04 Ready for press

WORKSHEET 04 · PRE-PRESS

designclass
design | engineering | technology

AH Graphic Communication
OVERPRINT · WS04

NAME | CLASS | DATE

The A5 flyer artwork is finished on screen. Before 10 000 copies are printed, it has to pass every pre-press check. Work through the numbers, the marks and the preflight report.

Learning intentions

- Understand the pre-press quality and standard checks for commercial print
- Apply resolution calculations to real artwork

Success criteria · I can...

- [ ] calculate print sizes and effective resolution
- [ ] identify printer's marks and explain their purpose
- [ ] explain how to fix common preflight errors and what happens if they aren't fixed

32 marks
about 70 minutes
Course notes ch. 04 ·
calculator · 1 inch = 25.4 mm

04

TASK 1 Resolution by numbers

8 MARKS

Use **1 inch = 25.4 mm**. Show your working.

a A photograph is 2480 × 3508 pixels. Calculate the largest size, in mm, it can be printed at 300 ppi. 2

b A 1200-pixel-wide image is placed 150 mm wide on the flyer. Calculate its effective resolution and state whether it is suitable for print. 2

c The flyer is A5 (148 × 210 mm) with 3 mm bleed. State the document size including bleed. 1

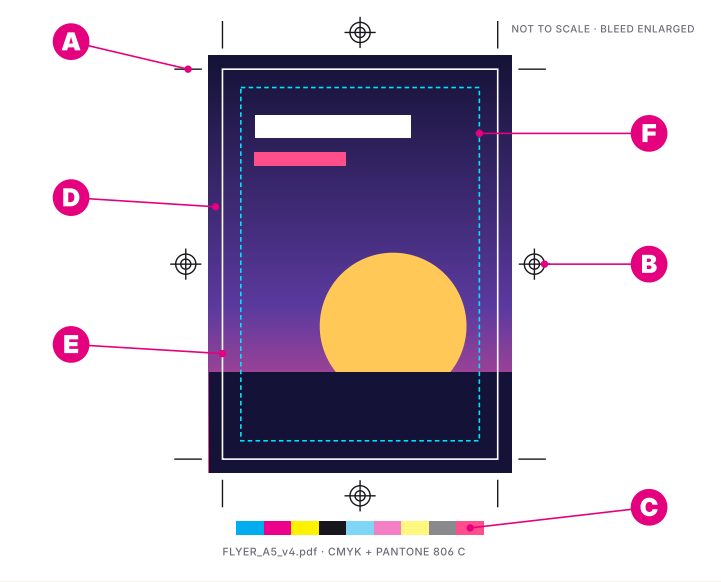
d Calculate the pixel dimensions a full-bleed background photograph needs at 300 ppi. 2

e A web image is 800 px wide. Calculate the width it would print at 300 ppi. 1

TASK 2 Printer's marks

8 MARKS

a Name the parts labelled **A–F**. 6



A _____

B _____

C _____

D _____

E _____

F _____

b Explain why crop marks are placed **outside** the bleed. 1

c Describe how the printer uses the colour bar during the print run. 1

TASK 3 Colour space and spot colour

5 MARKS

a Explain, giving **two** reasons, why the flyer artwork must be converted from RGB to CMYK before printing. 2

b Describe **one** problem that may occur when the artwork is converted. 1

c Explain, giving **two** reasons, why the dates are printed in PANTONE 806 C rather than CMYK. 2

TASK 4 Preflight report

8 MARKS

Preflight has flagged four problems. For each, describe how to fix it and what would go wrong in print if it isn't fixed.

PREFLIGHT WARNING	HOW TO FIX IT	WHAT WOULD GO WRONG	
Image *crowd.jpg* is RGB			2
Image *castle.tif* is 96 ppi at its placed size			2
Font *TeX Gyre Adventor Bold* is missing			2
The word *Tickets* is 1.5 mm from the trim			2

TASK 5 Text to vector

3 MARKS

a Explain, giving **two** reasons, why the designer converts the headline text to vector (outlines) before sending the artwork. 2

b Describe **one** disadvantage of converting text to vector. 1

Reflect
Which question was hardest, and what will you revise before the next lesson?

TOTAL
/ 32