

# Checklist for Submitting Artwork Files to Morgan Press

## 1. Use approved graphic file formats and images

- Save logos, photos, and illustrations correctly as either TIFF or EPS.  
(Unacceptable file formats include PICT, GIF, BMP, WMF.)
- Convert JPEG files to TIFF. Convert RGB images and photos printing in full color to CMYK.
- Save Photoshop EPS files using the EPS Options dialog box during the Save As process.  
*Mac users:* Select Macintosh (8 bits/pixel) Preview and Binary Encoding.  
*Windows users:* Select TIFF (8 bits/pixel) Preview and ASCII Encoding.  
DO NOT USE JPEG ENCODING, because your file will not print and will require resaving steps.
- Check to make sure each image has a resolution of at least 200–300 pixels per inch (ppi) after enlarging or reducing to proper size.
- Supply images printing in one color in the appropriate mode: grayscale, bitmap, or spot color mode.
- Supply duotones and files with clipping paths as EPS.

## 2. Construct documents properly

- Make sure the page size in the Document Setup menu of the file is exactly the same size as the piece.
- Do not place crop marks within the document. Instead, place crop marks from the Print menu.
- Specify thin rules as ¼ point, not Hairline.
- Check panel sizes and adjust them for folding allowances.
- Extend elements that bleed at least ⅛ inch off the page.
- For process color printing: use only CMYK/Process values, and uncheck Spot Color in the Edit Colors menu.
- For spot color printing: use only Pantone color numbers or names, such as Pantone 287 or Reflex Blue, and select Spot Color in the Color menu.
- Remove unused colors from the Color Palette of the page layout file.
- Mac users:* Define a font correctly; choose the appropriate font from the Font menu instead of incorrectly applying a style to a font; ie: choose Helvetica Bold rather than applying a bold style to Helvetica Regular.
- Print and inspect a laser proof—printed in Separations mode—to detect improper color assignments within the file. You should get the same number of sheets as the number of colors to be printed; e.g., a four-color process page should print exactly four pieces of paper. If more sheets are printed, then a color has been improperly assigned. In QuarkXPress, go to the Print dialog box, check Registration-Centered and Bleed .125 inch in the Document tab, and check Fit in Print Area in the Set Up tab. In PageMaker, from the Print menu select Printer's Marks, Page Information, and Reduce to Fit.

## 3. Send all elements used to create the file

- Collect and send all screen and printer fonts used in the file.
- Send all original graphic files. They are needed to maintain the links and to perform any fixes or last-minute edits.
- Send the master page layout file(s), removing unnecessary versions or files that don't pertain to the job.

## 4. Provide clear and complete file instructions

- Print a laser proof of the file at 100% (from the final version of the file) to verify the integrity of the file when opened by the prepress staff.
- Note special instructions or concerns about the artwork on the proof.
- Provide the contact name and phone number(s) of the file creator.
- If it's a folded piece, create a folding dummy or sample of the completed piece.
- Print a directory of the contents of the CD or disk.
- Provide the names of the colors to be printed (four-color process, Pantone 185, varnish, etc.) so our staff can check this against what's in the file.

## 5. Check spelling and proofread the project one last time

- Run the spelling command again.  
*QuarkXPress users:* Go to Utilities and select Check Spelling.  
*PageMaker users:* Go to Edit Story then Utilities and select Spelling.
- Proofread from a hard copy, not the screen.
- Ask someone unfamiliar with the project to proofread the piece.
- Use an online proofreading service like [www.proofreadnow.com](http://www.proofreadnow.com).

*Call anytime for assistance!*

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