

4INKPrints.com Adobe InDesign Step-by-Step Set Up Guide

Step 1: Creating a New Document

After launching your InDesign application,

- Choose **File > New > Document...** (See Figure 1)

Keyboard Shortcut: Ctrl+N for PC users, Cmd+N for Mac users

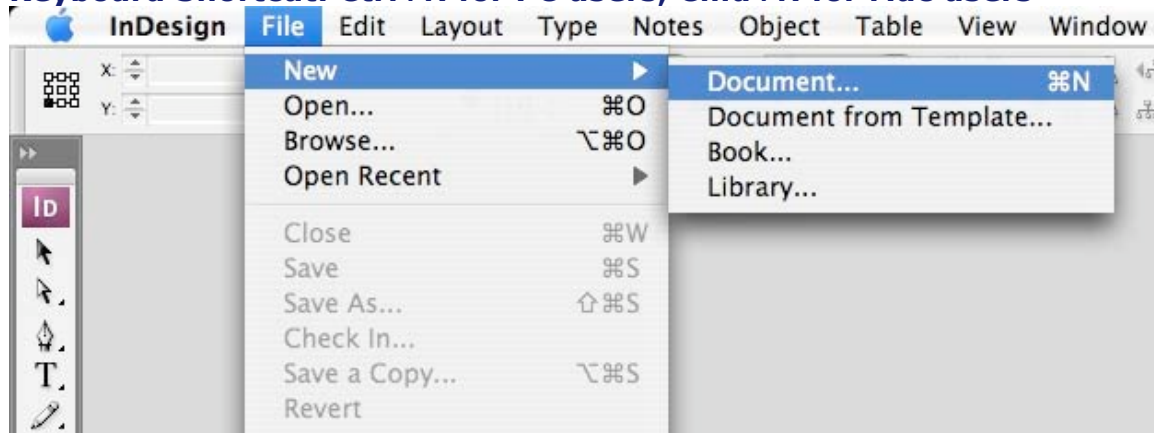


Figure 1

When the **New Document** window appears, (See Figure 2)

- Set the **Width & Height** of your artwork to the **final size** of the product you are creating.
- Set the **Bleed** to 1/8" (**0.125**) on all four side of the artwork. This will allow an extra 1/8" (0.125") on each side of the card, which will be trimmed after the printing is complete. Please see more information about bleeds below.

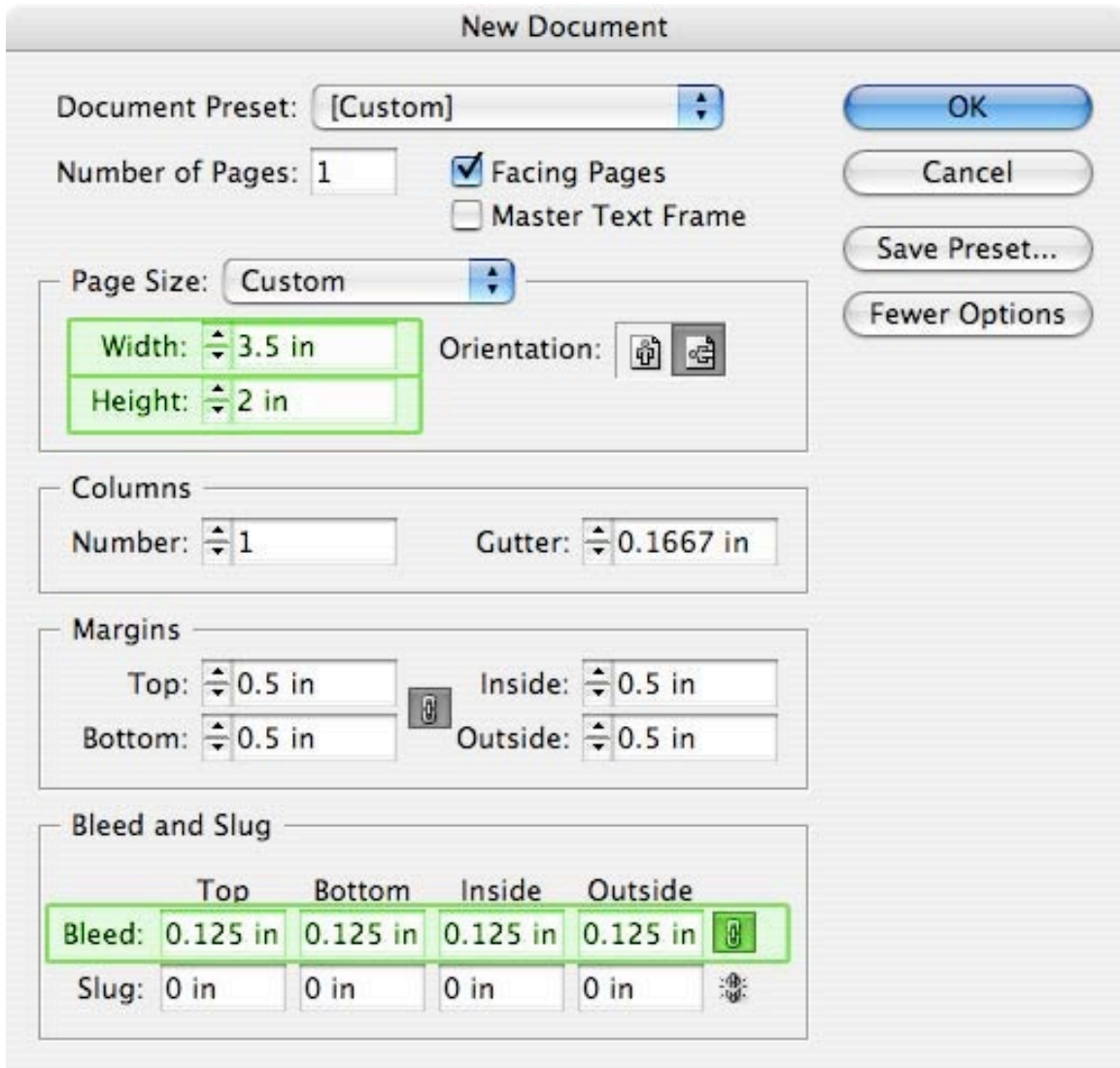


Figure 2

Step 2: Designing your Artwork

• Bleeds

Please keep **bleeds** in mind when you are designing your artwork. If your design has artwork you want printed to the edge of the final piece, bleeds are required. **However, if your artwork is WHITE on all four edges, then you do not need to include bleeds.**

In InDesign, **this bleed area should extend 1/8" past in the trim size of the document, on each edge.**

- **Safe Area**

The cutting process for printed materials has a mechanical tolerance of about .0625 or 1/16 of an inch, so it is imperative that no text or essential parts of your artwork come within 1/8" of the trim line. This will prevent any important objects from being cut off or appearing too close to the edge. *(See Figure 4)*



Example of objects outside **safe area**



Example of objects within **safe area**

Figure 4

- **Borders**

When using a border in your artwork, it is essential that your border is designed with at least .125 or 1/8 of an inch safe space between the border and the cut line. The cutting process for printed materials has a mechanical tolerance of about .0625 or 1/16 of an inch, so by keeping your border within the safe area, it will maintain a symmetrical appearance. **(See Figure 5)**



Example of bad border placement



Example of good border placement

Figure 5

- **Solid Black Areas and Using Rich Black**

If you want to have an area of solid black within your document, using 100% Black as the fill color does not result in a dark, saturated black.

(See Figure 6)

To obtain the best results, use a rich black color, represented by the following CMYK values:

C: 60%

M: 40%

Y: 40%

K: 100%

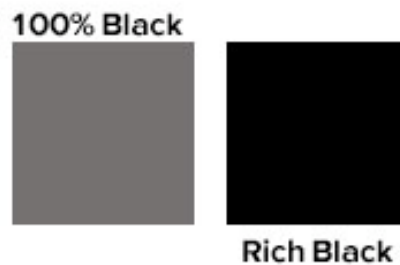
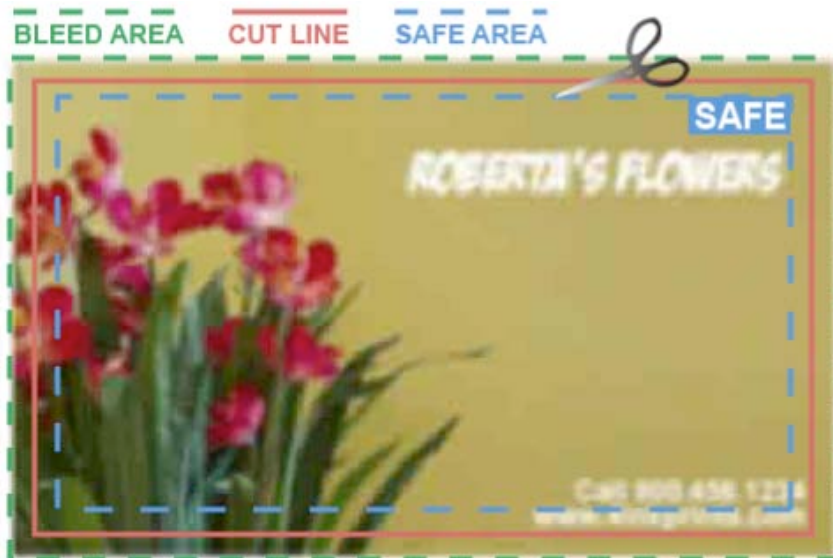


Figure 6

- **Resolution**

For the best printing results, any images used must be at least 300 DPI (dots per inch), also known as Pixels Per Inch (PPI) at the final output size. Please do not attempt to change a low-resolution image to a higher one by changing the DPI with an imaging software, doing so will result in a blurred output. **(See Figure 7)**



Example of bad image resolution



Example of good resolution

Figure 7

● **Colors**

When choosing colors in InDesign, please consider the CMYK color mode. Certain colors are not reproducible using CMYK and if the color you've selected is not, it is indicated by an exclamation point in the Color Picker window. Clicking on the exclamation point will automatically select the closest CMYK-friendly neighbor. **(See Figure 8)**

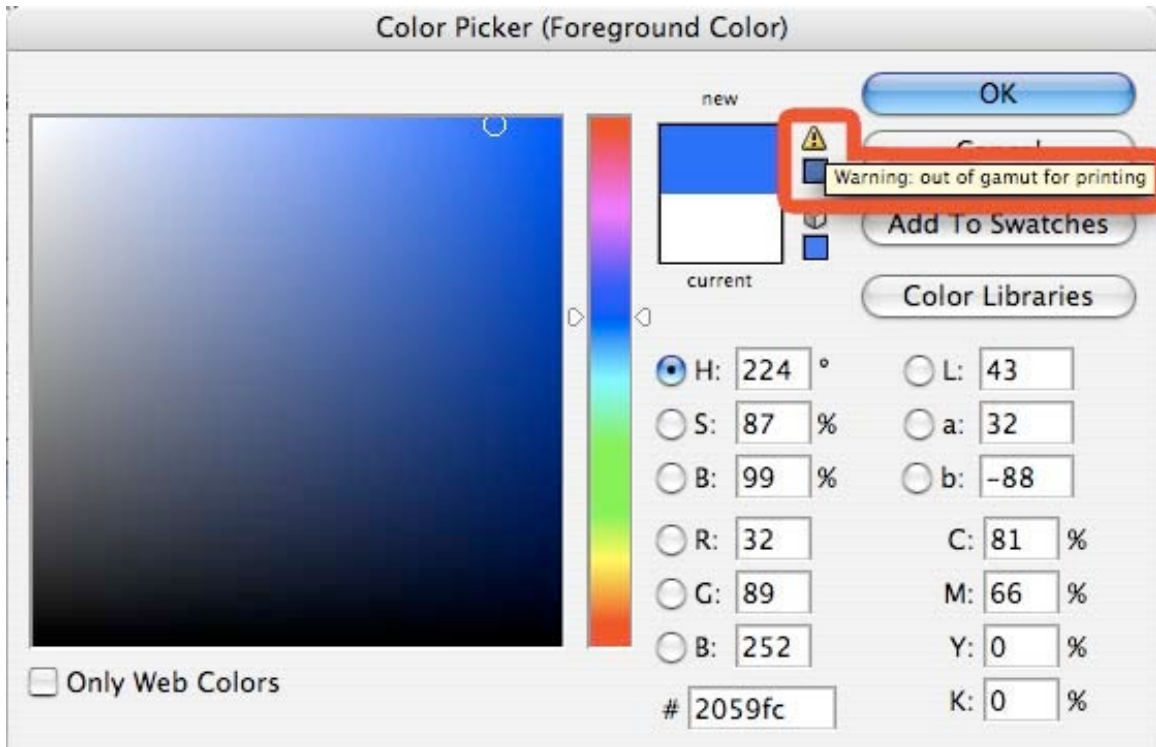


Figure 8

Step 3: Exporting your Files

When you have completed your design, and checked it against the guidelines above, proceed with the steps below. To export your files, choose **File > Export...** When the **Export** window appears, (**See Figure 9**) • **Enter a name** for your file. • **Choose a location** to save the PDF. • **Select Adobe PDF** from the **Format** dropdown. • Click **Save**.

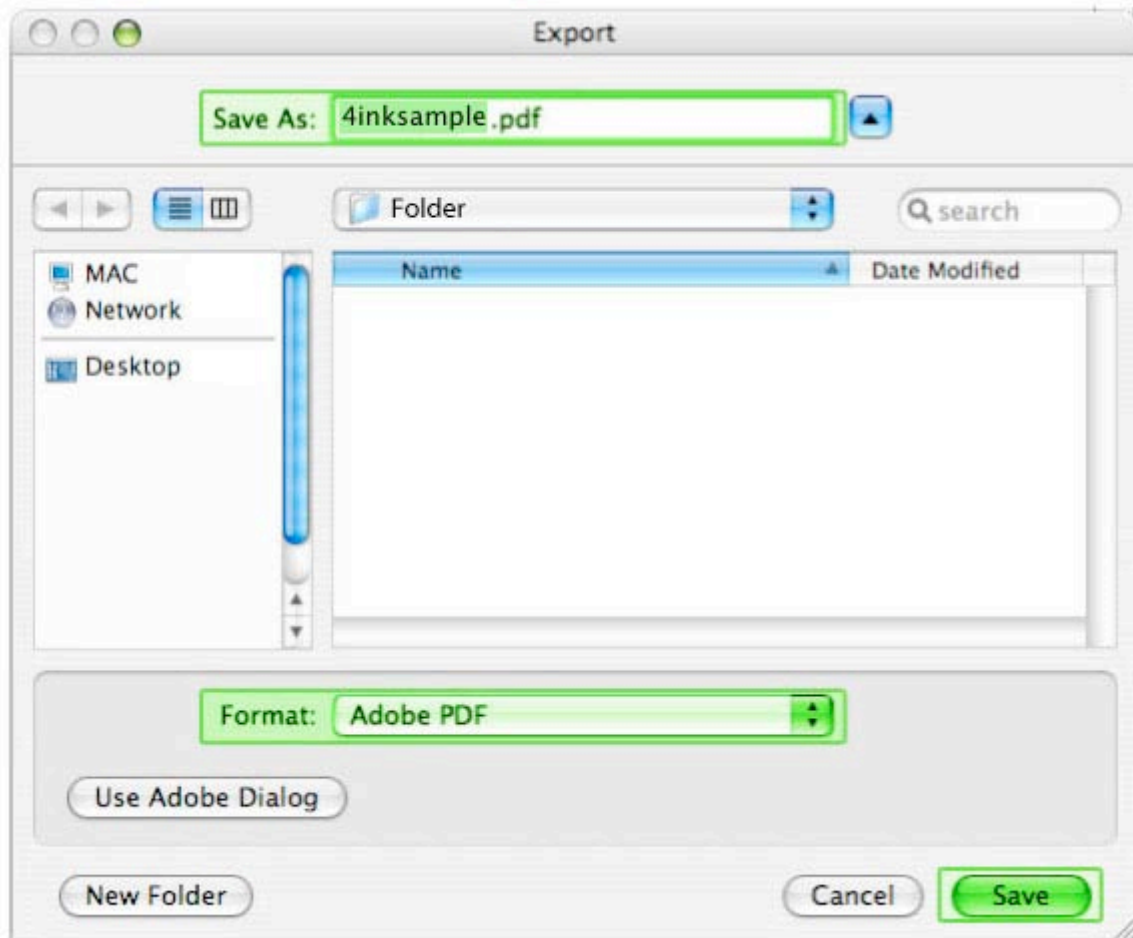


Figure 9

Once you click the Save button, the Export Adobe PDF window will appear (**See Figure 10**)

- Choose **Press Quality** from the **Adobe PDF Preset** dropdown
- From the **General** tab, find the **Pages** section and select **All**.
- If your document is a catalog, calendar, or any document with more than 4 pages, please leave the Spreads checkbox unchecked.

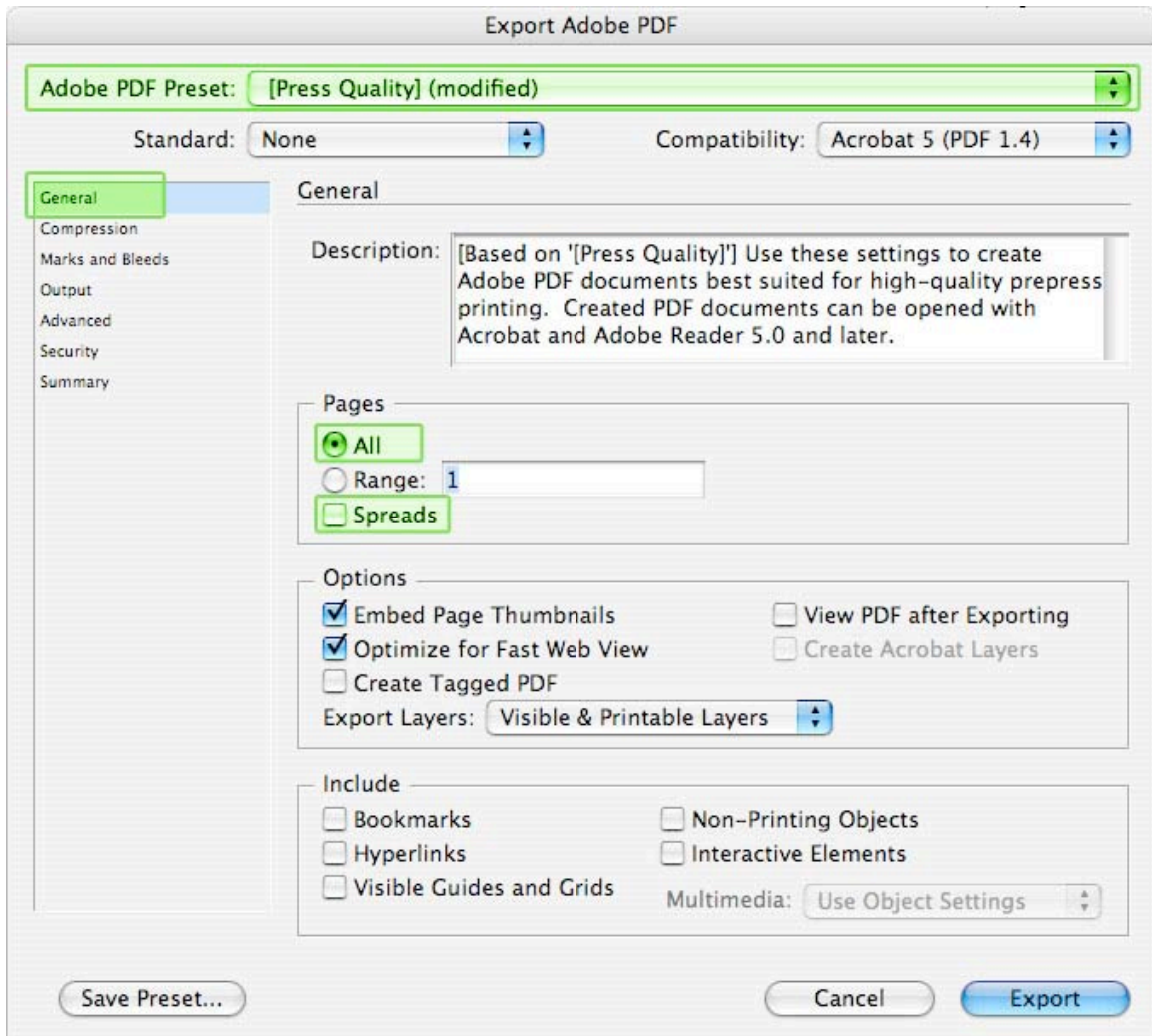


Figure 10

From the **Compression** tab (See **Figure 11**)

- Under **Compression** options , select **Do Not Downsample** and **Compression:None** for all three image types.
- **Check** the **Compress Text and Line Art** and **Crop Image Data to Frames** checkboxes.

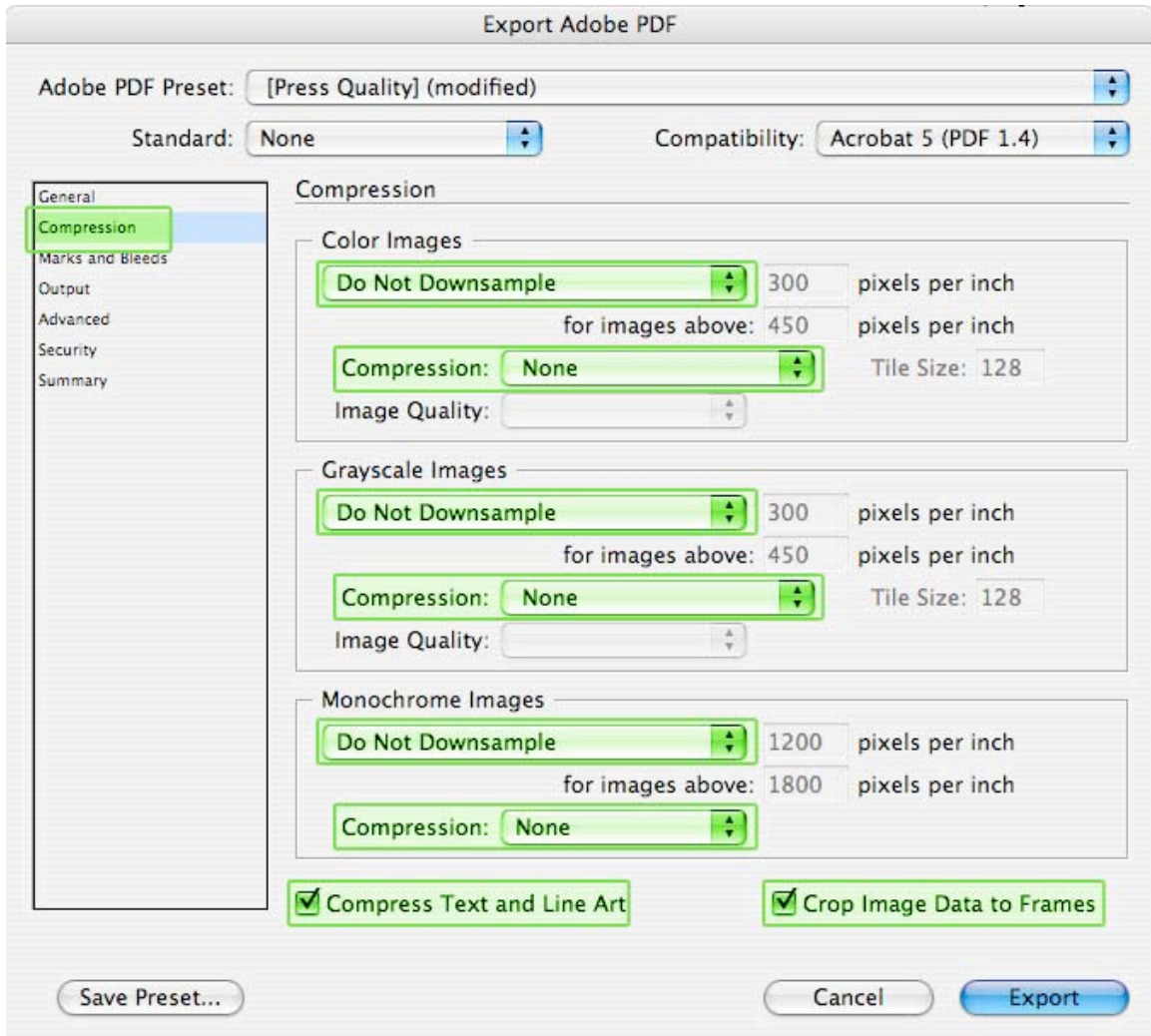


Figure 11

From the **Marks and Bleeds** tab (See Figure 12)

- Under **Marks** options, check the **Crop Marks** checkbox and set the **Offset** to at least **0.1 in.**
- Under the **Bleed and Slug** options enter **0.125 in** for each side of the document. (Note: This should already be set properly from the New Document window in Step 1.)

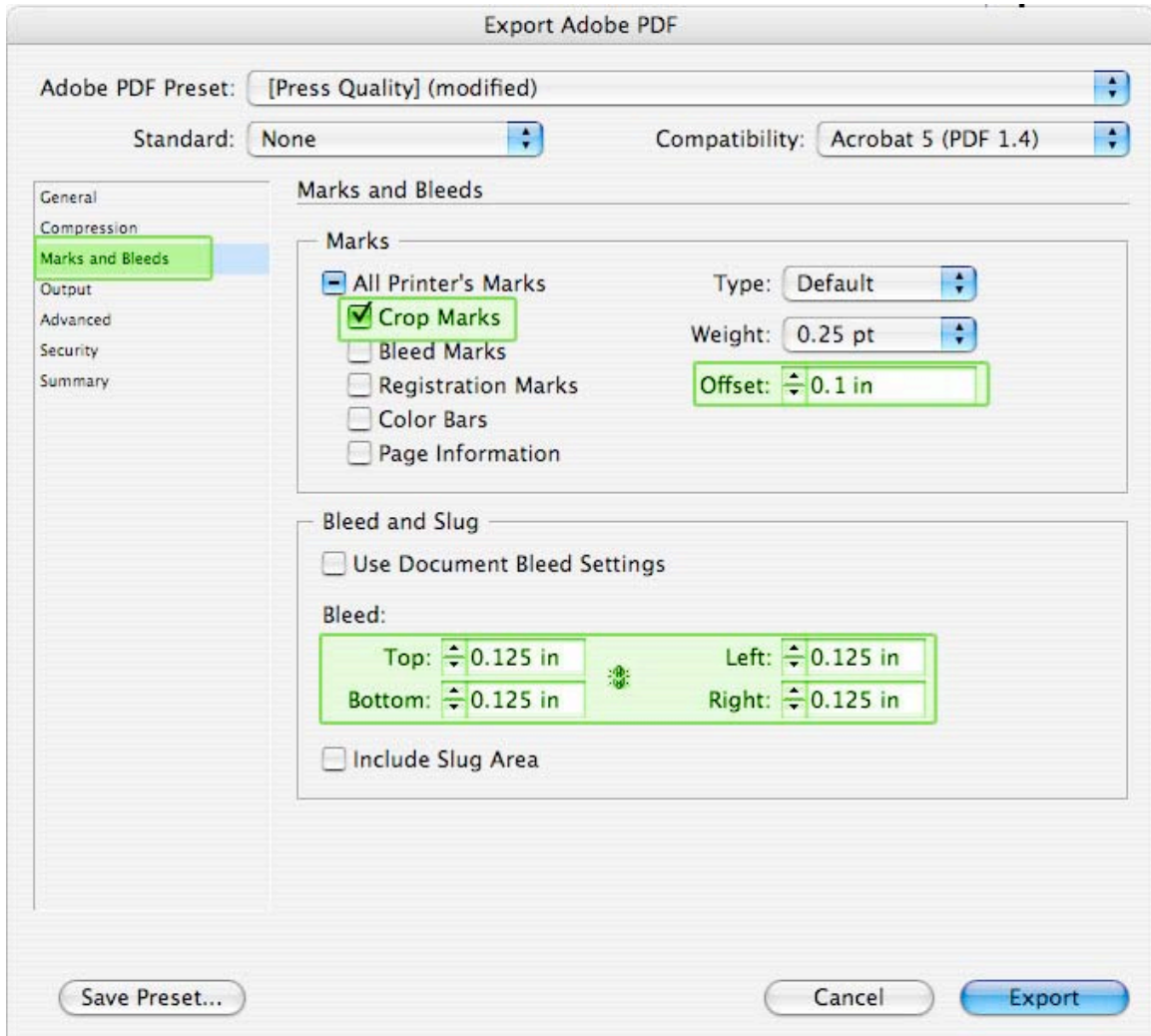


Figure 12

From the **Output** tab (See Figure 13)

- Under **Color** options, select **No Color Conversion** from the Color Conversion dropdown.
- Click the **Ink Manager...** button.

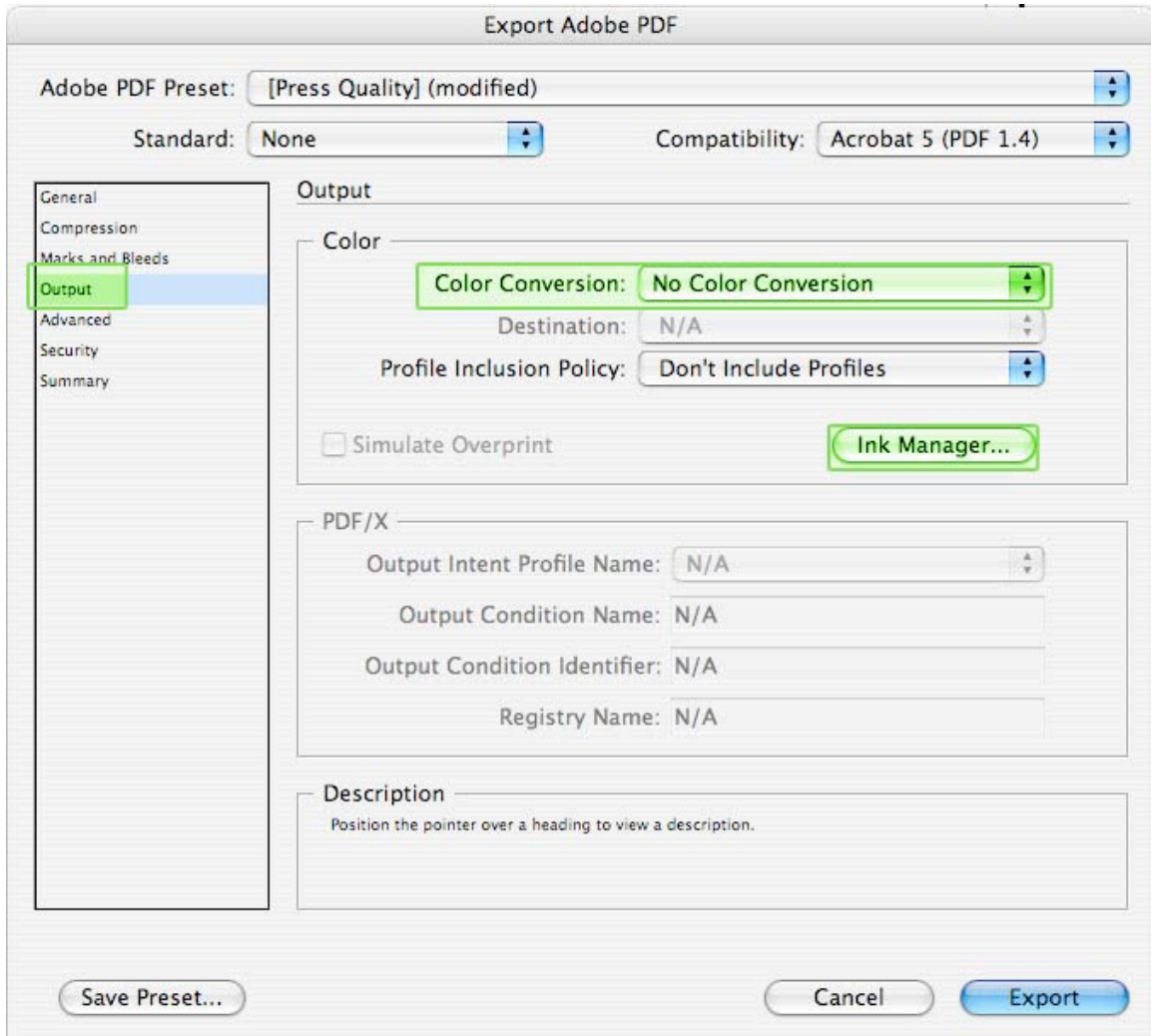


Figure 13

From the **Ink Manager** window (See **Figure 14**)

- Check the **All Spots to Process** checkbox, and click the OK Button.
- Click the **OK** button.

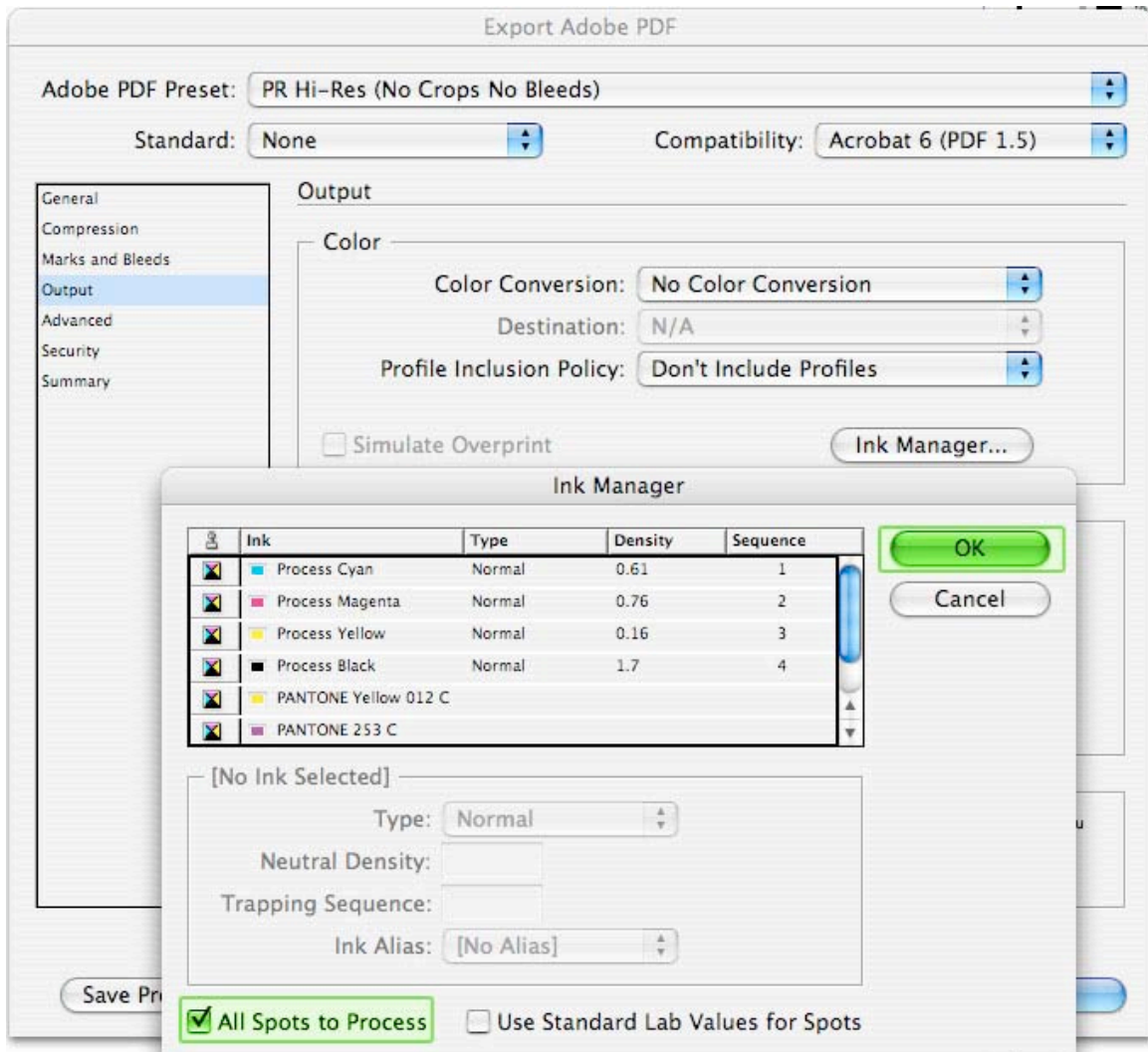


Figure 14

Back in the **Export Adobe PDF** window, we recommend saving these export settings as a new Preset (**See Figure 15**)

- Click the **Save Preset...** button at the lower left side of the window
- Enter a **Name** for the preset (Example: PR_HiRes), and click the **OK** Button.
- Click the **Export** button, to complete the PDF Export process.

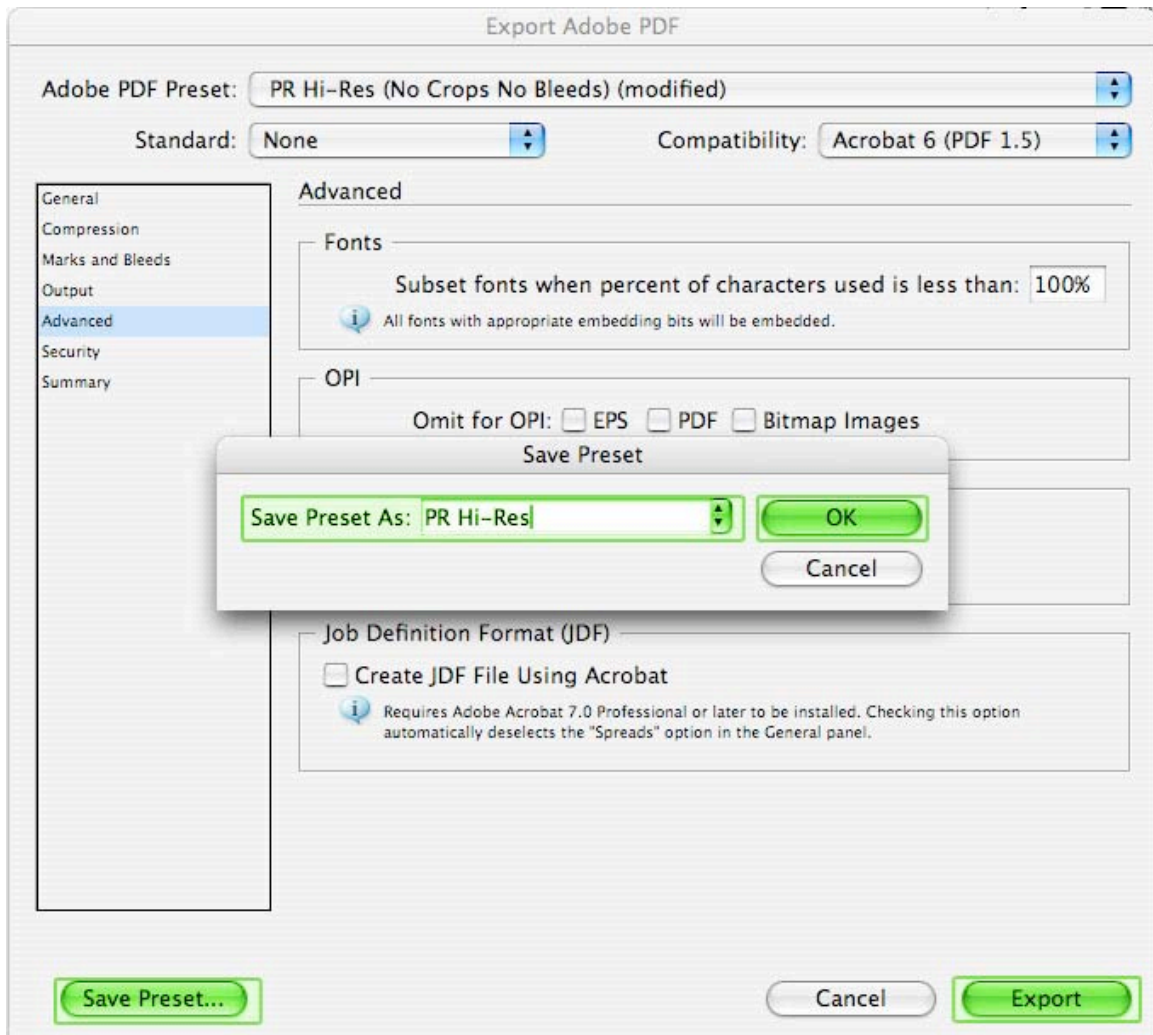


Figure 15

We recommend you open your PDF and check that it was created correctly before submitting to us.