PRINTING TERMS & TIPS
What are we talking about?

As we get into the printing dialogue typesetting, graphics and images become a somewhat necessity for understanding. A little tutorial about these terms & tips will be helpful for communications and an advanced understanding of the printing process.

TYPESETTING:
Generally, applies to the textual portions of a printed page design, layout, assembly, etc. of a print product.

COPYFITTING:
As a printed item may have several sections to its composition, e.g. main text, sidebars, mastheads, footers, callout sections etc. The font style, sizes, weight, etc. all effect how much you can "FIT" the text into those sections of a document, this is the general description of copyfitting.

LEADING:
Leading is generally the space between lines and it effects how much text, size, etc. can fit into any given area of the page, word processors, usually apply to lines, e.g. line & a half, double, etc. High end publishing programs like, Publisher, Adobe InDesign and Quark Express have much more sophisticated control of the leading which can accomplish more control with copyfitting.

RESOLUTION:
This applies to each of the tools we work with, monitor screens, printer output resolutions, and all of the of the items listed below, graphics, images, photos, etc. Generally, when ultimately sending the work to a print shop you need to keep in mind to use high-resolution images, graphic, etc. Where your average in-house printer is outputting at 600 dpi, (dots per inch) a print press "digital plate imaging" system is outputting to a high-end digital press at 1,200 x 1,200 dpi at 2,400 sheets per hour.

Graphic drawing of a Heidelberg digital press

GRAPHICS:

Are things like clip art, drawings, charts, graphs, etc. For print output purposes you want to use art, drawings, graphs, etc. can be 20 to 90 kb. A best image will come from inserting a large image and reducing it to fit the size you want will provide the best output.

PHOTOS:

Things like photographs for print output purposes you want to use high-res files. Most cameras and phones today shoot relatively high pixel images. E.g. a full page 8x10 printed photo should be in the 3 to 5 mb file size to hold the print resolution. Clip art, drawings, graphs, etc. can be much smaller. A best image will come from inserting a large file and reducing it to fit the size you want on the page will provide the best output.

BLEEDS:

Are when your printed item fully covers the page, business card, postcard, etc. They have to be prepared with very tight bleed edge imaging tolerances. We can do this and we can provide such templates, but, unless you are an experienced graphics designer, we don't recommend an average print user play this game.

PRODUCTS:

• **Consulting** • **Campaign Collaterals** • **Tri-Fold Brochures** • **Flyers**
• **Rack-Cards & Postcards** • **Newsletters** • **Labels** • **Bumper Stickers**
• **Product Sheets** • **Letterhead** • **Print Brokerage**

• Our business model is low-cost print production.

• We can assemble your text into industry standard layouts, per our consulting recommendations. We have cost effective templates for the items listed above.

• Many of our clients are non-profits who recognize our "meat and potatoes" production, who desire low cost volume printing. We accomplish this by adhering to the standards of our print shop and practical print orders. Print runs these days are most cost effective at 1,000 and up. We can provide more detail through our consultation process.

• If you chose to generate your material via a graphics agency, we can still print your materials providing they send us plate ready electronics files.

• We print we do not proofread "your" text copy. We will "assemble" your logos, artwork, graphics, etc. into your project. When completed, we will email a final PDF proof for final printing authorization.

• We will help with normal typesetting, copy fitting consulting, etc. Communication is via email for records purposes. We cannot communicate editing via phone calls.