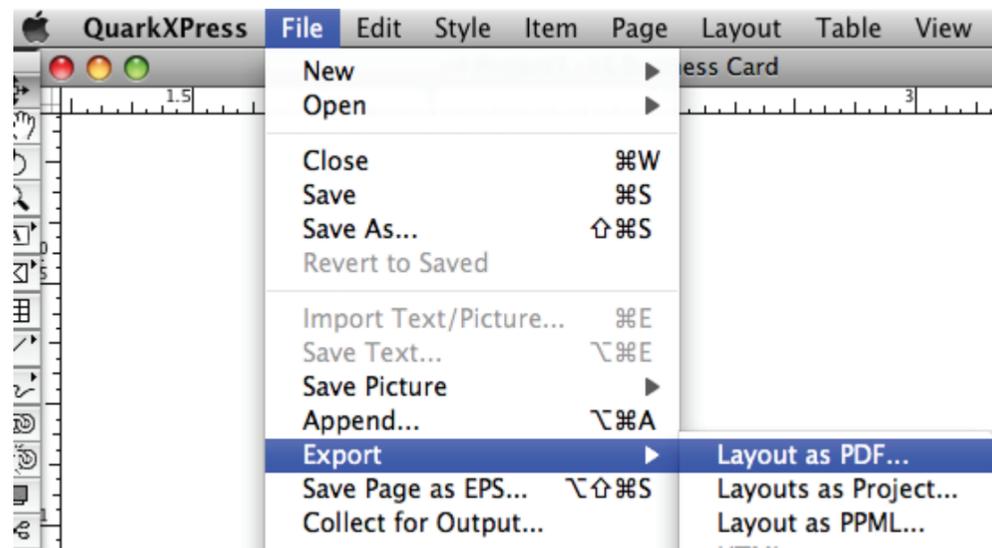
(Figure 2)

< Programmer: continues on next page, info should scroll >

Step 2: Exporting your Files

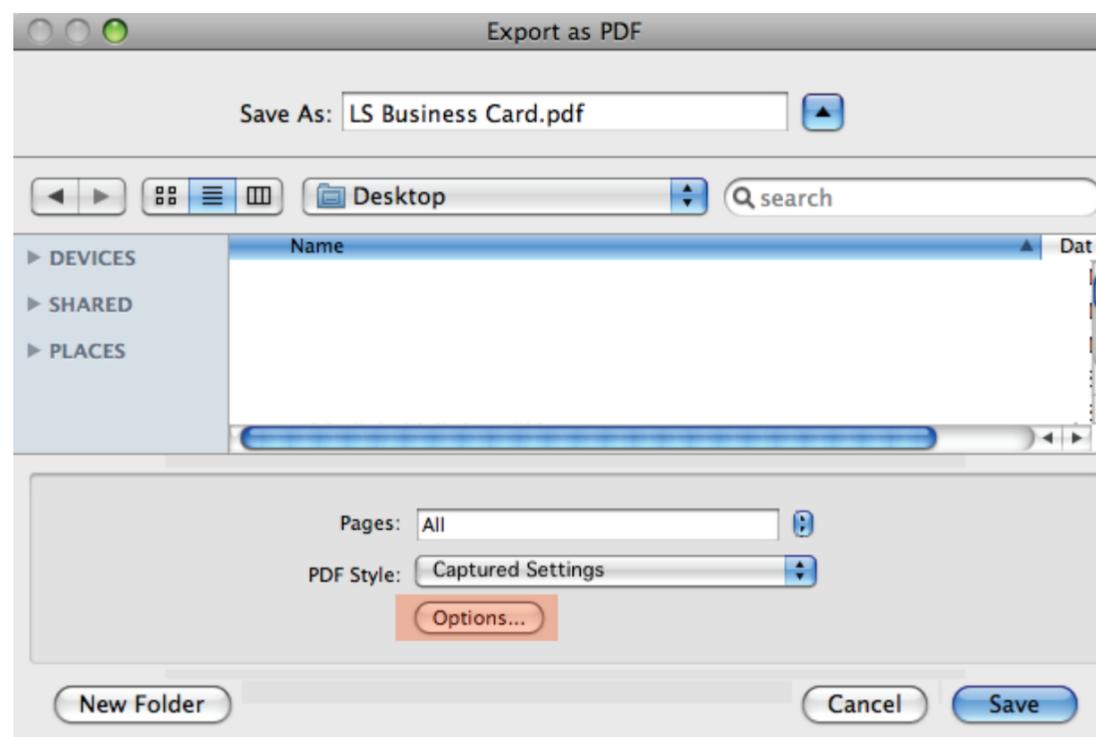
When you have completed your design, and checked it against the guidelines above,

- Choose **File > Export > Layout as PDF...** (See Figure 3)



(Figure 3)

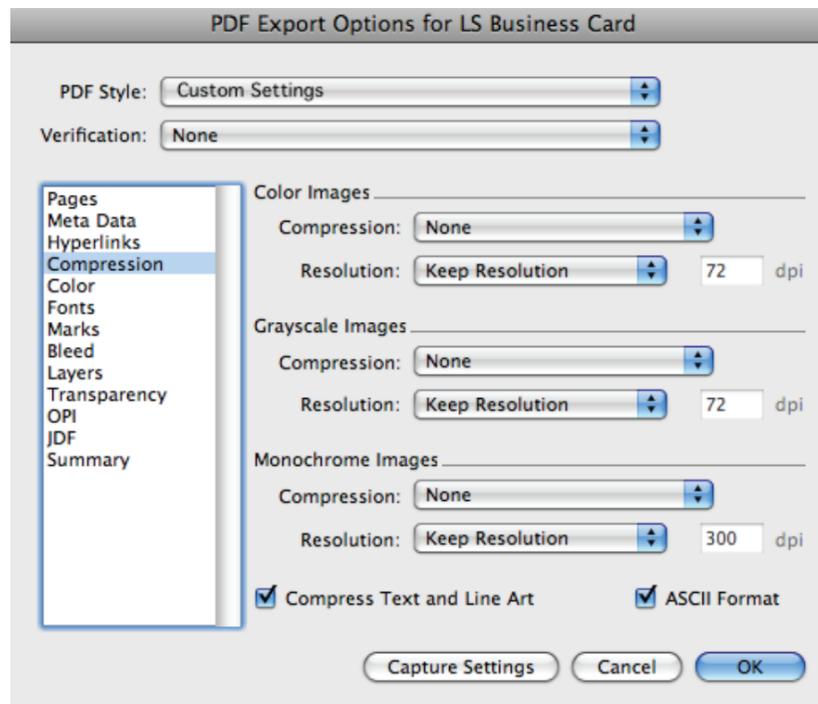
When the **Export to PDF** window appears, choose a name and location to save your PDF, then click the **Options...** button. (See Figure 4)



(Figure 4)

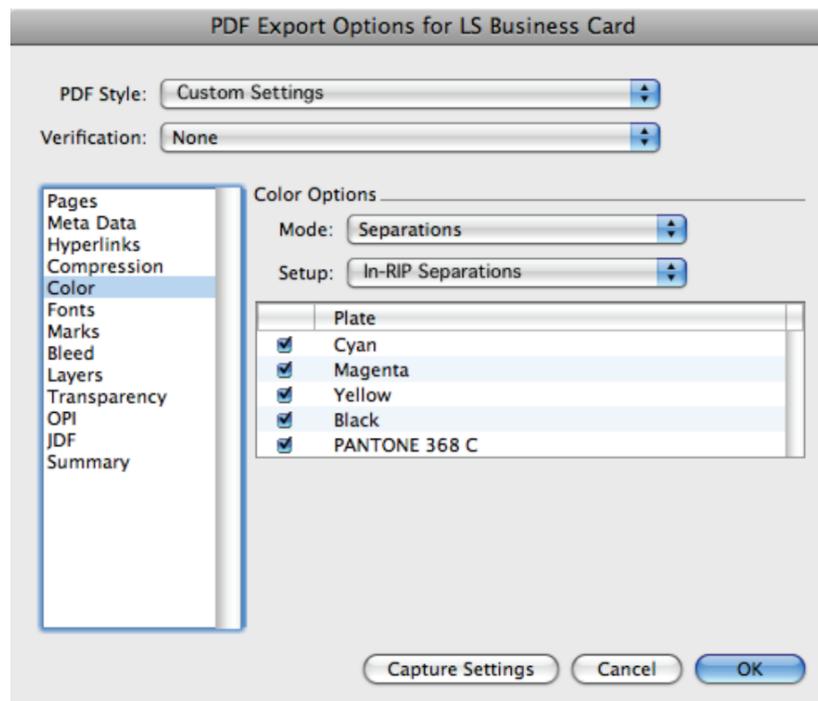
In the **PDF Export Options** window select settings as follows:

- Under **Compression** (Figure 5), select **None** and **Keep Resolution** for all three image types.
- Check the **Compress Text and Line Art** and **ASCII Format** checkboxes.



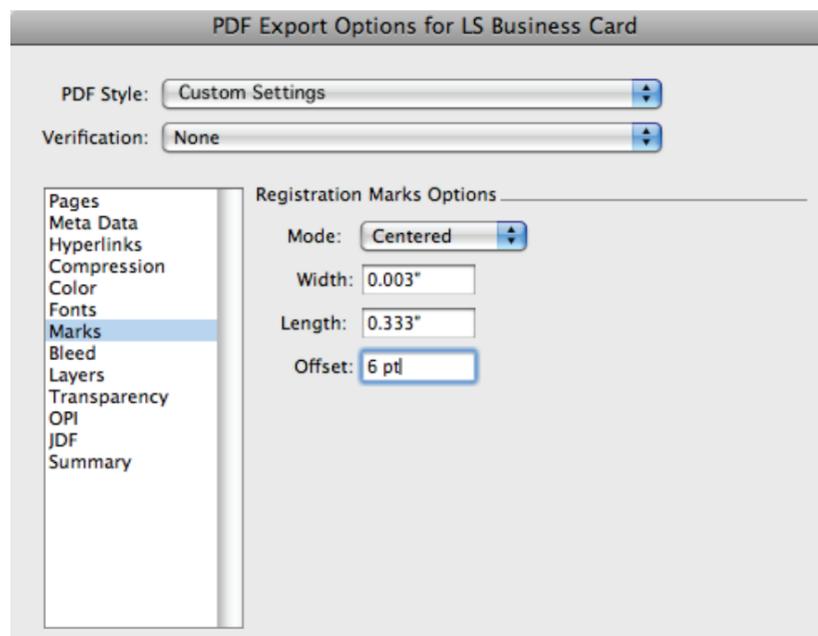
(Figure 5)

- Under **Color** (Figure 6), select **Mode: Separations** and **Setup: In-RIP Separations**.
 - Note: If you have placed a custom order using spot colors, then you can leave those specified colors remaining. Otherwise, the only colors listed should be Cyan, Magenta, Yellow and Black. If you have not placed a custom spot color order, you will need to convert any spot colors used in the document to 4 color process before you create your PDF.



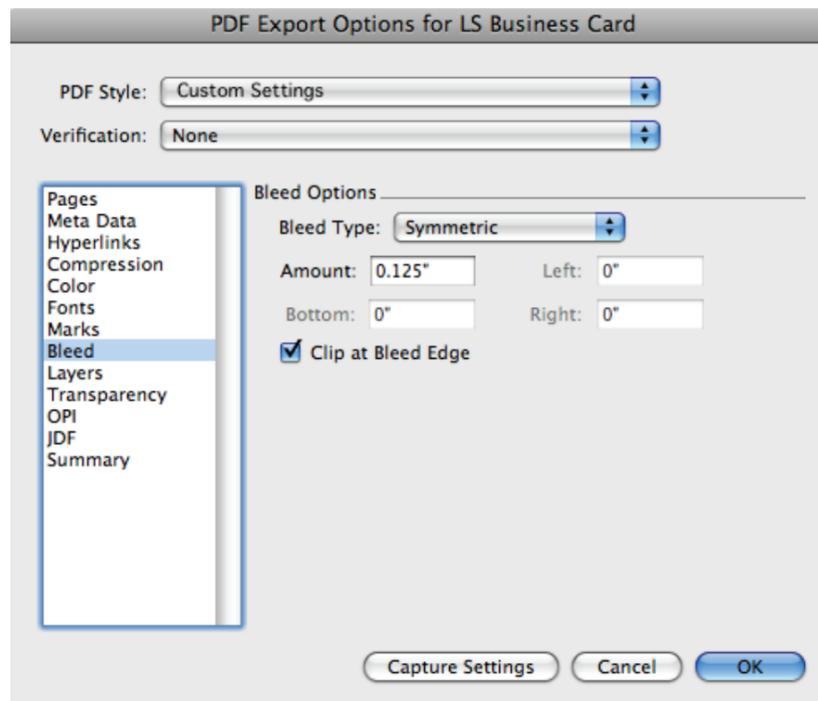
(Figure 6)

- Under **Marks** (Figure 7), select **Mode: Centered** and **Offset: 6 pt**.



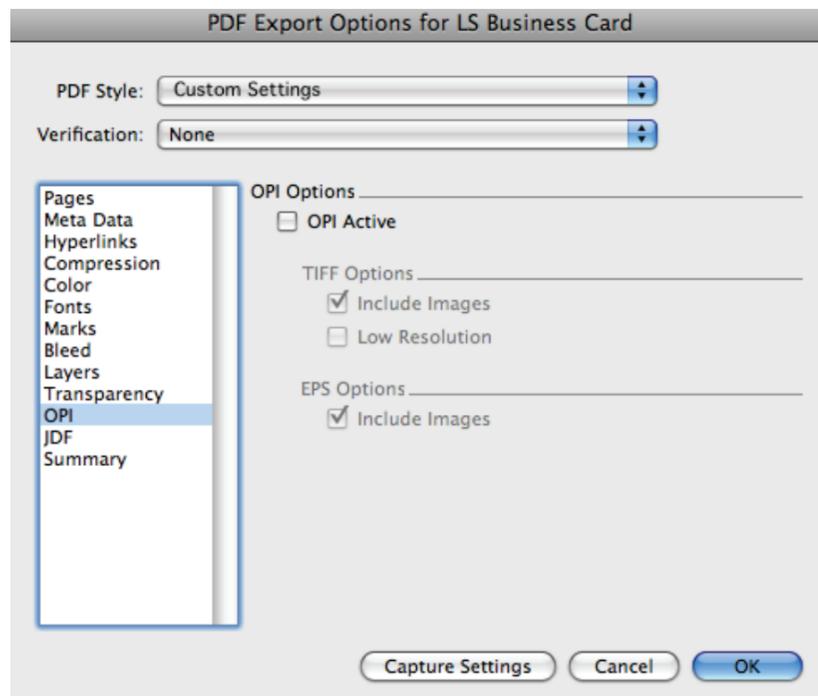
< Programmer: continues on next page, info should scroll >

- Under **Bleed** (Figure 8), set **Type** to **Symmetric** and set **Amount** to **0.125"**



(Figure 8)

- Under **OPI** (Figure 9), **Uncheck** the **OPI Active** checkbox.



(Figure 9)

- When you've confirmed all the above settings, click the **OK** button to return to the PDF Export window.
- From the PDF export window, click the **Save** button and your PDF will then be saved.

We recommend you open your PDF and check that it was created correctly before submitting to Lickity Split.