

Why do I need to include my fonts? Aren't they in the file?

Most people believe that the fonts are automatically included with their files. This unfortunately is not true. When you create a document on your computer, the software is utilizing your version of fonts. There can be several different versions of each font which can cause your lines of text to re-wrap. Even Times (common as it is) has several different versions on the market, which makes it important for us to have the version that was used in the creation of your document. If you need help locating your fonts please feel free to call us.

My graphics are embedded, so why do I need to include them separately?

Another common misconception is that your graphics are embedded in your publication. Although we can see them on the screen and in the document, this does not mean that the actual eps or tiff file is included on your disk. In order to insure that your publication's graphics print properly, always include your image files separately on the disk.

Why do my graphics look so blocky?

Often when graphics/images are pulled from web pages, or copied out of other digital publications, the resolution is set too low for printing (typically 72 dpi). The blocky appearance is known as pixelation. When considering the use of Internet graphics for your printed work, you will want to take a few things into consideration. If you want your publication to look its best, it is worth the time and effort to locate the original image or find another suitable graphic. When using graphics for print work it is always a good idea to have them scanned at 300 dpi or higher. This will prevent your graphics from becoming pixelated.

Another reason for pixelated or blocky graphics is that the "link" to them has been lost in the layout software. Commonly this will happen if you do not send your graphics along with your publication. When opened on a different computer from the one in which it was created, the document only has an "idea" of what the images looked like and prints them out as such.

Learn the Language

Flat Size - the dimensions of a finished print job *BEFORE* folding and binding.

Finished Size - the dimensions of a finished print job *AFTER* folding and binding

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What's New at KSPS

In this issue we would like to introduce you to a couple of new additions to KSPS. Actually, the first is an "old" addition that we transformed into a new one. Mitch Williams assumed duties as our new production supervisor on September 3rd. He will be replacing Larry Carlson who retired last spring. Mitch came to us in 1997 as a student worker, and due to his talents and years of experience in the printing field, soon became a full time employee working in both the pressroom and bindery departments. Mitch earned his bachelor of science degree this spring and we are now fortunate to have him overseeing our production departments.



Mitch Williams, production supervisor consults with Rex Jones, press operator as he checks the register of a print job.

The other new addition to our team lacks some of the personal qualities that Mitch brings to us, but we feel will offer our customers an upgrade in quality to their digital copying needs. KSPS replaced our Docutech copier with a Canon Imagerunner 110 digital copier. The Imagerunner 110 uses a different technology than our former Docutech and customers can expect to see an increase in the quality of photographs and other graphics from the Imagerunner when printed from a digital platform. Paired with a TR front-end system, it will be easier than ever for customers to send their digital files directly to our copy center and have their project delivered back to them without ever having to leave your office. The Imagerunner is equally capable of printing small and large copy orders and offers your department significant savings by printing low cost copies at high speed, with perfect quality and several binding options.



Ed Wilburn, director, introduces the new Canon Imagerunner 110 Digital copier.

What a feature!! The high-speed scanner allows us to scan books and other documents quickly and transfer them to a CD or zip disk for you. Contact our customer service department today to learn more about getting "hooked up" to our Imagerunner and find out for yourself how easy it is to have quality copies at an affordable price without leaving the comfort of your office.

The F.A.Q.'s

In this issue of the Wildcat Express we are going to address some of the most common frequently asked questions that we hear when print jobs are brought in. If you still have questions please don't hesitate to give us a call. If you have ideas for topics that could be used in upcoming issues please feel free to let us know.

Do I have to go to Printing Services for my printing needs?

University and state policy requires that all printing work paid from state administered funds be referred to Printing Services or another state contracted vendor. It is not necessary to go through procurement or state purchasing when ordering directly from Printing Services, which usually saves time and money.

What type of work can I get done at Printing Services?

Our services include everything from quick copy services to full-color printing combined with a variety of finishing and mailing capabilities. This includes business cards, letterhead, envelopes, graphic design, brochures, posters, portfolios, books and more. Our experienced composition staff and prepress units, together with a mix of presses and combined with an incredible bindery department ensure your job will be completed expertly from start to finish.

How much will my job cost?

With the recent budgetary cuts and restraints this question is very important. With several different printing methods for you to choose from, it can be difficult to determine which to use. When it comes to cost there are several items that figure into your final costs. Estimates can help you plan printing orders. To get the most accurate estimate for your job, be specific and provide

as much information as possible. From this point we can discuss job specifications, make suggestions that can help you cut cost but still have the quality piece you desire. Some ideas could be:

- Have your file ready and proofread when you bring it in. Feel free to consult with our composition department before hand.
- Allow us enough time to do the job in the most cost efficient way.
- Sometimes it is more cost effective to put it on a press rather than through our copy center. Here are some price comparisons:

8.5 x 11 printed on one side

	copier	vs	press
500	\$17.67		\$45.09
1500	\$53.02		\$60.56
2500	\$88.38		\$76.76
5000	\$176.75		\$117.28
10000	\$353.50		\$198.31

8.5 x 11 printed on two sides

	copier	vs	press
500	\$31.31		\$63.18
1500	\$93.93		\$78.15
2500	\$156.55		\$93.83
5000	\$313.10		\$133.03
10000	\$626.20		\$211.42

- Printing on standard size paper and not bleeding the image off the page.
- Are you typically reprinting certain jobs several times a year? When possible, anticipate your annual needs for these jobs. It's less expensive to print a larger quantity at one time. Each reprint requires new plates and press set-up charges.
- If you know you will be using the same publication over a period of time, try to design it so that it can be reprinted without changes being made. Alterations require new film and flats, and depending on the extent of the changes, can be as expensive as printing a new job.
- If you are printing newsletters, bulletins and other periodic

publications, consider having "preprint" made. We can print your masthead, title bars, etc. in color, store them for you, and then imprint the black ink copy for each issue on our digital copier. This allows you to have multiple ink colors on your publication without paying for it each time you publish a new edition and helps speed up the printing process.

- Using screens in your publication can be a good way to add dimension and visual interest to your piece.

When will my job be ready?

Often our clients request their jobs be finished by a certain date. When contemplating a time for your job to be completed, there are several things to take into consideration. How is your job being printed? Offset printing (from the press) usually takes 1 1/2 to 3 weeks depending on the complexity of the job, and the quantity being printed. Jobs produced in our copy center can be turned around in 24 hours or less or up to several days, again, depending on complexity of the job. Current work load in the shop can also be a factor. Other items that will add to the turn-around time is binding options that require handwork, mailing and specialty jobs that need to be die cut, embossed, numbered or perforated. Lastly, jobs that have special order papers or items like embossing or die cutting dies, etc., can slow down a project. When you bring in your job you can discuss a due date with us and we will make every effort to accommodate your deadline. As always, please allow us as much time as reasonably possible to give you the best possible service.

What type of file formats do you accept?

For full function printing, your file must be done in a page layout program. We use two primary layout programs, Quark Xpress and Adobe Pagemaker. Both are excellent pieces of software that allow for single page documents all the way to multiple paged complicated books. We do not recommend the use of any of the Microsoft Office software for layout if possible if you are planning to have it printed on a press. But you may use these if you are planning to have us layout your document or if the file is to be printed in the copy center. Nonetheless, we do have ways of working with these files so please call if you have a concern about your file format.

- If you are planning on printing a poster on our wide format printer there are a few things to know.
- We can print your poster up to 52"x120".
 - It needs to be created in CYMK mode.
 - If you do not know about this please call.
 - We can accept tiff and eps files.
 - We cannot use files made in InDesign.
 - We have experienced problems with PowerPoint 2000.

What is the problem with using Microsoft software to do my design?

While MS software such as Word, is great for word processing, it was not created for use as a layout program. We understand that many of our clients have MS software and we do try to accommodate them, however, when it comes time to bring your files to Printing Services, Word, Excel, and PowerPoint often have problems re-wrapping text and substituting fonts. In turn this will add composition time and thus more money. So what can be done? We can still take your word files and use it to create the publication you desire.