



TREND
Offset Printing

Printing PDF files in Quark 5

This document outlines the procedure for creating PDF files using Quark 5 and Acrobat Distiller. We strongly recommend the use of preflighting software (such as PitStopPro from Enfocus, www.enfocus.com) to ensure that the resulting files are free of errors.



General Document Setup Guidelines

Set the document size of your Quark document to match the final trim size. Do not make your Quark document larger than final trim and then 'float' the imageable page area within the larger document size; this will cause serious alignment problems.

Pull bleeds out at least .25" beyond trim (more is OK).

Do not stylize fonts in Quark; i.e., don't use the 'bold' command to make regular Helvetica appear bold. Use the correct Helvetica Bold font instead.

Colors should be set to process CMYK values, unless spot colors are required. Check with your print representative if you are unsure whether or not your job is using spot colors.

All images (photos and illustrations) should be CMYK or Grayscale, not RGB or LAB.

All images should be saved as TIFF or single-file EPS. Do not use any compression (LZW, JPEG, GIF) when saving images. When saving as EPS, **do not** include Transfer Function, Halftone Screen, or Color Management. Encoding should be Binary, 8-bit. Do not use DCS when in a composite workflow such as PDF.

Do not embed profiles in any Images. This is used for color management and will change images from CMYK to LAB when processed in Distiller.

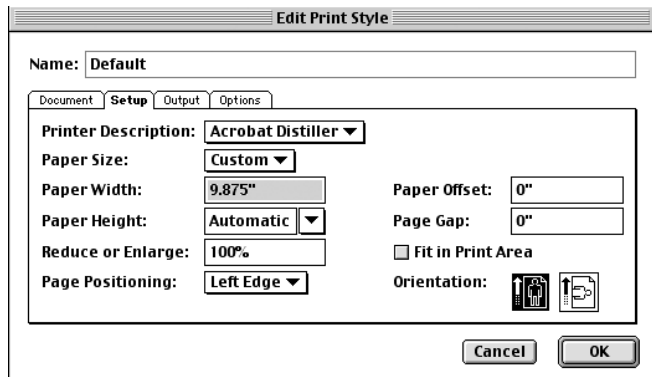
Please name the PDF files so that the page order is easily identified by the file name.

Include proofs with the PDF files, unless otherwise instructed by Trend.

You may compress the PDF files using Aladdin's Stuffit utility. Check with Trend before using other compression software.

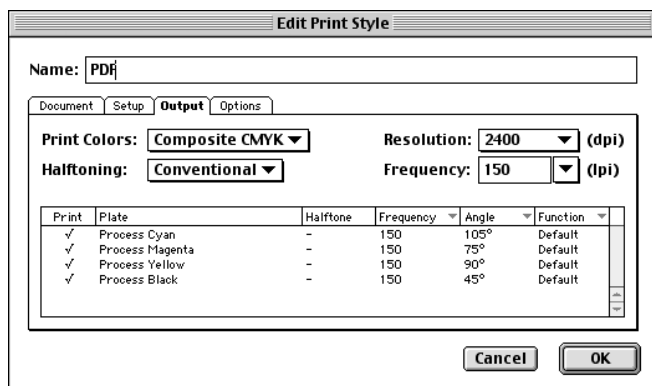
We recommend that you use Norton Disk Doctor, Iomega Zip Tools or a similar product to check removable media before you load files onto it. This will cut down on annoying media errors.

Quark Settings

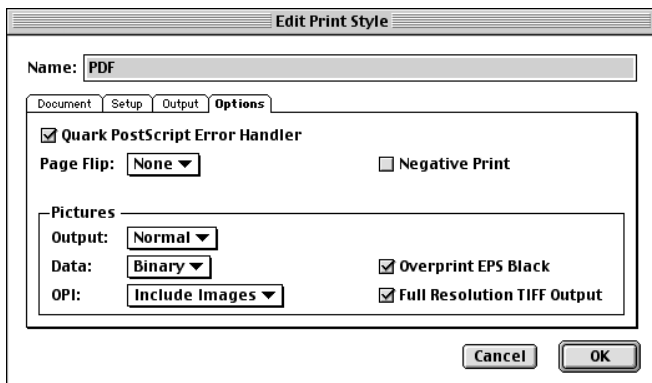


First, you need to make some changes to the "Default" printer settings in Quark. This will allow TIFF files to be processed normally.

Go to "Edit: Print Styles..." and Select the "Default" printer style. Click the "Edit" button. Select the "Setup" tab and change the Printer Description to "Acrobat Distiller"



Under the "Output" tab, the "Print Colors" needs to be set to "Composite CMYK" This will allow TIFF files to be processed correctly.

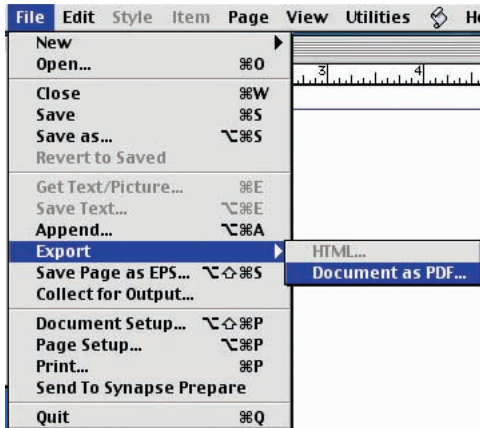


Under the "Options" tab, check the "Quark PostScript Error Handler," "Overprint EPS Black," and "Full Resolution TIFF Output."

Set "Output" to Normal, "Data" to Binary, and "OPI" to Include Images.

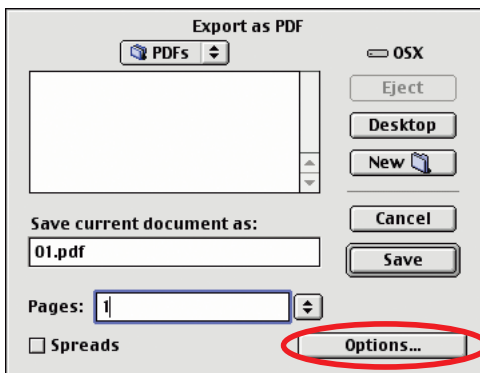
Click "OK"

Exporting as PDF

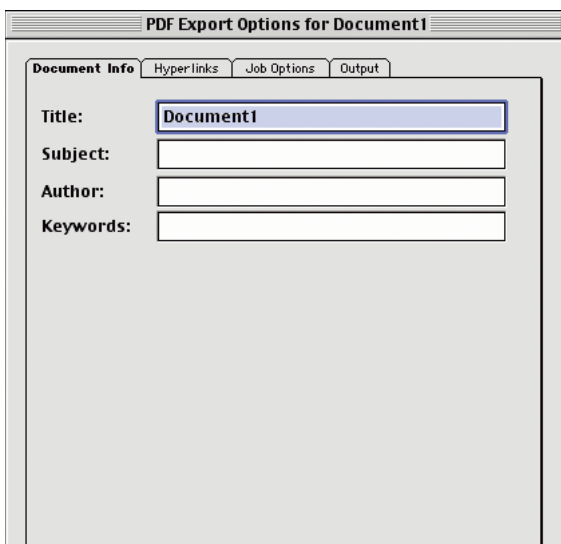


To change the default settings, go to "Edit: Preferences: PDF Export..." while no files are open.

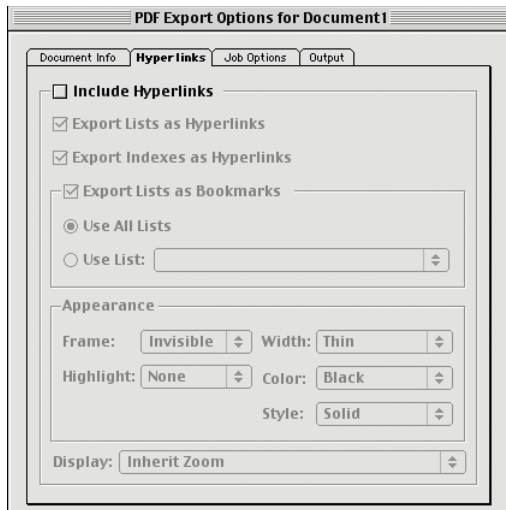
Otherwise, if you are just creating one PDF or do not want to change the default settings, go to "File:Export:document as PDF..."



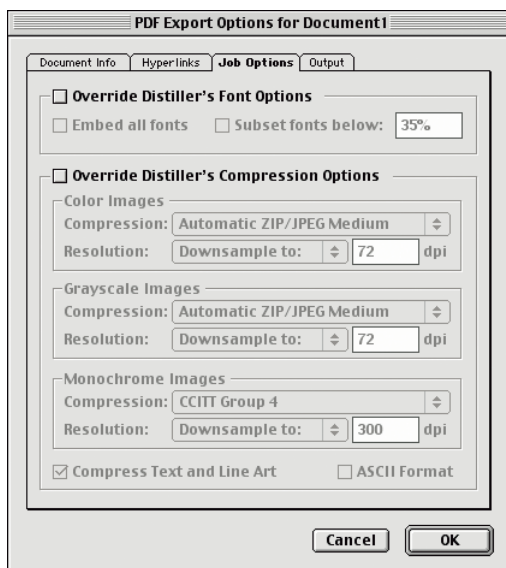
Select the "Options" button.



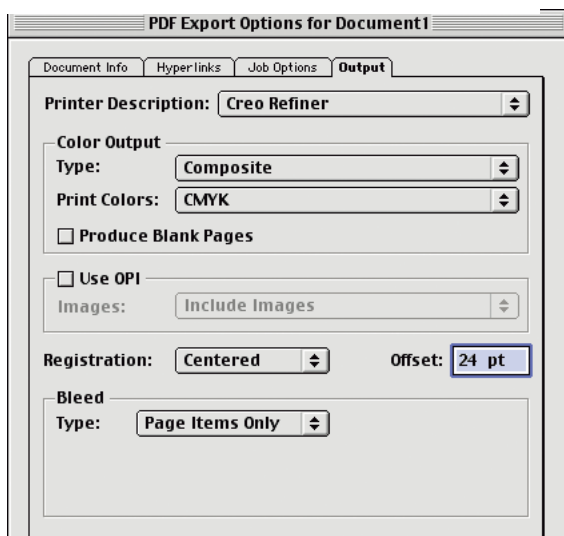
The "Document Info" tab allows you to add any information about the job to the PDF file. It is not necessary to input this information; it will not affect the final output of the PDF file.



Go to the "Hyperlinks" tab and deselect "Include Hyperlinks." This will gray out all other choices.



Go to the "Job Options" tab and deselect all check boxes.



Go to the "Output" tab.

"Printer Description" should be set to "Acrobat Distiller" or "Creo Refiner"

"Separations" and "Use OPI" should both be unchecked.

Set "Registration" to "Centered"

Set "Offset" to 24 pt

Set "Bleed" to "Page Items Only"

Click "OK"

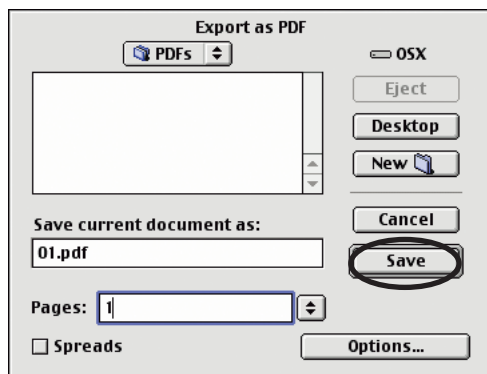
TREND Offset Printing

Name	Size	Kind	Last Modified
009.ps	212K	LaserWriter 8 docu...	Tue, Feb 10, 1998, 7:10 AM
010.ps	212K	LaserWriter 8 docu...	Tue, Feb 10, 1998, 7:10 AM
011.ps	212K	LaserWriter 8 docu...	Tue, Feb 10, 1998, 7:10 AM
012.ps	212K	LaserWriter 8 docu...	Tue, Feb 10, 1998, 7:10 AM
013.ps	212K	LaserWriter 8 docu...	Tue, Feb 10, 1998, 7:10 AM
014.ps	212K	LaserWriter 8 docu...	Tue, Feb 10, 1998, 7:10 AM
015.ps	212K	LaserWriter 8 docu...	Tue, Feb 10, 1998, 7:10 AM
016.ps	212K	LaserWriter 8 docu...	Tue, Feb 10, 1998, 7:10 AM
017.ps	212K	LaserWriter 8 docu...	Tue, Feb 10, 1998, 7:10 AM
018.ps	212K	LaserWriter 8 docu...	Tue, Feb 10, 1998, 7:10 AM
019.ps	212K	LaserWriter 8 docu...	Tue, Feb 10, 1998, 7:10 AM

Be sure that “Spreads” is unchecked.

Browse to find the folder you wish to save your files. Save each file as its page number with a .pdf extension to indicate that this is an Acrobat (PDF) file.

The file name must conform to naming convention set up for the job—the name should begin with a page number, using a set number of digits as dictated by the page count in the job. Single-digit pages should begin with a leading zero (or two, if you have over 100 pages). This ensures that the PDF files fall in numeric order, making inventory of these files more expedient.



The file name may also contain a short version code, if different versions of the same job are being created simultaneously, or any short identifying information you may need in the file name, as long as it is consistently the same on every file (e.g., SoCalSept031.pdf, SoCalSept032.pdf, SoCalSept033.pdf, etc.).

The finished product for the production department is a well-organized library of PDF files; one file for each page in the job. Therefore, at this stage it is critical that the operator be certain of what is being written.

Remember! Only create one PDF file for each page! Multiple-page PDFs will not work correctly.

Click “Save”