

Offset or Digital Press Print Checklist

Detailed below are general recommendations for checking a design file/layout before sending it to be printed. Please work closely with your printer regarding any details you are unsure about, as print requirements and preferences will vary from printer to printer.

- Before releasing a print job, check all of the printing specifications of the design file against the original estimate from the printer to ensure that both are correct. This includes page count, colors and inks, etc. It is also useful to double-check items such as paper type and weight and finishing and delivery details at this point.
- Check that the document page count is in multiples of four for saddle-stitch self-cover and for saddle-stitch plus cover; pages in multiples of two are fine for perfect bind jobs.
- If the project is more complex and has folds or die cuts, it use always good to check that the overall panel dimensions are correct and will score and fold as expected.
- Check that an official Simmons logo file lockup in Adobe Illustrator (AI or EPS) format is used everywhere it appears in the publication. Only logo files stored in Cumulus are approved for use. Logos should be re-downloaded from Cumulus for each use/project. Is the Simmons logo the correct logo everywhere it appears?
- Check that all of the fonts used in the document are correct.
- Check that the color palette swatches and the CMYK formulas are correct. If using a PMS color, make sure the number is correct. When using a PMS color, the color separations view in InDesign can be useful to make sure that the PMS color appears everywhere it is intended to appear.
- Check that the document bleed settings are correct and that graphic elements such as color blocks or photos extend the recommended distance outside of the page margin into the bleeds.
- Delete all extra unnecessary content from outside of the pages to provide the printer with a clean file (in InDesign, press 'w' to toggle preview mode on/off).
- Check the edges of all graphic elements to make sure they are aligned. It is possible for something to be shifted while making final changes to the layout, and it can be difficult to see that shift on-screen without careful attention. Grouping sets of items can be helpful in making sure nothing gets shifted accidentally while working in the document.
- Check all photos to make sure that none are repeated unintentionally and that they have not shifted from their intended frame or crop.
- Ensure that there is an approved image consent form on file for all people pictured in the publication. If using photos downloaded from Cumulus, this information is

found under the “Notes” tab, accessed by clicking the “i” icon when viewing a photo. Otherwise, the office providing the photography is responsible for keeping the image consent forms on file.

- Check that all spaces between photos and other graphic elements (gutters) are the same or consistent or spaced as intended.
- Convert color profiles for photos to CMYK, correct any loss of vibrancy, if needed.
- Check that all photos are at or near 300ppi; otherwise, obtain a higher-resolution photo. Your eye can make the final determination about the quality of the photo resolution on a printed proof and sometimes lower than 300ppi is fine, but 300ppi is a good guideline.
- Confirm print quantities and delivery instructions with the requester and provide this information to the printer, if you have not already done so. As a best practice, the back cover of the publication should include the quantity and date printed (two-digit month/year) – i.e., “2000 01/02”.
- All copy should be proofread and finalized, paying special attention to people and organization names. Generally, this should be one of the very last steps to ensure nothing was accidentally changed or deleted during the previously mentioned steps to clean up the design file.
- At this point, it is also useful to double-check and correct any orphans or widows or particularly jagged lines of text that are visually distracting.
- Package files, if using InDesign. InDesign will gather all of the links and necessary files into a single folder, which can be zipped and sent to the printer. InDesign also generates a low-resolution PDF for reference. The PDF helps the printer be sure nothing in the design file has been corrupted in the transfer.
- Provide the printer with any special notes about delivery deadlines or instructions that could impact the delivery date, including letting the printer know if the College will be closed during the delivery schedule.