Print Together

ENVIRONMENTALLY RESPONSIBLE PRINTING

ARTWORK GUIDE BOOK

ALL YOU NEED
TO KNOW ABOUT
CREATING ARTWORK
FOR PRINT TOGETHER.

CONTENTS

CHOOSE A DESIGN APPLICATION

Below is an outline of five applications that can be used to create artwork ready for print. In this document we explain how to set up artwork and output press ready PDF files in all of them. Lets first take a look at the advantages and disadvantages of each.

PROFESSIONAL DESKTOP APPLICATIONS

Adobe InDesign

Adobe InDesign is mainly used by professional graphic designers to design material for print from scratch. It is the most comprehensive application, but requires design knowledge.

Advantages:

- The most comprehensive design tool for desktop publishing
- Best quality PDF output for print.

Disadvantages:

- Not really suitable for complete beginners. It takes time to learn
- It isn't free to use. It needs to be purchased on a monthly plan.

Adobe Illustrator

Adobe Illustrator is more often used to create vector based logos and graphics, however is often also used by graphic designers and illustrators to create artwork for printing.

Advantages:

- Vector based graphics are best for printing
- Best quality PDF output for print.

Disadvantages:

- Not really suitable for complete beginners. It takes time to learn.
- It isn't free to use.

Adobe Photoshop

Adobe Photoshop is mostly designed to manipulate images. It can be used to create documents for print, however we do not recommend this as the best option.

Advantages:

- It can be used to enhance images and also add text in one application.

Disadvantages:

- Not really suitable for complete beginners. It takes time to learn
- Not as easy to output files for printing
- It isn't free to use.

For more details about purchasing Adobe software visit: www.adobe.com/au/creativecloud/plans.html

EASY TO USE ONLINE DESIGN TEMPLATE SOFTWARE

Layout

Layout is a free online application created by PrintTogether specifically for creating artwork ready to print.

Advantages:

- Free to use
- Easy to use
- Files can be resized at no extra cost
- A growing number of pre-made templates to choice from or create your own
- Access to free and paid library images, icons and graphics
- Files can be output as print-ready PDFs with bleed and crop lines. See page 5 for more details.
- Professional looking templates

Disadvantages:

- Not as many features as other applications. More developments are being added.

www.layoutcreator.com.au

Canva

Canva is one of the most well known online design tools. It has thousands of pre-designed templates that can be modified to create artwork for print.

Advantages:

- Free basic plan
- Easy to use
- Thousands of pre-designed templates
- Access to free and paid library images, icons and graphics
- Files can be output as print-ready PDFs with bleed and crop lines. See page 9 for more details.

Disadvantages:

- Mostly US size templates
- Templates can look a little generic
- Free version doesn't let you resize designs. You need to upgrade to monthly plan to do this or do 30 day free trial
- Quality of PDF output not as good as Adobe applications.

www.canva.com

ARTWORK REQUIREMENTS

For best printing results we require artwork to be supplied as press ready PDF files with bleed and crop lines. Not sure what this means? Lets take a look in a little more detail.

① ARTBOARD

When designing for print, the artboard is the area that your design fills.

When desiging in Adobe InDesign, Adobe Illustrator or online your artboard should be set to the actual dimensions of your item.

When designing in Adobe Photoshop we suggest making the artboard bigger than the actual size of your item to manually create bleed.

We explain how to set up the artboard in each of the above applications throughout this guide.

② BLEED

Bleed is the area outside the artboard. When designing for print, any artwork elements such as background colours that go all the way to the edge of a page need to extend over the artboard into the bleed area.

This is so that we have print either side of the blade when we trim, otherwise you can end up with a non-printed paper line up the edge of your items.

Artwork needs to extend into bleed by at least 3mm for flat items (such as cards and flyers) and 5mm for booklets. Extra is needed for booklets to allow for creep as pages wrap around each other.

③ TEXT SAFE AREA

Important information such as text and logos shouldn't go beyond this area.

We advise leaving a gap of at least 5mm from the edge of the page and the text safe area on small items such as business cards and around 10mm on bigger items such as posters and booklets.

If text is too close to the edge of the page it looks wrong once trimmed and runs the risk of being trimmed off.

④ CROP LINES

Crop lines are little black lines that are added by some design applications when outputting a PDF for print. They indicate the edge of the artboard and where items need to be trimmed.

In Adobe InDesign they are added when exporting a PDF. See page 6 for details. In Adobe Illustrator they are added when saving as a PDF. See page 7 for details.

In Layout and Canva they are automatically added when you export or download your file in the 'Press Ready PDF' format.
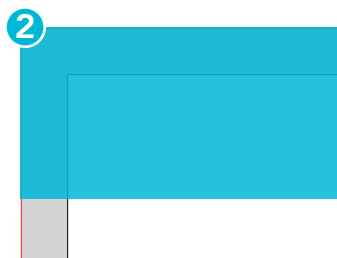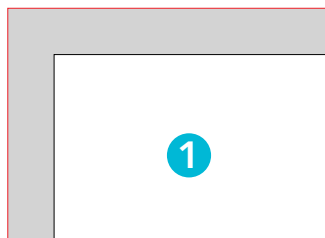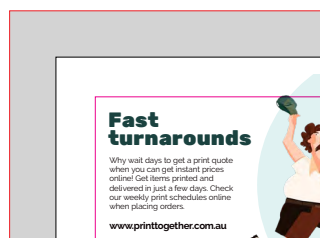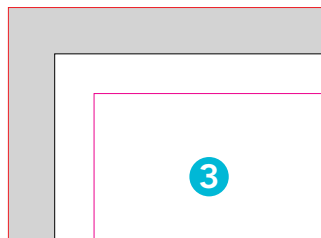

Id Ai The blue artwork above extends beyond the artboard into bleed. This is how to set up your artwork in Adobe InDesign and Adobe Illustrator.
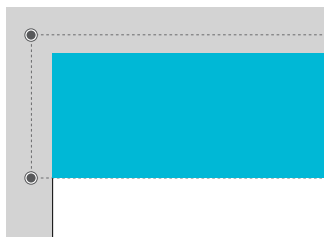
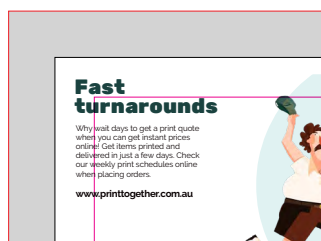L C When designing in Layout and Canva extended elements do not show in the bleed area unless you choose to display bleed and guides.
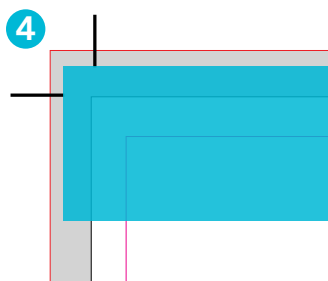
Ps Photoshop does not support bleed. We suggest manually creating your artboard bigger in these applications. See page 8 for more details.

Fast turnarounds
Why wait days to get a print quote when you can get instant prices online! Get items printed and delivered in just a few days. Check our weekly print schedules online when placing orders.

www.printtogether.com.au

✔ In the above example the text is well within the text safe area.

Fast turnarounds
Why wait days to get a print quote when you can get instant prices online! Get items printed and delivered in just a few days. Check our weekly print schedules online when placing orders.

www.printtogether.com.au

✘ In the above example the text is outside of the text safe area and too close to the edge.

Note: Crop lines cannot be added in Adobe Photoshop. See page 8 for details.

CREATING PRINT-READY ARTWORK IN LAYOUT

CREATING ARTWORK

You can start creating artwork for printing in Layout by either selecting 'Free design templates' in the top menu of the PrintTogether website or by visiting www.layoutcreator.com.au

In order to upload logos and images and save designs you first need to login or setup a free account. You can login with your email and a PrintTogether reference number or set a new password.
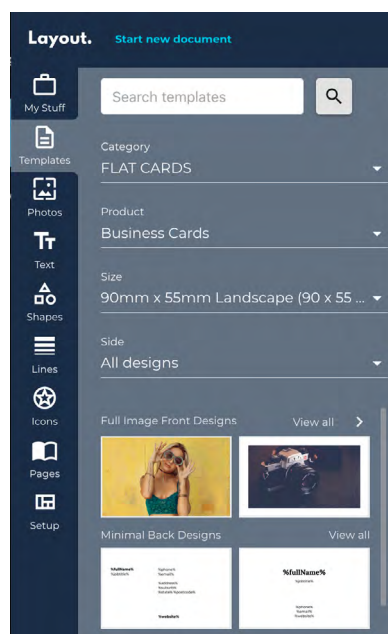
Select a product and browse through the templates to find one that you like the look of (or design from scratch). Once you have found a template, click it once to add it to the artboard.

Now the fun begins, you can add, style and edit logos, images, text and add or copy additional pages.

OUTPUT PDF

Once you have finished designing your item in Layout you are ready to create a print-ready PDF. There are just a couple of steps you need to check first.

1. Make sure you have used high-quality images and logos. If they look blurry on screen they will look blurry once printed!

2. Make sure that you have included enough bleed. To do this click show guides which will show the bleed area outside of the artboard. Now make sure any elements that go all the way to the edge stretch past the edge of the artboard and into the bleed area.

✅ This shows the black background stretching past the edge into bleed. The darker grey shows the print that will be trimmed off.
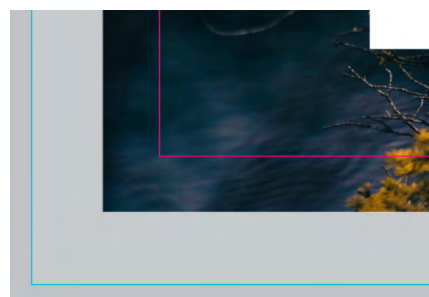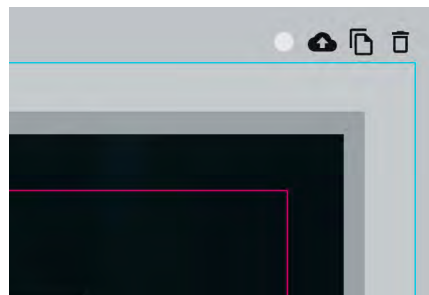

❌ This shows the image stops at the edge of the artboard. This isn't correct. It needs to be stretched past to create bleed.

A warning as per below will show if the amount of bleed is incorrect.
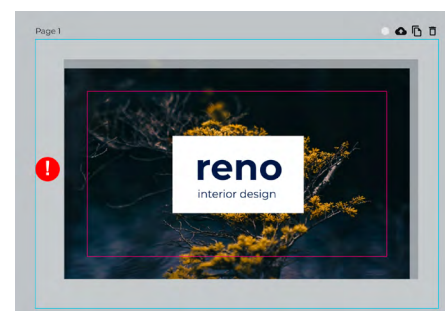
Once you have finished designing your item you are ready to create a print-ready PDF. First save your design. Then click 'Export to Print'. This will open an export window, again click export to print.
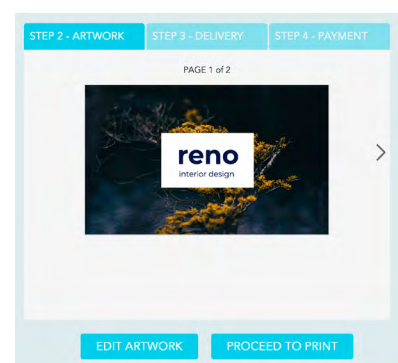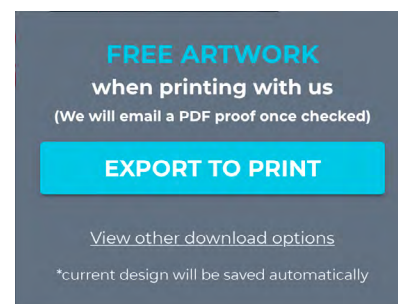

You will then be taken back to the PrintTogether website to see a preview of your design and to select all your printing specifications and process your order. Your design will automatically be saved as a press ready PDF in the process and sent to us.

Once you have completed your order, we will check your artwork and send you a PDF proof just to make sure you are 100% happy with your design prior to printing.

ld CREATING PRINT-READY ARTWORK IN INDESIGN

SPECIFICATIONS FOR PROFESSIONAL GRAPHIC DESIGNERS
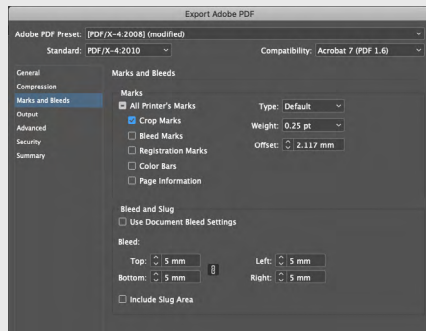
**Please export files as Print PDF files with the following output settings:**

- Use Adobe preset [PDF/X-4:2008]
- In 'General' set Export As to 'Pages' (not Spreads).
- In 'Compression' set all to 'Do not downsample' to keep high dpi of images
- In 'Marks and Bleeds' tick Crop Marks only and at the bottom set bleed to 5mm on all sides top, bottom, left and right.
- In 'Output' set PDF/X Output Intent Profile Name to: Coated Fogra39

Additional notes when designing your item
- Allow a minimum 3mm bleed in document for flat items or 5mm for booklets
- Use min 300dpi images higher if possible. The higher the dpi the better the quality.

INSTRUCTIONS FOR BEGINNERS

1. In InDesign, select 'File / New / Document'. A new dialogue box will appear.

2. Enter the size you would like your items to be in the width and height fields. In this example we are creating a business card that is 90mm x 55mm.
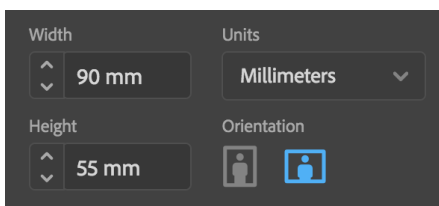
3. Under 'Margins' enter 5mm in all fields. This will create a magenta text safe guide line. If you would like a bigger safe guide area enter a higher number.
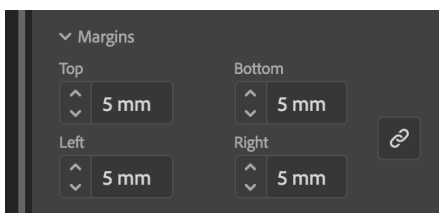

4. Under 'Bleed' enter 3mm in all fields. Please note this 3mm is for flat items only. For booklets we require this to be 5mm bleed.
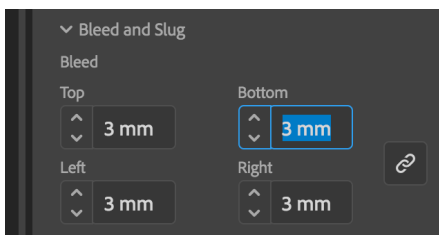

5. All other fields do not need to be filled in. Press the 'Create' button.

6. A new document will then open like the image below. The outer red line in the grey is the bleed guide line, 3mm outside the artboard. The white area is the artboard. The inner magenta line is the text safe guide that all text should stay within.
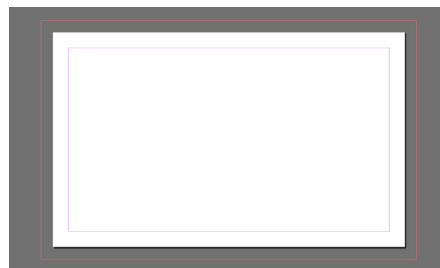
7. If your design has print that goes all the way to the edge, you need to extend this outside the artboard into the bleed area. Drag your artwork right out to the red 3mm bleed guide line. Note this 3mm all around will get trimmed off after printing - this is how full bleed is achieved.
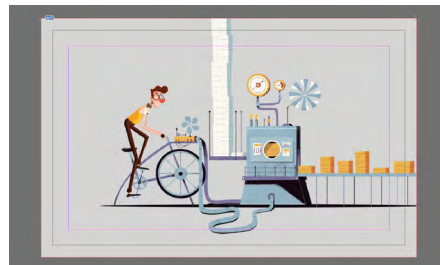

8. Once you are finished designing your item, save it and we are ready to output as a press ready PDF with bleed and crop lines.

Note: We also have a three-part video tutorial for beginners on our website:

https://www.printtogether.com.au/blog/businesscards

OUTPUT PDF

1. To output your design as a press ready PDF, click 'File / Export'. A new dialogue box will appear asking where you would like to save your file. Select your location and name your file. Before clicking Save, double check that the 'Format' at the very bottom of this page is set to 'Adobe PDF (Print)'. If this isn't selected, select that and click 'Save'.

2. A new export setting box will appear (as above in professional settings). Select the settings as follows:

- At the very top select Adobe PDF preset [PDF/X-4-:008]
- In 'General' set Export As to 'Pages' (not Spreads).
- In 'Compression' set all to 'Do not downsample' to keep high dpi of images
- In 'Marks and Bleeds' tick Crop Marks only and at the bottom set bleed to 5mm on all sides top, bottom, left and right.
- In 'Output' set PDF/X Output Intent Profile Name to: Coated Fogra39
- All other settings can remain as default. Click 'Export'.

3. Once your PDF is ready it should open automatically. If not it can be found in the location you selected to save. The PDF once created should look like the example below. There should be an even amount of space all around and any backgrounds run past the crop lines into the bleed area.
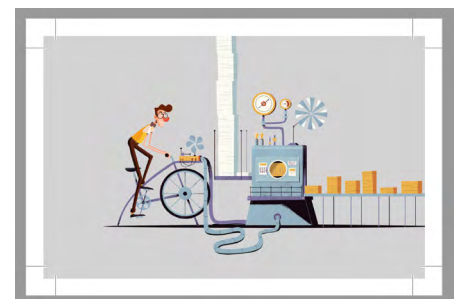
# Ai CREATING PRINT-READY ARTWORK IN ILLUSTRATOR

SETTING UP FILES FOR PRINT

Illustrator is a great program for creating vector based graphics such as logos. It can also be used to create artwork suitable for printing.

1. Select 'File / New'. A new dialogue box will appear.

2. Enter the size you would like your items to be in the width and height fields. In this example we are creating a business card that is 90mm x 55mm.
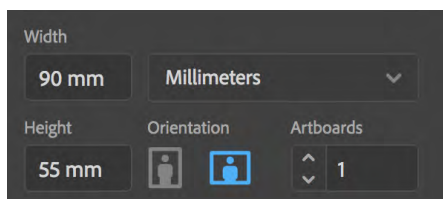
3. Under 'Bleed' enter 3mm in all fields. Please note this 3mm is for flat items only. For booklets we require this to be a 5mm bleed.
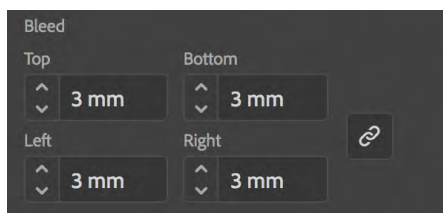

4. All other fields do not need to be filled in. Press the 'Create' button.
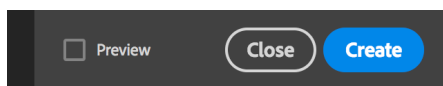
5. A new document will then open like the image below. The outer red line in the grey is the bleed guide line, 3mm outside the artboard. The white area is the artboard.

6. If your design has print that goes all the way to the edge, you need to extend this outside the artboard into the bleed area. Drag your artwork right out to the red 3mm bleed guide line. Note this 3mm all around will get trimmed off after printing - this is how full bleed is achieved.
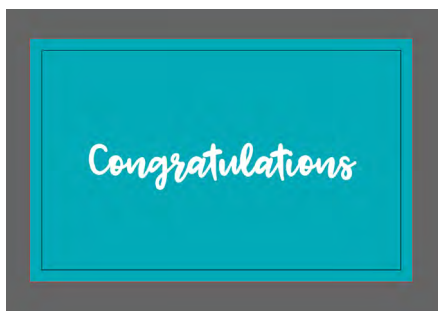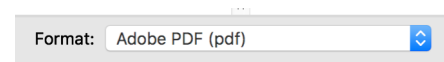

7. Once finished designing we recommend to firstly save your document as an Illustrator EPS. This is your master file that can be edited in future.

OUTPUT PDF

Now we are ready to save another version suitable to print.

1. Select 'File / Save As' again, this time in the Format dropdown at the bottom of the dialogue box select 'Adobe PDF (pdf)'.

Format: Adobe PDF (pdf)

2. A new dialogue box will appear. Set the Adobe PDF preset at the very top to [PDF/X-4:2008].

- In 'Compression' set all to 'Do not downsample'

- In 'Marks and Bleeds' tick 'Trim Marks' only and at the bottom set bleed to 5mm on all sides top, bottom, left and right.

- In 'Output' set PDF/X Output Intent Profile Name to: Coated Fogra39

- All other settings can remain as default. Click 'Export'.

All other settings can remain as default. Click 'Save PDF'
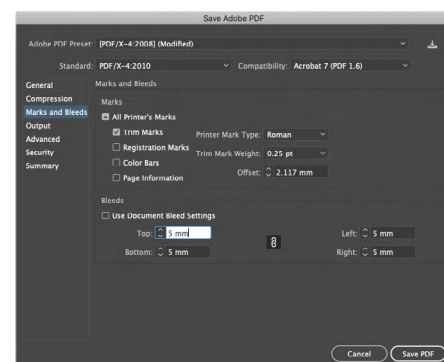
That's it, you are done! The new PDF will save with 5mm bleed all around and crop lines as below.

Now all that is left to do is place your printing order on the PrintTogether website and upload your new print-ready PDF.

www.printtogether.com.au

Ps CREATING PRINT-READY ARTWORK IN PHOTOSHOP

Photoshop is a great program for working with images, however it isn't really designed for desktop publishing. If all you have is Photoshop and you are confident in using it, you need to think ahead in order to create high-quality PDF files for printing.

1. Select 'File / New'. A new dialogue box will appear.

2. Unlike InDesign and Illustrator, Photoshop doesn't allow you to easily export files with bleed and crop lines for printing purposes. You therefore need to plan ahead and make your artboard bigger than your desired trim size to allow for bleed manually. We recommend making your Photoshop artboard 10mm bigger in width and height.

   In this example we are going to design a 90mm x 55mm business card. We have therefore entered the dimensions as 100mm x 65mm.

3. Also ensure the resolution is set to 300 pixels / Inch and color Mode is set to CMYK.

   Click 'Create'
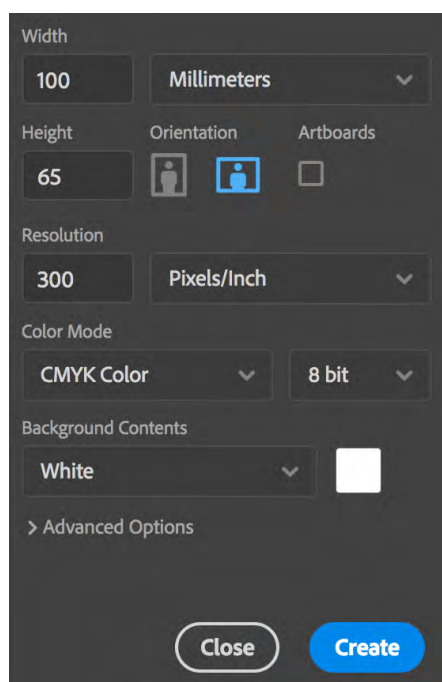
4. Your new blank artboard will be created. We now suggest setting up some guide lines to remind yourself where your cards will actually be trimmed.

   Select 'View / New Guide Layout' from the top menu. A new dialogue box will appear as per below.

   Tick 'Margin' and then enter 0.5cm into all four margin boxes. This will accurately set up four guidelines that show the extra 10mm that will be trimmed off after printing. These guide lines are to help you visualise your card design and keep your important information away from the edges that will be trimmed.

   Click 'OK'
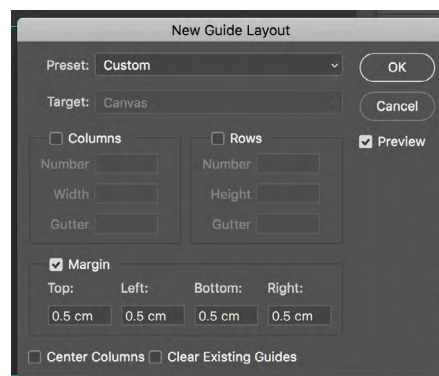
5. You are now ready to design your item. In this example we have designed a simple card with a solid colour background and text well within the trim guide lines.
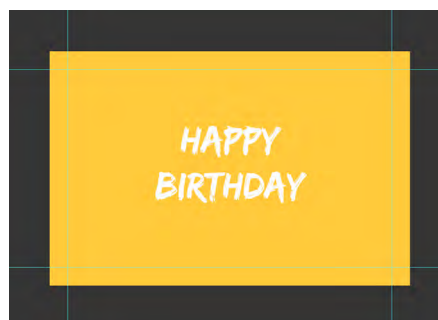
7. Once finished we recommend to firstly save your document as a Photoshop PSD with layers. This is your master file that can be edited in future.

Photoshop doesn't create the best quality PDF files. To create PDFs we suggesting saving your final oversize file as a .jpg and then importing that into Layout (see page 5).

In Layout you can drag your image outside of the artboard to create the required bleed. Then export your file.

CREATING PRINT-READY ARTWORK IN CANVA

ARTWORK DIMENSIONS

One of the disadvantages of Canva is that the templates are designed using US formats. In the free version you are unable to resize them to suit standard Australia paper formats. You need to upgrade to a paid subscription in order to do this or do a 30-day trial.

If you plan to design a lot with Canva, a monthly subscription is a good investment and makes it much easier to design items in different sizes.

If you would rather stay on the free version, there are some tricks that you can do with a little help from us.
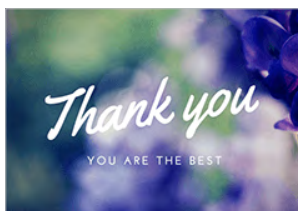
Lets take a look at some of the Canva formats and how they can be used when printing with PrintTogether without having to pay to resize.

BUSINESS CARD
8.5cm x 5.0cm
We have created a business card '85mm x 50mm'. Select this when placing orders for business cards designed and not resized in Canva.

CARDS / POSTCARDS
14.8cm x 10.5cm
This is a standard-sized A6 card (148mm x 105mm) on the PrintTogether website under 'Postcard printing'.

FLYERS
21cm x 29.7cm
We recommend using A4 templates for flyers rather than the Canva 5" x 7" format. Even if your flyers are to be printed A5, we can rescale them smaller proprtionally in pre-press. If you have a paid subscription to Canva you can easily resize A4 templates to A5 or A6.

POSTERS
42cm x 59.4cm
This size is for an A2 poster (420mm x 594mm). You can still design A3 and A4 posters using this size and we will resize them for you free of charge in pre-press. Scaling files down in size does not effect the quality of the print. Scaling up in size, however, does. Please do not design A2 posters using Canva A4 templates.

CANVA SIZES WE DO NOT RECOMMEND USING

The sizes you want to avoid in Canva are the ones that give you measurements in inches rather than centimetres. These are US sizes and not cost-effective for printing in Australia. For example:

Invitations & flyers
5inch x 7inch - This is 127mm x 177.8mm, in between A6 and A5. It is not a cost-effective size to print in Australia.

Brochures
11inch x 8.5inch - This is 279.4mm x 215.9mm and is not suitable for brochures in Australia. We recommend designing brochures using an A4 format 210mm x 297mm.

OUTPUT PDF

Once you have finished designing your item in Canva you are ready to create a print-ready PDF. There are just a couple of steps you need to check first.

1. Make sure you have used high-quality images and logos. If they look blurry on screen they will look blurry once printed!

2. Make sure that you have included bleed. To make this easier to check, select 'File' from the top left menu and switch on 'Show print bleed'. This will reveal the bleed area. Any elements that got to the edge need to run into this area not stop at the edge of the artboard.
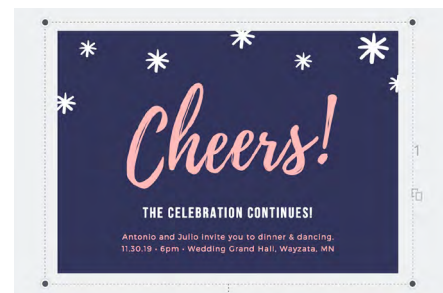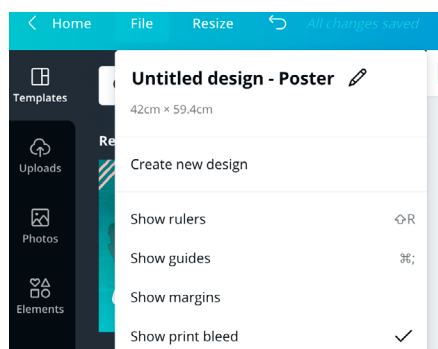
In the image above we have selected the Navy Blue background to explain bleed. The little black circles in the four corners indicate the actual size of the background. You can see in this example it is bigger than the artboard. You must do this if you have a background or image that needs to print to the very edge.
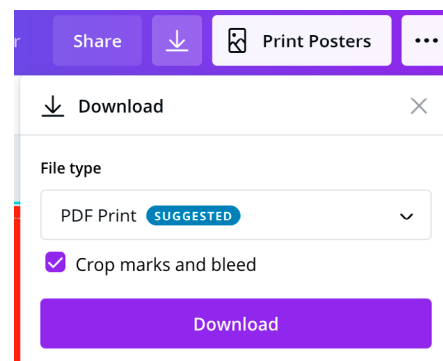
Lets take a look at how to download your artwork as a print-ready PDF. All you need to do is click the download arrow icon and then select 'PDF Print', and tick 'Crop marks and bleed' and then finally 'Download'.

Once downloaded, open your PDF and it should look like the image below. Canva has added the crop marks for you. These tell us where to trim. If you look at the Navy background again you can now also see that it goes past the crop lines and into the bleed area. This is why you need to extend your background over the artboard.

Now all that is left to do is place your printing order on the PrintTogether website and upload your new print-ready PDF.

www.printtogether.com.au

COLOUR

It is important to note that colour will differ from printer to printer and paper to paper. Every machine will give a slightly different result. Let's take a look at a few colour terms.

1 CMYK

We print all full-colour prints CMYK. This stands for Cyan, Magenta, Yellow and Key (Black).

Different percentages of each CMYK colour are printed in dots to create other colours.

2 PANTONE

Pantone spot colours are 100% of one colour, rather than a mixture of CMYK.

We do not offer spot colour printing. However digital presses have functions to simulate Pantone colours as best they can.

3 RGB

RGB is used on monitors, scanners and digital cameras. We suggest keeping images as RGB in your artwork. These will be printed CMYK however we can make this conversion on press to get the best results.

4 TOLERANCE

Colour variation is inherent in any print process and will vary from print run to print run.

Digital printers, HP Indigo printers and Offset printers all use different processes to put colour on paper.

The examples below will give you an idea of how your chosen colour may actually look when printed.

5 FINE LINES & BORDERS

For best results with fine lines and thin text, use 100% of one or two colours and do not use tint shades lighter than 40%.

We do not recommend using any tints lower than 8% in any solid areas of your artwork. We do not recommend using lines less than .25pt.

We do not recommend printing file lines in grey. Grey is created by printing fewer black dots and leaving more white space. When this is done on fine lines they will appear jagged and weak.

Due to movement of up to 1mm when printing and trimming, we do not recommend using borders in artwork.
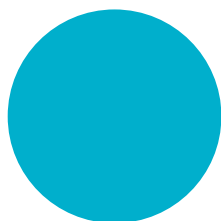
6 CONTRAST

There needs to be sufficient contrast between layers of colours. Particularly when printing on solid dark colours.
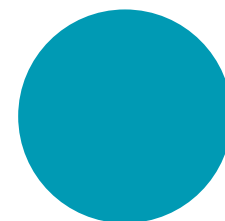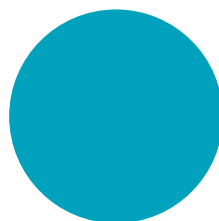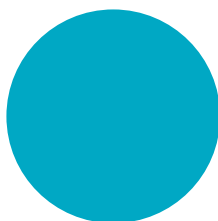
7 RESOLUTION

We suggest keeping images as big as possible. The higher the resolution the better the quality. Digital presses can process from 600dpi - 2400dpi resolution.
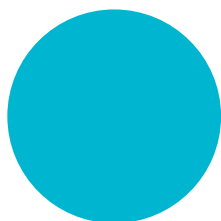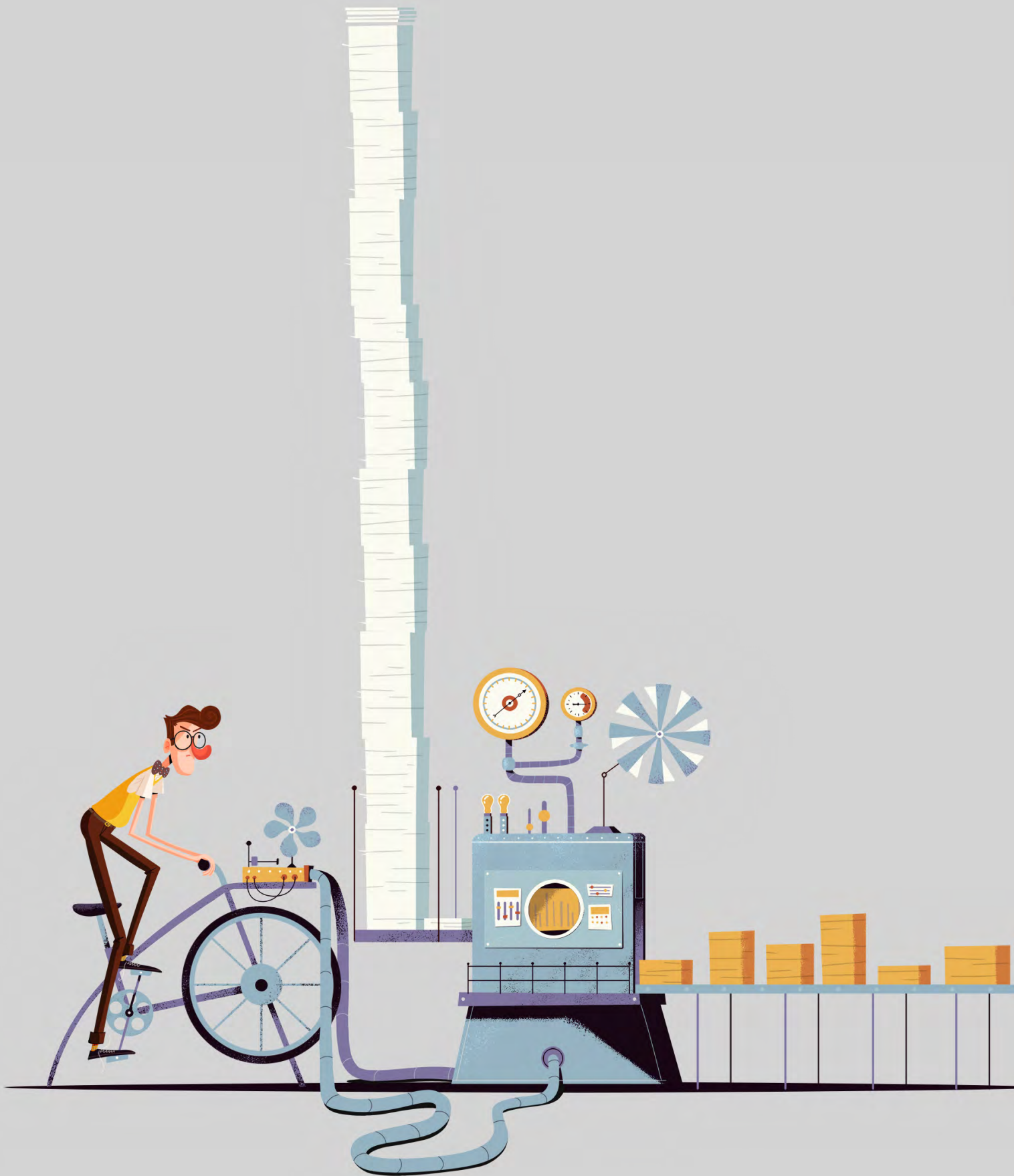
- Lower tolerance   Chosen colour   + Upper tolerance

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