

Spring 2005

– INSIDE –

2– *8 Things to Avoid When Building Your Files*

– *Two Kinds of Printing*

– *How to Count Your Originals*

3– *You Can't Print This From My Disk?*

– *Comings and Goings*

– *Farewell to an Old Friend*

4– *Going Back to Class to Learn My Marks*

JUST BETWEEN US

Don't you really like type?

More communication options are available to us today than ever before. Isn't it interesting that we frequently choose print when we want to motivate people to think, feel, and take action?

In addition to its personal appeal, print is the most effective choice for many forms of transactional communication. Here are some of the reasons that we embrace print:

Personal Appeal

- Print engages both visual and tactile senses.
- The tangible nature of print reminds us that we are connected to our environment through sight, touch, smell, and the occasional rustle.
- Communicating through print enables us to create an appropriate mood.
- Words on paper serve as a springboard for our imaginations, describing a scene but giving us the latitude to interpret it as we wish.
- Print can be a sociable medium, with room for personal interaction.
- Color affects us deeply, and can be reproduced accurately on paper.
- Printed documents are lightweight, convenient, portable, can be used almost anywhere, and require no special equipment.

Transactional Effectiveness

- Print reaches large numbers of people cost effectively.
- Because of its easy interactivity, print enables us to reach audiences with widely varied levels of technological sophistication.
- Print empowers communicators to actively contact their target audiences in order to initiate action instead of waiting passively for potential users to make the first move.
- Production of print is fast, reliable, and consistent.
- Printed documents have permanent physical form with content that can be accessed randomly as the reader chooses.
- Printed materials preserve the reader's privacy.
- Different papers, inks, and finishing techniques can be combined to achieve countless accessible design solutions.



8 Things to Avoid When Building Your Files

- 1) Do not use type styles (shortcut keys) to italicize or bold fonts. These faked styles may look fine on screen and even in laser output, but they often will not work in high resolution output. Use only the italic or bold font variations that are displayed in the font menus.
- 2) Never copy a picture from one application and place it into a picture box via the Paste command; the pasted image will be a PICT file. Always use the Get Picture/Place command (File menu) from the program you are using.
- 3) Do not use JPEG files. They can be imported, but they are low resolution and not suitable for high end output.
- 4) Try to avoid rotating imported images in your program. This drastically slows output. Rotate them in their original program like Photoshop, Illustrator, Freehand, etc.
- 5) Try to avoid scaling imported pictures in your program. When creating pictures, whether bitmaps or vector-based, try to produce them at or near their intended size before importing them. This is especially important with bitmap TIFF and bitmap EPS files; less so with vector EPS files.
- 6) The background color of picture boxes should be 100% white or transparent when using either grayscale and CMYK color TIFF files.
- 7) Do not use hairline rules. Make your thinnest lines at least .25 points wide and your thinnest dotted rules at least .5 points wide.

Reminder!!

Proofs of all business cards, letterheads, and envelopes are sent by e-mail, unless requested otherwise. Be sure to include your e-mail address on your printing requisition, when you submit it. If you have not received an e-mail proof within 3 days from when your order was placed, first check your e-mail junk/trash folder. If not there, call Annette at 532-1537.

Two Kinds of Printing

KSPS offers two general types of printing. For short-run black and white and color jobs (quantities of around 1,000 or less depending on the job) and variable data printing, we use high speed digital copier/laser printing.

The second type of printing is offset printing. This type of printing is done on an offset press that prints ink onto paper. Offset printing is meant for longer runs 1-, 2-, 3-spot color, and full-color jobs. Electronic document files for offset jobs must be processed through the prepress area. If these documents are designed with two or more colors, they must be created with computer program that is capable of doing color separations.

What are Separations?

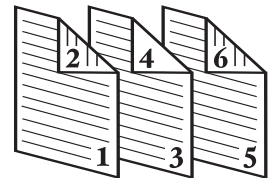
Separations are black and white laser prints of all elements in each color used in the document. For example, if you create a document with blue headlines and black body text, we will process a laser print of just the headlines and another of just the body text. These separations are used in the printing process to make plates that load onto a press and ultimately transfer onto a paper.

How to count your originals

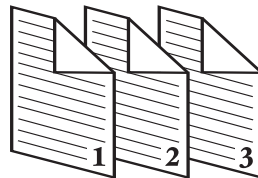
Imagine that you are reading a novel. You start on page 1. You read it and flip to the next page—page 2. Counting pages for any printed piece is just as simple!!

When we refer to “originals” we are referring to the laser prints or other printed copy that you will give us to reproduce from.

If your originals are 2-sided, like a novel, count all of the sides INCLUDING BLANKS.



If your originals are all 1-sided, you simply count the number of pages (originals) that you have. DO NOT COUNT THE BLANK BACKS WHEN GIVING NUMBER OF PAGES!!



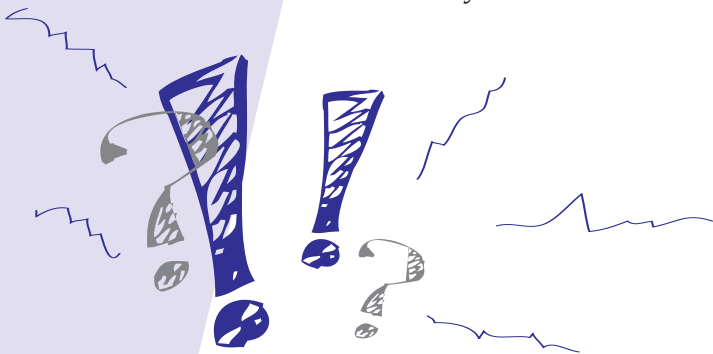
You Can't Print This From My Disk? You've Gotta be Kidding!!!

With the multitude of design software available today, many people create their own newsletters and brochures before they take them to a printer. Unfortunately, because of this software variety, many disks brought to Printing Services contain files that our composition department cannot access without difficulty. To minimize these problems, we suggest you consult with us BEFORE you begin any work. If your file is a Macintosh file, there will be few problems. If it's an IBM compatible PC file created in any "standard packaged" software product, however, there could be several problems. These include;

- * Text Reflow—Many software packages format your job to the default printer on your system. When it is opened on a different computer with a different default printer, it can cause text reflow, margin changes, and text to drop off the page.
- * Missing Graphics—Fonts on your system may not be loaded on another computer. When you transfer files to a computer that does not have your graphics, they either will not print or print a low resolution version only.
- * Use of color—Many customers have sent us files containing color, and this is a major concern. If we are asked to print files in two colors (e.g. red and blue) and the file contains full color illustration or pictures, there is no way to convert those illustrations to red or blue or a combination of red and blue. Text in color will not separate into different printing files (one for red and one for blue) in many of these "standard software" applications. To avoid this problem, software packages that support "separated colors" must be used. These would include QuarkXPress, InDesign, Pagemaker, or Illustrator.

You are always more than welcome to design and layout what you would like your project to look like and bring it to us for assistance in making it press ready. When you are ready to submit your project remember to include:

- ~ Fonts—if you have not made them into outlines
- ~ Graphics—any photos, clipart, or graphics you placed into your file
- ~ A printed copy of your file—this is very important. If we open your file and text reflows we need to know what it is you are expecting to see when you get your proof. We can only guess at what it is supposed to look like if we do not have a hard copy to look at—even if it is only in black and white.



C

omings and Goings



THERE IS A new face behind the counter at our Student Union copy center. John Cooper joined our team this past July. John brings with him many years of printing experience, having taught printing technology in Olathe and Manhattan. We are happy to put his talents to work for us at Copy Services where he specializes in operating digital copiers, wide format color printers and handling digital files. Stop by our copy center next time you are in the Union and meet John, he'll be happy to discuss your wide format poster, banner and copying needs.

Farewell to an Old Friend

THIS SUMMER, K-State Printing Services will be saying goodbye to our friend and "boss." John Fairman, when he retires, this July, as assistant V-P of Institutional Advancement.

For the last eighteen years, John has, among his many other duties, overseen Printing Services. In those years, he has come to be much more than just a face at Anderson Hall that our department reported to. His support, advice, presence and friendly demeanor have made him seem more of a friend, than a boss.

John has been a frequent visitor to the staff at KSPS, and it was not uncommon, in the days when we were located in the basement of Kedzie Hall, to see his smiling face as he passed through the shop on his way to work or to a meeting, taking the time to visit with us, ask how things were going, and to joke with everyone within earshot.

















































Many improvements, advancements, and of course, the relocation of our operation to a larger building are a direct result of John's interest in seeing that K-State maintained a viable and enduring in-plant printing facility.

As we bid John Fairman farewell, the staff of K-State Printing Services wishes to thank him for his years of encouragement, support and advice. But most of all, for his friendship.

Farewell old friend

Going Back to Class to Learn My Marks

When you receive a proof from Printing Services you are asked to look it over carefully and mark any mistakes that there may be so that we can correct them before it goes to press. If you are like most people you may have forgotten, or not even know, the most commonly used PROOF-READERS' MARKS. So here is a list for your reference.

	or 	delete; take it out
		close up; print as  ne word
		delete and close up
	or 	caret; insert here 
		insert a space
		space evenly  where  indicated
		let marked <u>text</u> stand as set
		transpose; change <u>order</u> <u>the</u>
		set  farther to the left
		set  farther to the right
		straighten <u>align</u> ment
		// straighten or align
		indent
		begin a new paragraph
		spell out <set <u>5 lbs.</u> as five pounds>
		set in <u>capitals</u> <CAPITALS>
		set in <u>small capitals</u> <SMALL CAPITALS>
		set in <u>lowercase</u> <lowercase>
		set in <u>italic</u> <italic>
		set in <u>boldface</u> <boldface>
	or 	hyphen
		en dash
		em – or long – dash
		superscript or superior <  as in 1 st >
		subscript or inferior <  as in H ₂ O>
		comma
		apostrophe
		period
	or 	semicolon
	or 	colon
	or 	quotation marks
		parentheses
		brackets
		query to author; has this been set as intended?