

Morris Press camera- ready guide



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Q: What does the term *Camera-Ready* mean?

A: Digital files requiring no additional alterations are considered *Camera-Ready*.

The camera-ready price quoted to you is based on your digital files that will output directly to our imagesetters with no changes. If we need to make changes to your digital files, you will be charged \$35 per hour (1/2 hour minimum).

To avoid charges and delays, prepare your files according to the camera-ready requirements in this guide.

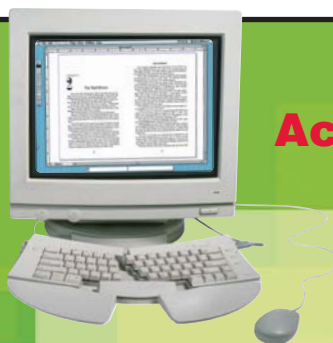
When submitting camera-ready digital files, add two extra production days (or more, depending on the complexity of your project) into your project schedule in case we encounter compatibility problems.

If this is your first digital project submitted to Morris Press, please contact your Morris Press sales representative at 308-234-2991 or stop in at 2305 Central Avenue. We will be happy to advise you on your file set-up.

If you are unfamiliar with the instructions on the following pages, don't own the proper software, or just need assistance creating material, our in-house graphic designers can help. Contact your Morris Press sales representative to set up a design consultation. Provide written copy and images you want to use in your printed material.



A completed ELECTRONIC OUTPUT FORM and a HARD COPY of your project are required when submitting digital files.



Accepted Software & Media



Image Software:

Adobe Illustrator™ version 8.0 or newer



Macromedia® FreeHand™ version 8.0 or newer

Adobe Photoshop™ version 5.5 or newer

PictureViewer™



Document Software:

QuarkXPress® version 4.0 or newer

Adobe InDesign® version CS2 or newer

Adobe PageMaker® version 6.5 or newer

Publisher



Media:

CD ROM

Jump Drive



Zip disk

If creating files using software other than those listed above, use the Morris Press PDF Kit to convert files into a PDF.

Go to our web site, www.morrispress.com, and download the Morris Press PDF Kit. Morris Press cannot guarantee that PDFs created without our kit will print correctly.

Visit
www.morrispress.com
to download the
Morris Press
PDF Kit.



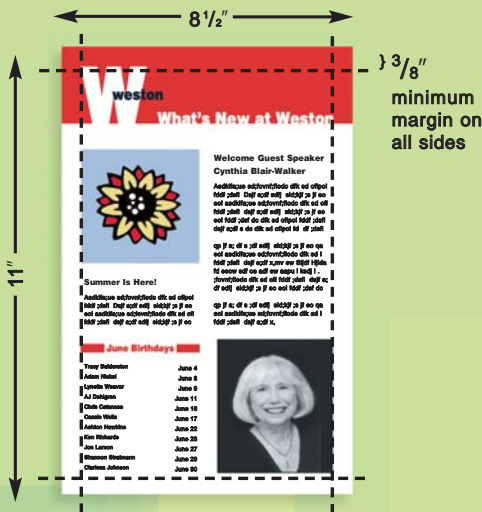
Read the requirements below for creating your **document.**

DOCUMENT SOFTWARE



CREATE TEXT IN:
 QuarkXPress®
 Adobe InDesign®
 Publisher®
 Adobe PageMaker®

MARGIN WIDTHS



LAYOUT

- Pages should be typeset using software created specifically for layout. Morris Press accepts pages created in QuarkXPress®, InDesign®, Publisher®, and PageMaker® only. **DO NOT** use imaging software such as Illustrator™, Freehand™, or Photoshop™ for layout. This software may be used for images and text with special effects but should not be used for layout.
- Allow a standard minimum margin of 3/8" on all four edges of your document and a minimum of 3/16" margin for business cards. Discuss required margin width with your Morris Press sales rep, as margin width may vary depending upon your needs.

- Use the **Facing Pages** option in QuarkXPress®, InDesign®, Publisher®, and PageMaker® when setting up multi-page documents. To avoid blank pages, your total page count must be divisible by two or four.

LINKING TEXT

- **DO NOT** link text boxes together in QuarkXPress®. Text on each page should flow independently of text on other pages.

MULTI-PAGE DOCUMENT SAMPLE

- **DO NOT** typeset an entire multi-page document without first submitting a sample page to check for file compatibility. Be sure to discuss your software choice, margins, and page set-up details with your Morris Press sales rep to avoid additional set-up costs.

Prepress Glossary

Bleed

An extra 1/8" of image or color that extends beyond the trim edge of a page. The bleed allows for a margin of error in trimming.

Camera-ready

Digital files requiring no additional alterations which will correctly output to an imagesetter for printing.

CMYK or Full-color

CMYK is an acronym for cyan, magenta, yellow, and black - the colors used in process color reproduction (full-color).

Color Separation

The process of separating color documents into their color components. Full-color images are separated into cyan, magenta, yellow, and black. Spot color images are separated into the PMS® colors they're composed of.

Crop

To eliminate unwanted portions of artwork, usually on a photograph. The desired image area can be indicated on a copy of your original and will be cropped accordingly.

DPI (Dots per Inch)

A measure of the resolution or clarity of a screen image or a printed image.

Duotone

A two-color halftone reproduction of a one-color photograph.

EPS

Encapsulated Post Script

A standard file format that uses Postscript coding, enabling the user to combine graphics with text and output to a Postscript printer. Morris Press accepts EPS files.

EPSON® Proof

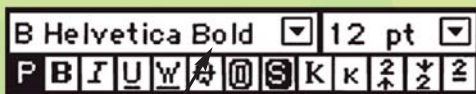
A high quality color ink-jet printout given to the client for color proofing. An EPSON® proof is output for all full-color jobs.

Halftone (grayscale image)

A continuous tone image (usually a photograph) which is converted into high-contrast dots of varying shapes and sizes which are in turn reproduced on a printing press.

Read the requirements below regarding **fonts.**

BOLD/ITALIC



Correct



INCORRECT

CREATING OUTLINES



BOLD/ITALIC

- When creating bold and/or italic type in QuarkXPress®, InDesign®, Publisher®, or PageMaker® select a font that has its own bold and/or italic version.
Example: "B Helvetica Bold." **DO NOT** click the bold, italic, outlines, etc., buttons on the font palettes to stylize fonts.

SUBMITTING FONTS

- If you do not provide a PDF file, Morris Press must receive a copy of all fonts used in your document. Delete unused fonts from your document.

CREATING OUTLINES OR PATHS

- If using fonts in Illustrator™ or FreeHand™, convert them to **Outlines or Paths**, or provide those fonts with your digital file.

Prepress Glossary

Justification

To adjust the horizontal positioning of columns of text. Examples are: flush left, flush right, centered, and forced.

Line Art (bitmap image)

Any image made only from lines, such as black, inked drawings. The art contains no screens or gray tones and can be printed without the use of the halftone technique.

Margins

The space that is left free of type or image on all four sides of a page.

PDF

Portable Document Format

A file format which allows a document to open in a broad range of software with layout, fonts, and images intact. Before creating a PDF, please visit www.morrispress.com and download "Creating PDF Files."

PMS®

Pantone Matching System®

The accepted printing industry standard system for specifying ink colors which uses a numbering system listed in a swatch book.

See below.



Resolution

The degree of sharpness in either a monitor screen display or printout.

TIFF

Tagged Image File Format

A standard Adobe Photoshop™ file format. Morris Press accepts TIFF files.

Trap

An extra amount of one ink printed over another ink to ensure the paper color will not show through where the ink edges meet if registration is slightly off.

Read the requirements below for creating your **images.**

SCANNING RESOLUTION



WEB IMAGES



Images downloaded from web sites are not accepted due to their low (72 dpi) resolution.

CREATING BLEEDS

If an image or color touches the document edge, extend it an extra $\frac{1}{8}$ " beyond the document edge to create a bleed.



DIGITAL CAMERAS



Visit

www.morrispress.com
to download
Digital Camera
Specifications.

SCANNING • RESOLUTION

- Full-color or grayscale Photoshop™ images should be scanned and saved at 300 dpi as TIFF or EPS files. **Increasing the dpi after the images have been scanned will not improve the quality.**
- When using line art (solid black and white artwork with no gray areas) in Photoshop,™ scan and save at 600 dpi as a TIFF file. **Increasing the dpi after the images have been scanned will not improve the quality.**

WEB IMAGES

- **DO NOT** use web images downloaded from a web page. Those images are 72 dpi, much lower than the required 300 dpi. (If downloading from a stock photo web site, be sure to buy files that are 300 dpi.) They will print poorly and are not of acceptable quality. **Increasing the dpi of these images after downloading will not improve the quality.**

COLOR MODE

- Photoshop™ full-color artwork and scans should be submitted in CMYK mode. To find the Photoshop™ CMYK setting, look under **Image** then **Mode**. **RGB files will be converted to CMYK, which can affect your colors.**

STYLIZING

- **DO NOT** stylize images in QuarkXPress® or PageMaker® (such as enlarging, contrasting, flipping, rotating). Stylize images in the native software. Import your images into QuarkXPress®, InDesign®, Publisher®, or PageMaker® at 100%.

BLEEDS

- Any element (art, color, etc.) that extends to the final trim edge needs a bleed of $\frac{1}{8}$ ". Create your document to the **FINAL** trim size. Extend the photo, art, color, etc. $\frac{1}{8}$ " past the edge of the document. Art files may need to be created with extra image to allow for the bleed. See image at left.

LAYERS

- If using **Layers** in Photoshop,™ submit both the layered (**psd**) file and its flattened **TIFF** or **EPS** version. This allows the prepress staff to make alterations to the file, if necessary.

DIGITAL CAMERAS • DIGITAL PHOTOS

- Use a 3 megapixel digital camera for small format photos (approx. 3" x 5" or 4" x 6"). For medium to large format photos (approx. 8" x 10" or larger), use a 5 megapixel or higher camera. Choose optical zoom, as it brings the image closer without losing focus. Digital zoom merely enlarges the center of the image through alteration.
- For more details regarding digital photos, visit www.morrispress.com to download **Digital Camera Specifications.**



Read these instructions if submitting your files on CD, Zip, or Jump Drive



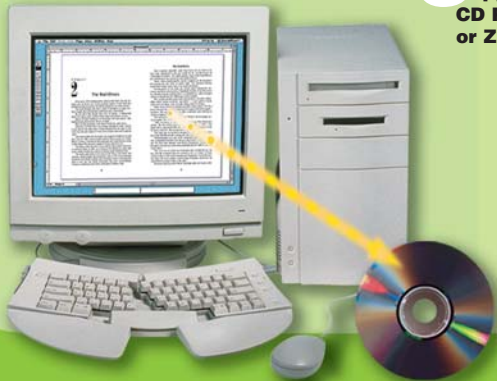
Complete the Electronic Output Form.

If you do not have this form, download it from our web site:
www.morrispress.com



Output a current hard copy of your document for reference.

3 Copy all files to a CD ROM, Jump drive, or Zip disk.



4 Submit the completed Electronic Output Form, a hard copy, and digital files to the Morris Press sales office.



Read these instructions if submitting files via e-mail.

1 Follow steps 1 and 2 as described above.

2 E-mail files to:
www.jan@morrispress.com

If digital files are too large to e-mail we may require you to provide files on a CD, Zip, or Jump Drive.



3 Fax a hard copy and completed Electronic Output Form to: **308.234.6469**

