



4INKPrints.com Quark Xpress Step-by-Step Set Up Guide

Step 1: Create a New Document

After launching your Quark Xpress application,

Choose **File > New > Project...** (See Figure 1)

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

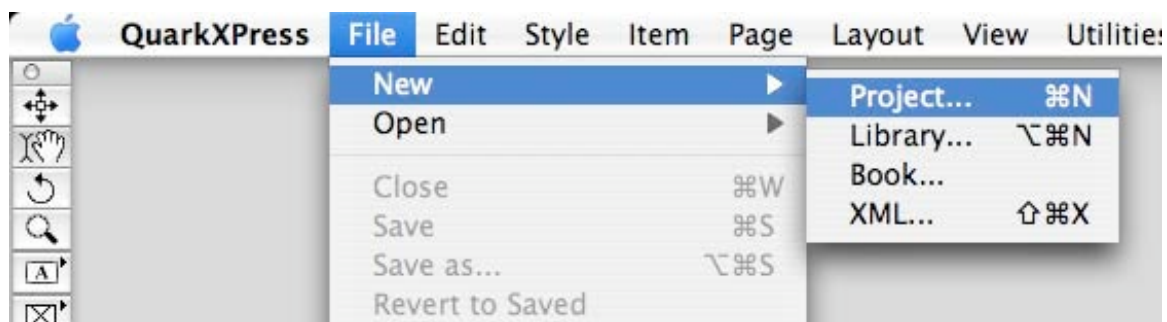


Figure 1

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

- Enter a name for your project.
- Set the **Layout Type** to **Print**.
- Set the **Width & Height** of your artwork to the **final size** of the product you are creating.
- Click **OK** to proceed.

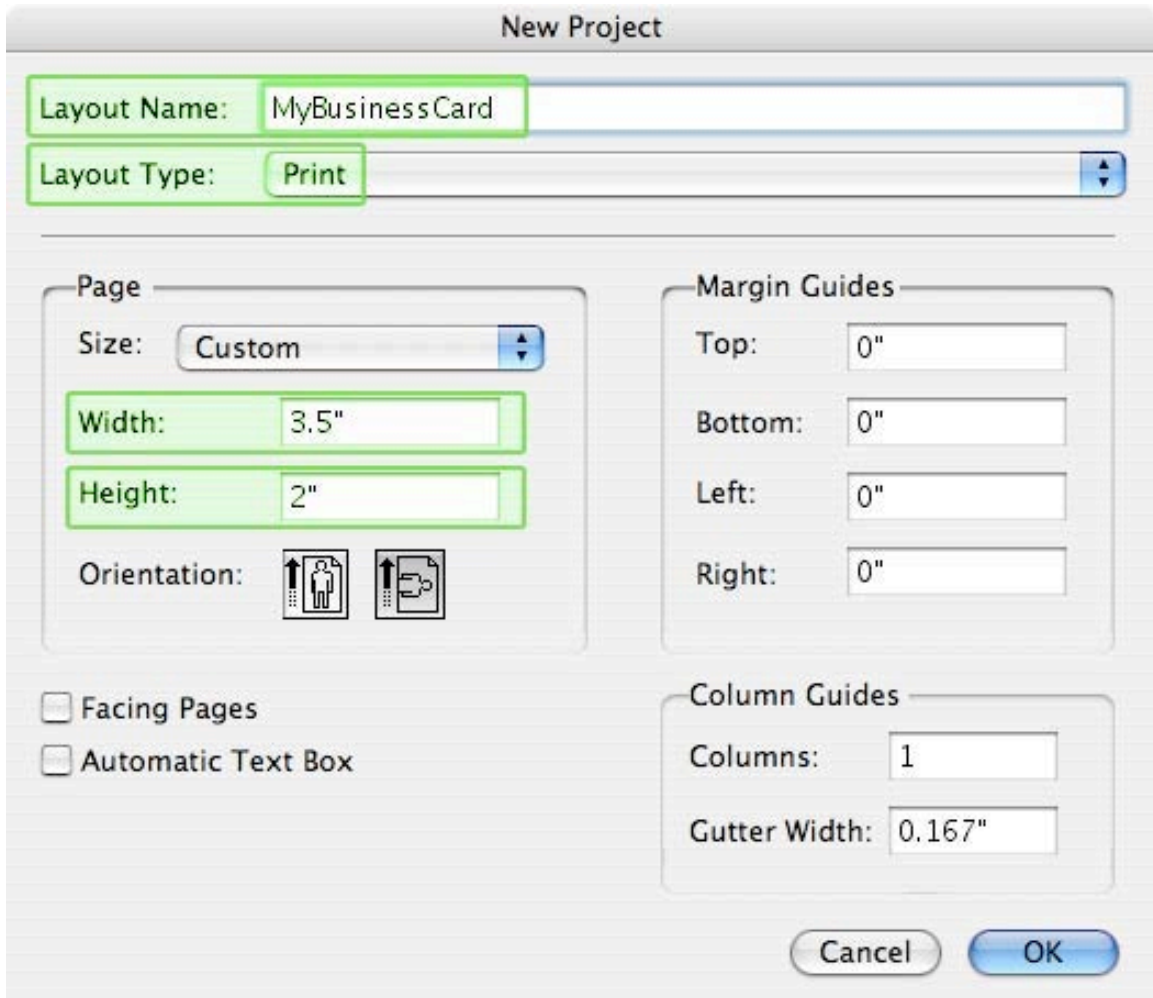


Figure 2

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)

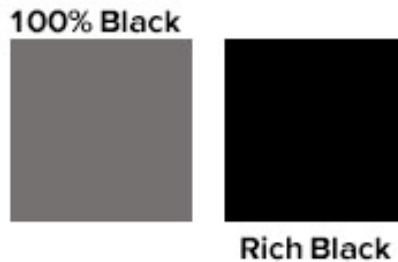
To obtain the best results, use a rich black color, represented by the following CMYK values:

C: 60%

M: 40%

Y: 40%

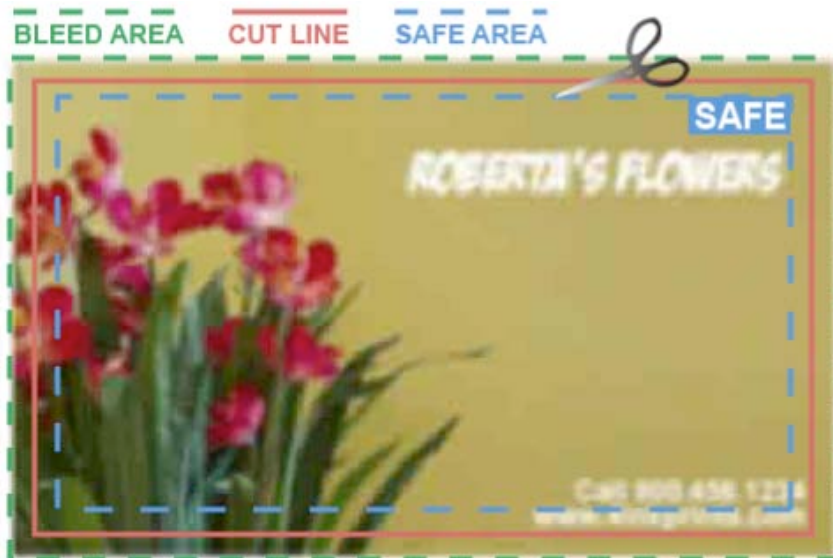
K: 100%



- **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)**

Note: Quark may display your artwork in a low-resolution preview even if your files are high-resolution.



Example of bad image resolution



Example of good resolution

Figure 7

Step 3: Exporting your Files

When you have completed your design, and checked it against the guidelines above,

- Choose **File > Export > Layout as PDF...** (See Figure 8)

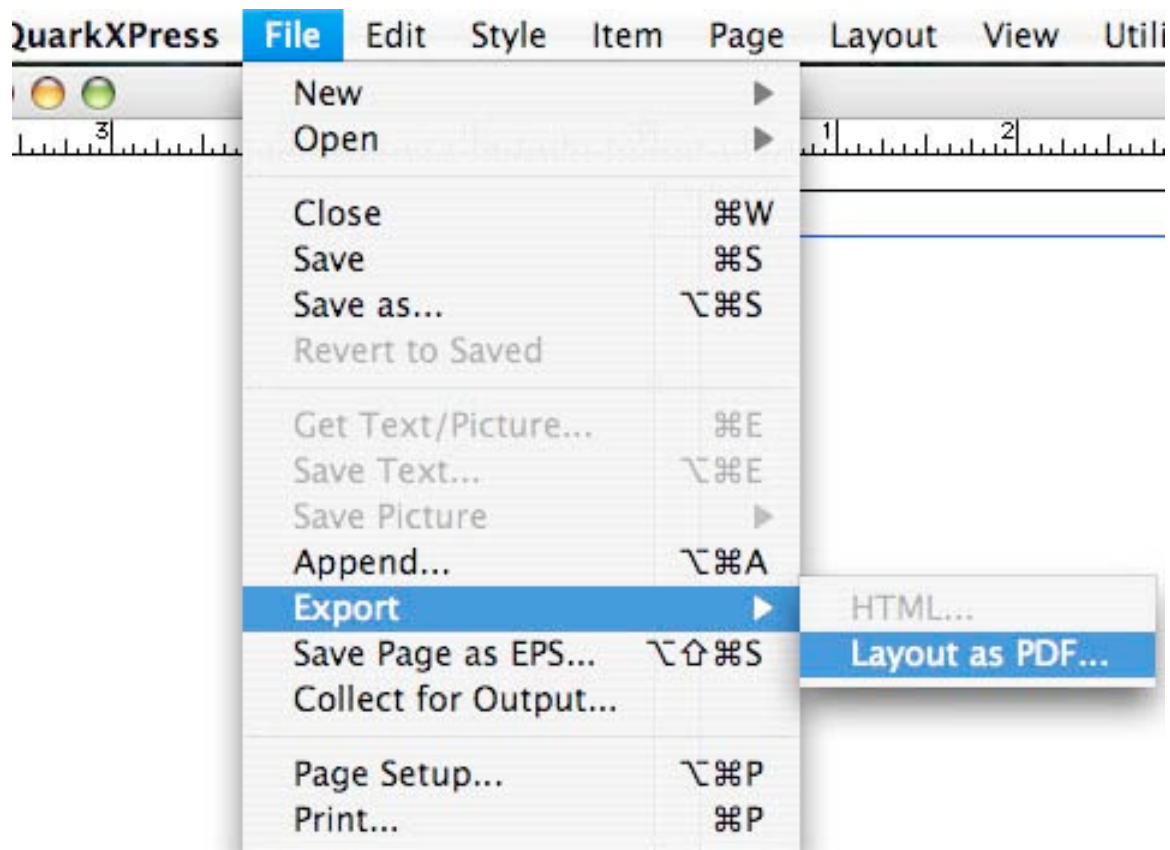


Figure 8

When the **Export to PDF** window appears, choose a name and location to save your PDF, then click the **Options...** button. (See **Figure 9**)

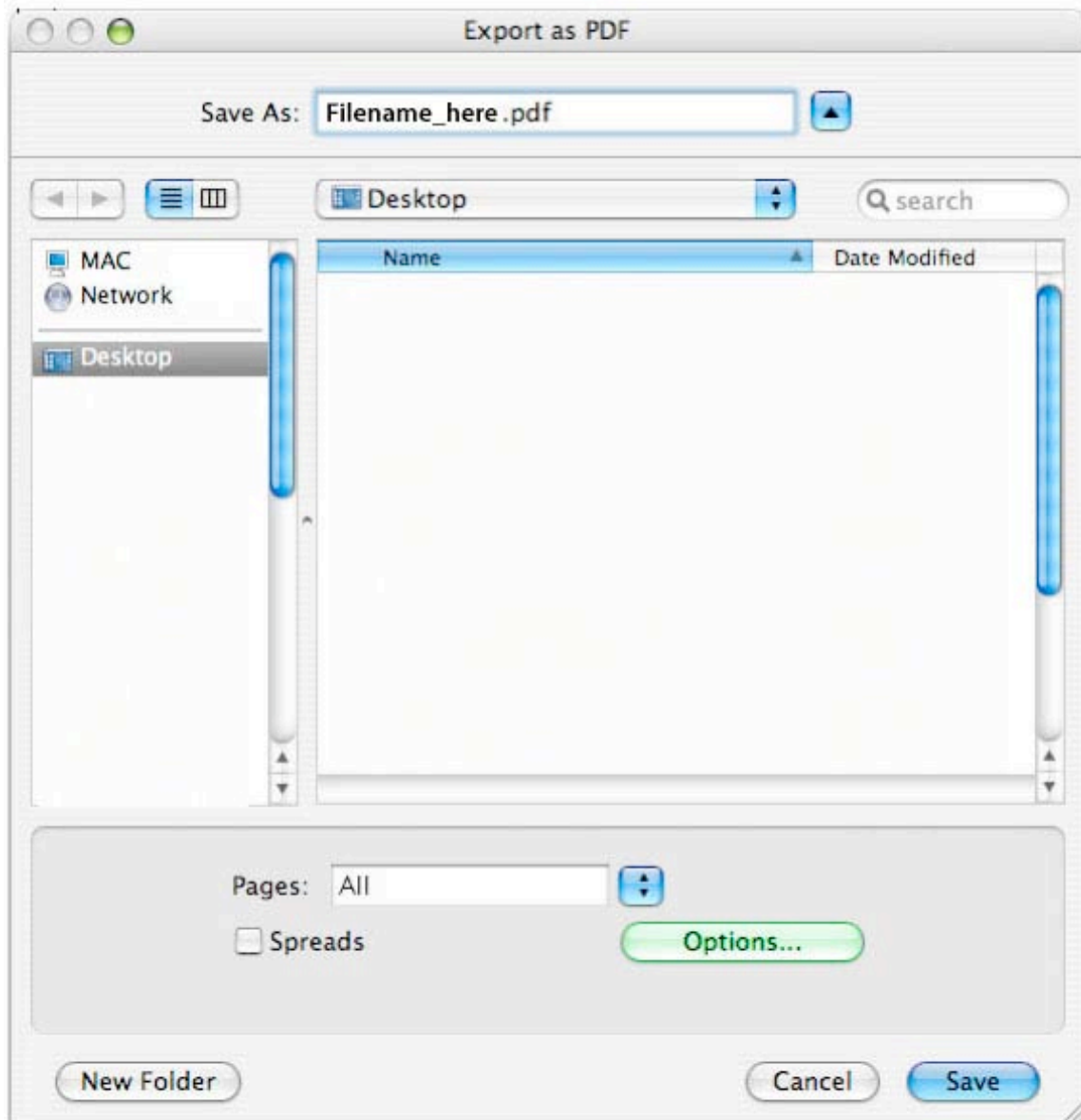


Figure 9

In the **PDF Export Options** window, navigate to the **Job Options** tab. (See **Figure 10**)

- Under **Compression Options**, select **None** and **Keep Resolution** for all three image types.
- **Check** the **Compress Text and Line Art** and **ASCII Format** checkboxes.

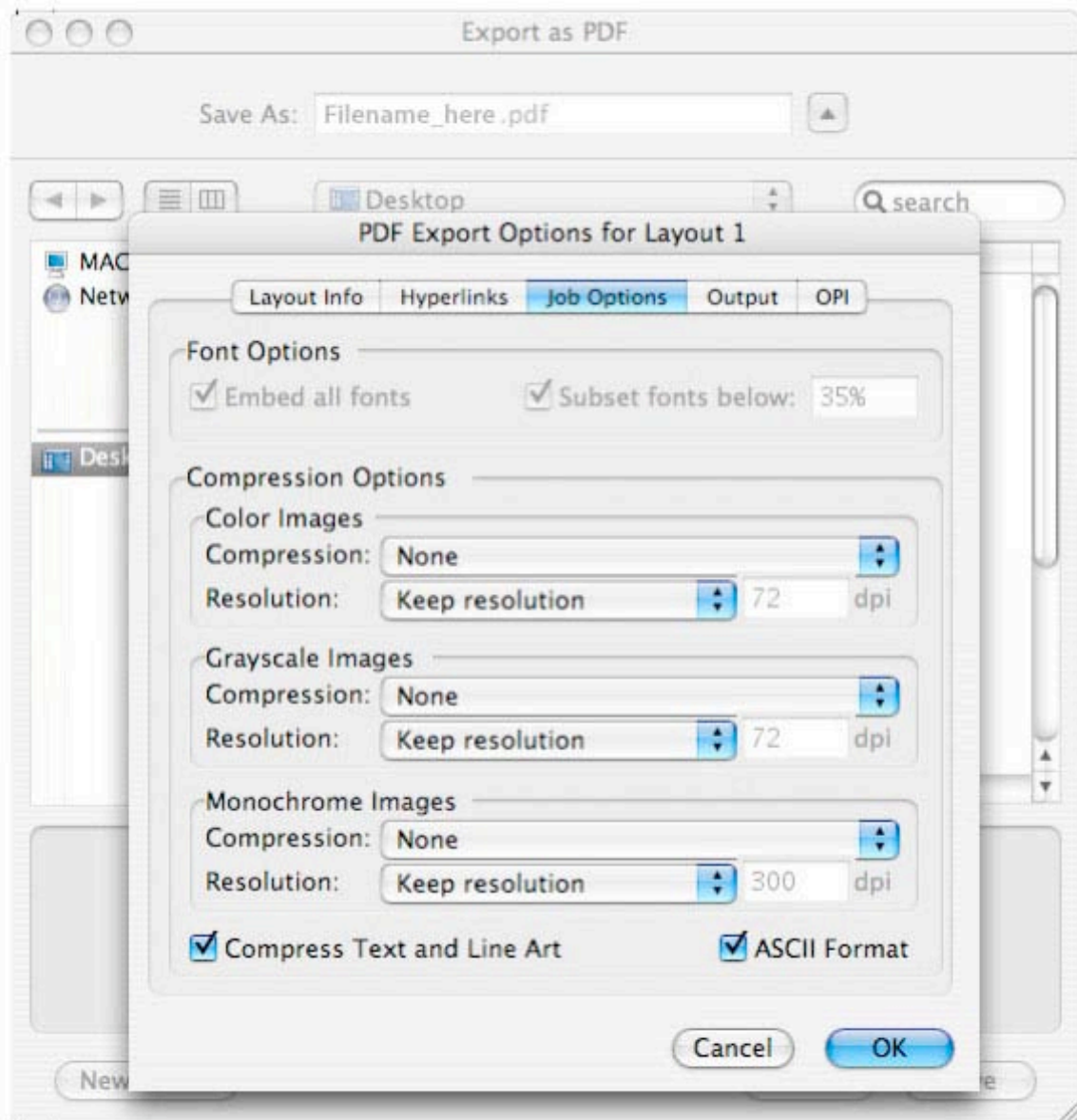


Figure 10

Next, navigate to the **Output** tab. (See Figure 11)

- Under **Color Output** options, select **Type: Composite** and **Print Colors: CMYK**.
- From the **Registration** dropdown select **Centered** and set **Offset** to **6pt**.
- Under the **Bleed** options, set **Type** to **Symmetrical** and set **Amount** to **.125"**

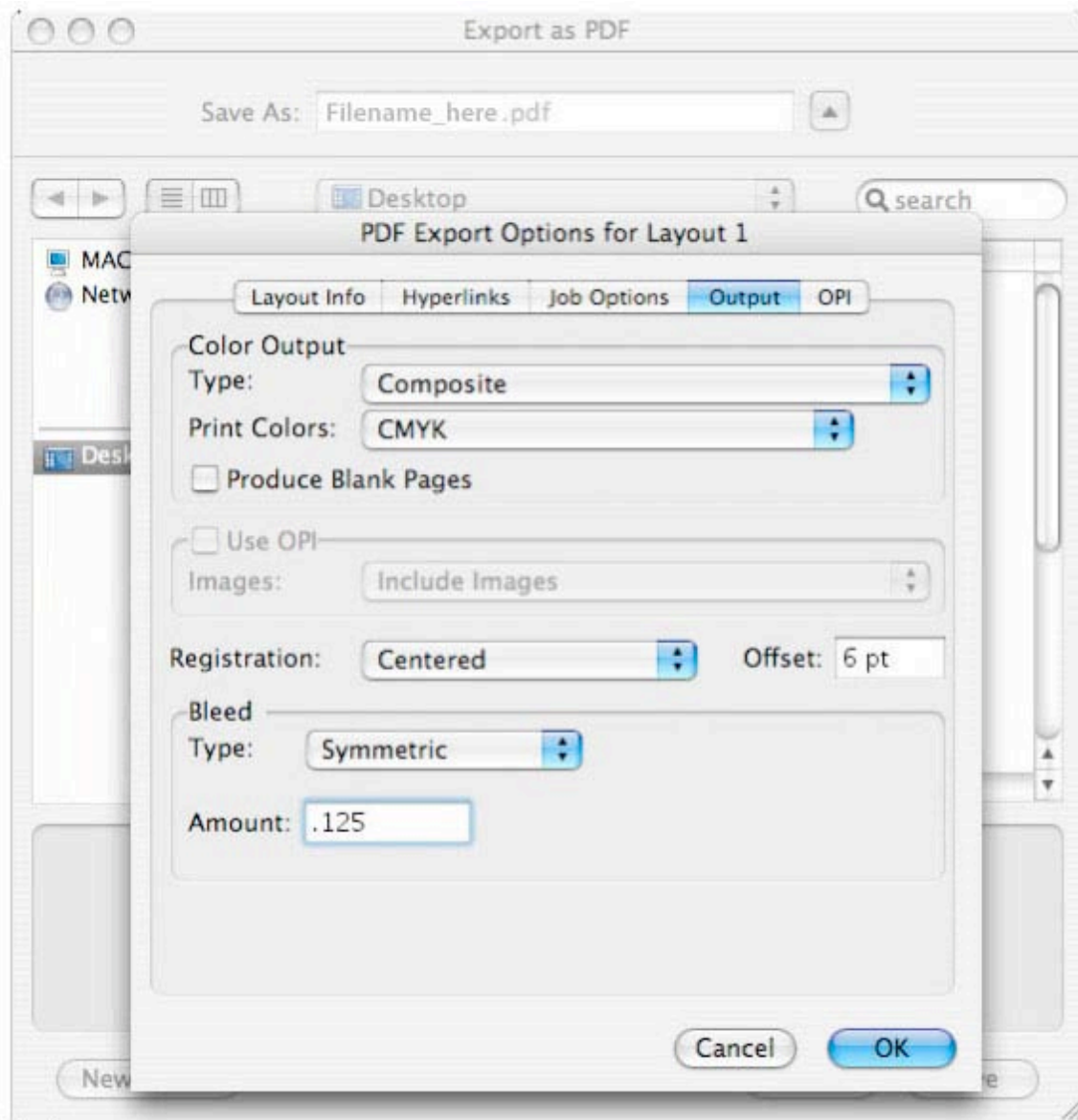


Figure 11

Lastly, navigate to the **OPI** tab. (See Figure 12)

- **Uncheck** the **OPI Active** checkbox.
- When you've confirmed all the above settings, click the **OK** button to return to the PDF Export window.
- From the PDF export window, click the **Save** button and your PDF will then be saved.

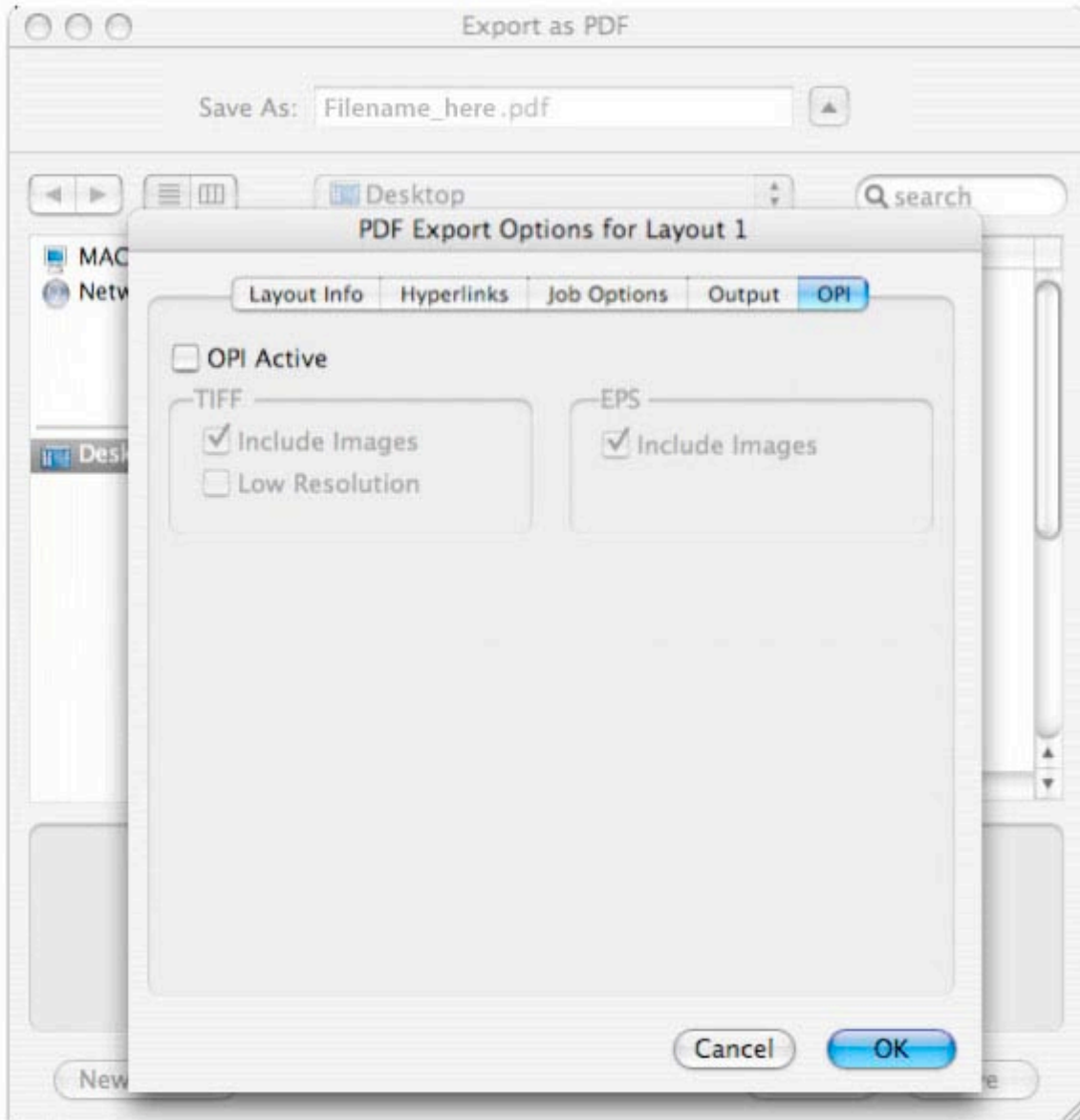


Figure 12

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