

Layouts preparation for the DIGITAL PRINT

Suitable for print formats of the layouts:

- *.pdf, *.cdr, *.ai. Texts for these formats of the layouts must be curved.
- *.jpeg, *.tiff, colors pallet CMYK, resolution 300 dpi.

CMYK colors

CMYK (*Cyan, Magenta, Yellow and Black*) – this is colors pallet used in prints.

RGB (*Red, Green and Blue*) – this model of colors is destined for layouts and photos review in the monitor, therefore colors in the monitor may differ from those got in the print. Usually photos are made in RGB model of colors therefore by preparing the layouts it is necessary to convert them to the CMYK model of colors. Please note that the colors settings of your monitor could differ very much from those in the printed layouts. It is very important that the monitor was calibrated properly.

How to choose parameters of colors by using various programs?

InDesign: In Tools press **Edit->Color Settings**, should be indicated: **CMYK: “U.S. Web Coated (SWOP) v2”**. It is necessary to set the colors pallet before starting creation of the layout.

Photoshop: In Tools **Image-> Color Mode** should be **CMYK** colors pallet.

Illustrator: In Tools **File->Document Color Mode** should be chosen **CMYK** colors pallet.

CorelDraw: In Tools **Tools->Color Management -> Color Settings** should be set **CMYK** colors pallet as well.

What are the bleed marks in the layouts?

Bleed mark is the distance between the end of the printed information and cutting line.

All products are printed on the big sheets of paper and after printing they are cut to necessary size. Cutting and printing can make certain mistakes therefore it is necessary to leave the bleed marks in order not to cut the sides of the printing or not to leave visible white area outside the layout.

Bleed marks must be at 2 mm each side.

What is vector drawing?

Vectors are expressed not in the pixels but in mathematic formulas and all the picture consists of a lot of different objects which change in proportion all together by changing one of them. Therefore quality of the reflection of vector drawing is very high, much higher than those of the in pixels prepared illustrations.

Vector drawing could be created by means of *Adobe Illustrator* and *CorelDraw* programs.

What is resolution?

Resolution is measured in DPI (*dots per inch*).

DPI defines how many pixels (dots) are in one inch of the picture. The most suitable for the print resolution is 300 dpi.