

Contact Numbers

The following list provides the names and numbers of the people who can be called directly if you have a specific question related to your job.

Ed Wilburn , DIRECTOR	532-6308
Glenn Hoover , COST ANALYST	532-0041
Sandy Ruggels , GRAPHIC ARTS	532-1596
Larry Carlson , PROD SUPERVISOR	532-6308
Connie Adams , MAILINGS	532-1536
Kari Cool , COPY CENTER	532-1537
Jim Rogers , LIBRARY COPY CENTER	532-7467
Larry Ernsting , PRE-PRESS	532-6308
Karen Hunter , ORDER PROCESSING	532-1526

Printing Services now has informational flyers available!!

These flyers contain helpful tips and hints that will help you when working with Printing Services. Some include:

- Tips for Reading a Proof
- Large Format Color Printing
- High Speed Copying
- DocI2 Color Copying
- Things to consider when developing your job
- Laminating
- Folding Options
- Binding Options

Learn the Language

PMS® color—Pantone Matching System (PMS®) is the most popular standard for describing the rainbow of ink colors that can be produced for publications. Each varying shade of a color is identified by its corresponding number. The University's official purple, for example, is identified and referenced as PMS Violet. About a half dozen "parent" colors (combinations of which produce all the others) are available at little additional cost.

Winter 2002

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Do you know what day it is?

Keep track by stopping by and getting your 2002 wall calendar for your home or office. They're Free!!

Common Mistakes to Avoid when bringing in a job.

1. Using "ASAP" as a due date.

This assumes that our definition of "as soon as possible" is similar to yours. *This is almost never true.* Specific deadlines will get priority in a production environment. Give us a definite date to respond to and plan around.

2. Failure to communicate with your printer in the early stages of a project. Too often, we see jobs that began as a great idea, and end up as a printing disaster. We are only too happy to sit with you and discuss design, budget, and scheduling as your project takes shape.

3. Failure to choose a paper suited to your project. Paper (also known as "stock") can be a very important part of your printed piece. Paper comes in different weights, finishes, brightness, colors and fiber content. We can help you choose stock that compliments your ink choices, and is well suited to your content and budget.

4. Failure to define clear roles for each member of a project. When submitting a project generated by a group, team coordination is key in communicating with your printer. Decide who the contact person is for each stage of the project, from design stages to final delivery. Having a designated decision maker helps us avoid miscommunication, unnecessary expenses and delays, and keeps the production flowing smoothly.

5. Using software that is not compatible with the composition department. The greatest challenge for a printer is to mesh current digital technology with printing technology. Not all software lives up to its compatibility promises, and differences in technology can hold up an entire print job. Check with us, it will save you time and frustration. Knowing what is expected and needed can save you money and disappointment.

6. Relying on "Spellcheck"! Don't let incorrect grammar or misuse of words ruin the credibility of your printed piece. Often an alert pressman may catch the mistake, but at that late point in the process the solution is time consuming and expensive. Or worse yet, embarrassing mistakes are discovered after delivery. Edit your piece carefully!

New Faces at Printing Services

The next time you bring in a job to be printed you will have a new face to look for.



Karen Hunter joined us in November as our new order entry specialist. Karen graduated from KSU in Graphic Design and has been working at KSU for 6 years as a

graphic designer. With her design background we are excited to have her join our staff and share her knowledge with our customers.



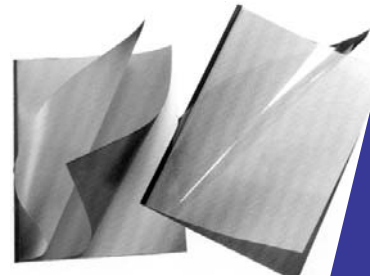
In July **Mike Ryan** joined our staff as a Printer II. He is in charge of our Heidelberg TKO press. Mike had been working at KSU facilities for 7 years before becoming

our newest pressman. His press is a busy one, it runs all of the business card orders, and most 8.5 x 11 NCR forms along with many other single page jobs.

Check out our new web site! It is being updated and revised. You can print off all of our forms at www.ksu.edu/printservices.

Looking for a new way to bind your job?—Try Unibind

The Unibind SteelCover system is our newest solution for binding; practical, solid, fast, and economical. No holes in your text, coils coming unrolled, and no glues to mess with. Great for board meetings, budgets, catalogs, contracts, offers, presentations, press-releases, price lists, proposals, reports, resumes, specs surveys.



SteelCrystal consists of transparent front and back covers, similar to an acetate, and a steel “U” channel in the spine. SteelMat is a frosted version.

SteelBack lets you customize cover sets for your job. Enhance your presentation by having your own design printed on or with foil stamping. Covers are available in linen, leatherette, and solar white. SteelBacks also allow you to mail your information more easily. You will also be able to file your documents without taking up unneeded space. This type of binding will give you the little extra that makes all the difference.

SteelVIP is a leatherette finished hardback cover. The information you present inside this elegant binder is immediately taken a touch more seriously. Customize your cover with adhesive labels or foil stamping.



The SteelCover system has a steel “U” channel in the spine. The steel spine prevents force being applied on the resin while turning the pages which means the pages will not come loose no matter how much the document is handled.

The spines range in sizes from 1/16" up to a 1 1/2" and can accept from 1 to 340 pieces of paper!

Stop by to look at a sample and the wide choice of colors available for the spines.

Using digital cameras for printed material can work

Resolution limits reproduction size if quality is a factor

If you use a digital camera to shoot photos for publications, pay attention to resolution. It can make a difference in the quality of the printed piece.

A digital image is made up of hundreds of thousands, and increasingly, millions, of tiny dots called pixels. The term megapixel (MP) refers to one million pixels and is used to categorize digital cameras. A camera's resolution is calculated by multiplying the number of horizontal pixels by the number of vertical pixels in an image. More pixels mean higher resolution, a sharper image, and a better quality printed image.

However, lower resolution images can be used in printing with acceptable results if they are reproduced at a small enough size. The size at which you can reproduce an image and achieve good quality correlates directly with the camera's resolution--the higher the resolution, the larger the image can be.

Use the table below to help determine the size at which you should reproduce a digital image you intend to use in an offset-printed publication.

<i>Camera category</i>	<i>Camera resolution</i>	<i>Maximum image size</i>
4 MP	2272 × 1704	8 × 10 3/4 inches
3 MP	2048 × 1536	7 1/4 × 9 3/4 inches
2 MP	1600 × 1200	5 1/2 × 7 1/2 inches
1 MP	1280 × 960	4 1/2 × 6 inches
NA	1024 × 768	3 1/2 × 4 3/4 inches
NA	640 × 480	2 1/4 × 3 inches

Note: The phrases pixels, dots, and lines per inch often cause confusion. As a rule, pixels per inch (ppi) applies to continuous-tone digital images; dots per inch (dpi) applies to images printed on a device such as a laser printer; and lines per inch (lpi) applies to the screening frequency, or ruling, of a halftone. For example, you might scan a photo at 300 ppi and send it to a laser printer that prints at 600 dpi and a halftone frequency (or ruling) of 65 lpi

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