

Do you know what day it is?

KSPS has our annual large wall calendars available for pick up at the office. Stop by and get yours today!



KSPS has preprinted nametag labels.

Do you have a meeting or conference that you would like to have nametags for? KSPS carries sheets of 4" x 2.5" labels eight per sheet, that have either a Powercat or Anderson Hall preprinted in purple on them. You can run them through your own laser printer, or if you like we can print your names on for you. Stop by today and pick some up for your next meeting.

I want it!

Do you know someone who would like to be receiving the Wildcat exPress? Have them contact us and we will gladly add them to our distribution list.

Conversely, if you are receiving the exPress and no longer wish to please contact our office or drop us an email letting us know and we will remove you from our list.

Learn the Language

em- in printing terms it is a space unit with edges equal in size to the chosen point size. It gets its name from the letter M which originally was as wide as the type size.

em dash - a dash used in punctuation the length of one em. (—)

en - a unit of measurement that is half as wide as an em.

en dash - a dash approximately half the width of an em dash. (–)

kerning - the adjustment of spacing between certain letter pairs.

leading - (pronounced lēding) space added between lines of type to space out text and provide visual separation of the lines.

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What's up with the new envelopes?

When you reorder your envelopes be prepared to look at a proof of the new layout. The U.S. Postal Service has recently informed us of a problem concerning the return addresses on K-State envelopes. With the increasing need for the postal service to handle more and more mail they rely on high speed address scanners. The problem is some addresses contain too many lines causing the zip code line to fall in the OCR (optical character reader) area of the envelopes. This area is what the scanners read and sort from. If the zip code from the return address falls in this area the scanners read it and send it back to that address. Through meetings with the USPS and university designers the new layout was developed to work around this problem.



We have tried to address all of the potential problems that may arise with the new layout, such as where to put ancillary service endorsements (ex. address service requested) or other "Important Info Enclosed" type of lines that some departments use on envelopes. When you bring your envelopes over to be printed let us know what other endorsements need to be included and we will place them in the correct area on the envelope so it will conform to the USPS guidelines.

Consequently, when developing a self mailer you need to consult with our mailing department and designers to insure your layout will not cause delays or undeliverability going through the mailing system. The size of your piece is very important. Certain aspect ratios must be met to enable it to go through USPS automated machines, if these are not met you will be assessed a surcharge on your piece. Changes have been made in the verbiage and placement of endorsements also. For example pieces are no longer accepted if they use "Address Correction Requested", it must now read "Address Service Requested." Feel free to contact us at any time if you have questions or concerns about your mailed pieces.

What color did you mean to say?

One of the more confusing aspects to our customers is the need for color separations in offset printing. There are two types of color separations: process color and spot color. Process color uses percentages of the 4 process colors: cyan, magenta, yellow and black to generate virtually any color. Spot color printing uses a pre-mixed ink (usually from the PMS system) to generate each color. If your job contains color photographs, it must separate in process color. Or, if your job contains more than 4 different colors, you may choose to separate as process color to save the cost of extra printing plates. If you have a newsletter with black and white photos but you want the headings to be in red, your job should separate as spot color.

A Few Things To Remember:

1. Please specify a pantone number when submitting a spot color job. We have a PMS book available for you to look through to pick a color in our office. Feel free to ask to see it when you bring your job in.
2. Black counts as a "color". If you submit a newsletter that has black and red inks, it is considered a 2-color job.
3. Metallic inks (silver, gold, bronze) must separate as spot colors.
4. MS Word and WordPerfect do not support color separation. Use of these two programs *may* cause delays in the printing process and additional cost to you.
5. Print test separations on your laser printer before submission of your job to KSPS. If your job doesn't separate correctly on your laser printer, it probably will not separate correctly for us.

Be sure to check with KSPS in the beginning stages of document preparation. We may be able to save you time and money!!

WHAT YOU NEED TO KNOW about document preparation for offset printing.

The Right Program

The computer is the tool of choice for most publication design these days. Rapidly changing technology, tight budgets, and the relative ease of operation have turned departmental offices into art shops. But transferring the computer design to the printed page is not without pitfalls. It is important to understand which applications or programs are best suited for particular tasks. A typical scenario for creating a publication design may include three kinds of programs: a word processing, an illustrating and a page-layout or pagination program.

Word Processing Programs

Word processing programs such as Microsoft Word or WordPerfect are used to create raw, unformatted text and check spelling and grammar. Text created in a word processing program should not be formatted. Often, word processing programs are used unsuccessfully to design complex multi-color publications with graphics and photos. These programs do not have certain critical prepress features needed to produce camera-ready output for printed publications. On the other hand, they do have superior tools for creating accurate text files that can be imported into a page-layout program for formatting. When creating text in a word processing program, avoid centering and justification. Never put a hard return where it seems a sentence should break. Always let text automatically flow from line to line.

We realize that MS Word is used extensively around campus to create office documents, but it has specific limitations when used for offset printing. First, Word does not allow for 2- or 3- spot color separations. It is possible to create, for example, blue headlines and black body text in a word document and print this color document on a color printer in color, but there is no way to generate the laser separations required in the offset printing process.

Another common problem with Word documents is reformatting. Often when Word documents are transferred to and opened on workstations other than the original, the text shifts. This is also an important issue because the majority of these documents are created on IBM computers and our composition department is Mac based. This also causes problems with font choices because some IBM fonts do not work on Macs. Nonetheless, Printing Services has an extensive font collection and can substitute fonts that are very similar to IBM fonts.

We do not want to discourage you from using word processing programs to develop your publications but want to inform you of issues that may arise. On the other hand, if you are developing a publication that is just black and white save it as a pdf file and Printing Services can output your file with no problems.

Illustration Programs

Computers can manipulate basically two kinds of graphics: vector or object oriented, and bitmapped or raster. These programs are used to create and edit vector-based illustrations, logos, and photographs.

Page-layout Programs

Page-layout programs such as Adobe PageMaker or QuarkXPress bring all the elements created in the other two program types together into a publication layout for final output. All text and graphic elements created in other programs can be imported into an electronic page layout. Text can be selected and formatted. Justification, indents, tabs, kerning, font, size, and leading should all be set in the page-layout program.

Embedding images in a PageMaker document is not advisable and results in a bloated file size. Graphic files should be supplied separately.

Rotate and/or flop large images in the illustration program from which they were created. Then import the graphic into the document.

Avoid applying font styles with the style menu in the program. For instance, if you set a paragraph in Helvetica Light, but you select bold from the style menu for bolding one word, it may show bold on the screen or even in your laser print. However, since there is no Helvetica Light Bold in reality, only Helvetica Light will print. Always look for a font that has files for the whole range of styles.

Other Programs

Slide Presentation programs (i.e. Powerpoint) often do not, or have limited ability to, export illustrations and type in an acceptable vector format.

"Desktop publishing" packages (i.e. PrintShop, Banner Creator, Greeting Card Creator etc) are usually great for creating greeting cards, banners and family newsletters on your home desktop printer. Their shortcomings usually surface when trying to print color separations required in the printing process.

This is only an overview of preparing files for *offset printing* (press). Different options and issues will arise if you are having your files printed *digitally* on our color printer, high-speed copier or wide format color printer. If you have any questions about whether a job will image properly, please feel free to contact us about running a test.

Tips & Tricks for Office Desktop Publishers

Page numbering: numbering should be done on the master pages. Pages can be added to your file at the beginning (document set-up) or during your composing process. Pages will automatically re-number if page numbering has been indicated on the master pages.

Gutter margins: if you are setting up a book which will either be saddle-stitched or perfect bound, remember the inside gutter margins should be 1/8" to 1/4" wider than the outside margins to compensate for the thickness of the book.

Brochures: a two-sided 8.5"x11" brochure folded to fit into a #10 envelope is a common item produced in an office desktop publishing environment. Be certain to allow space between the columns for folding. You will also want to be sure the type will be centered in each column once it is folded.

Bleeds: if your design calls for a graphic or some portion of type, etc. to bleed off the edge, it should do so by *at least* 1/8". The bleed will extend beyond your publication (and your laser output will not show it to be there). If you do not allow for this your piece could be trimmed smaller than you intended.

Guide rules: use the programs horizontal and vertical guides to line up text and/or graphics.

Scanned photos: if you plan to scan and place photos in your document, scan the photos the size in which they will be used.

Files on disk: always include graphics and fonts with your job when you bring it to Printing Services. It is also VERY IMPORTANT to send a hard copy (from your laser printer) with your job. Even if you want your piece printed in color a black and white print-out is very helpful. Without it we do not know how it is to appear.

Proofs: a proof is the customer's final opportunity to make changes. It is the customer's responsibility to carefully and completely check the proof for errors prior to giving permission to print. *Even if you checked your publication on your office computer, it is wise to request a proof of our output.*