



MOST COMMON PRINTING ISSUES

REASONS:

- improper graphics
- incorrect methods of file creating

- **Incorrectly defined colours** – using *RGB* or *CIE Lab* colour space, embedding *ICC Profiles* etc. – after separation in our system graphic elements are not defined in original colours (e. g. 100% black) but the artwork is split into a mix of the four process colours (e.g. 30% yellow, 80% cyan, 80% magenta, 80% black) in order to achieve the actual colour on press e.g. rich black.

- **Black areas with a negative text are defined in all process colours** – the more colour separations assigned to the area to be printed, the higher likelihood of misregistration, multiplied by the fineness of negative elements (small fonts with fine strokes, fine line patterns, or illustrations with fine detail ought not to be used). We recommend to create these areas by combination of maximum 2 colours (e.g. 100% black, 50% cyan).

- **Problems with colour setting in accordance with the supplied digital proof** that has been printed with unknown device or with unidentified colour profile. As the characteristics of inkjet printing is vastly different from offset printing, it is quite difficult to simulate its parameters on cheap printers. There is an *ICC profile* on our website that accurately describes the unique colour characteristics and colour spaces of our printing machines. Therefore it is advisable to *use this colour profile* when evaluating the colour reproduction (colour accuracy) and when making proofs.

- **Text and vector graphic elements are supplied as bitmap (raster) images.** Texts and graphic elements that do not use any effects that cannot be created using vectors (e.g. shades, gradients, ...) should always be defined as vectors. If they are included in bitmaps, the image quality deteriorates – edges are blurry, pixelated, small objects are totally illegible. The most common example of this is when complete graphics is created in an image editor e.g. Photoshop.

If there are no effects applied to the given graphics that cannot be achieved by means of vectors, it is desirable to create all vector objects and texts using page making software (QuarkXpress, Adobe InDesign), or using a vector graphics editor (e.g. Adobe Illustrator).

- **Text and graphic objects placed in the groove part of the cover spine** - from an aesthetic point of view it is undesirable when there are any texts, logos or other graphic objects interfering with the formatting of the spine or extending past the edge of a page or a text frame. Using the diagram in the document available on our website it is possible to determine the groove width (6 – 10 mm) and to avoid this undesired effect.

- **Illustration on the front or back cover/dust jacket** is not large enough and reaches only the edge of the board. It should at least bend around the edge of the board.

- **Missing or unusable fonts.** Necessary fonts are often missing, or are disrupted (some fonts for Macintosh consist of 2 files – the „package“ and mathematical formulae describing the font – this part is often missing). Ensure fonts used in artwork files (i.e. EPS) are supplied as well.

- **If an image** is placed **on white background**, sometimes it happens that the white area is not thoroughly cleaned so there might be a fine raster with values of 1%, 2%.... CTP technology is able to detect even these small values. As a result, there are visible edges around the picture on a printed sheet that are not supposed to be there. When placing the image on white background, the background must be thoroughly cleaned with 0% white area values.