The Unknown User

The Unknown User

IF DESIGN WERE A PERFECT WORLD, CREATIVES WOULD TALK TO CREATIVES WHEN IT CAME TO EXCHANGING FILES FOR PRINTING.

Unfortunately that is not the case.

The Unknown User

In the real-world there are times when creatives communicate with the non-designer, who at times may not have a full grasp on how to design, or how to do production, or even how to use the software. As a result there can be miscommunication on how a file should be prepared and submitted.

The Unknown User

Then there are times when you are working with a designer who may not know how a file should be prepared.

Sometimes the file is submitted with missing fonts and/or linked images, or the file is too large to transmit via internet, or the file is experiencing postscript errors when trying to output file

(think of Kinkos or Staples).

EXAMPLES OF UNKNOWN VENDORS AND OTHER VENDORS RASTERIZED FILES SHOULD BE SENT TO:

1. FedEx Kinkos

2. Staples Copy Center

3. Any Magazine Advertising/Marketing department

4. Logo Gear/Gadget/Promo Vendors

5. A vendor that is working with outdated software and/or computer systems

6. CD/DVD vendors

The Unknown User

When a file is submitted incorrectly, the designer will have to rework and resubmit the file, or worst case, the file is outputted with the wrong fonts and pixelated images.

Prepping a file for the "unknown user", eliminates some of the mistakes that may occur when a digital file is passed on from the creatives' desktop to the unknown.

When prepping the file for the unknown user the text is converted into a object and the images are embedded in the file. The file is sent as an EPS or PDF, and not in its native file format.

PROS & CONS OF VECTOR "UNKNOWN USER" FILES UNKNOWN

Pros

• Text is an object and retains smooth crisp edges;
  In PDF format images are embedded

• EPS and PDF can often be opened in Illustrator

• Most end users can output the file with no issues

Cons

• Linked images in EPS format remains a linked image

• In Illustrator, the uniformed edibility of the text is no longer there

• Few end users CAN NOT output the file

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THE CREATING A VECTOR EPS FOR THE "UNKNOWN USER"

This technique creates outlines for all the text:

- Open the document in the native software application it was created in

- Select All (Command + A)

- "Create Outlines" of text

- Save/Export file as an .eps file

CREATING A VECTOR PDF FOR THE "UNKNOWN USER"

This technique creates outlines for all the text:

- Open the document in the native software application it was created in

- Select All (Command + A)

- "Create Outlines" of text

- Save/Export file as a .pdf file; use "High Quality Print" or "Press Quality" for preset

PROS & CONS OF RASTERIZED "UNKNOWN USER" FILES UNKNOWN

Pros

- Text and images are all converted to pixels; so nothing is embedded in the file
- End user doesn't need the font or links to open or print file
- End user can output the file with no issues
- End user can not make changes to the file

Cons

- Text and image are all converted to pixels
- End user can not make quick changes to the file
- File sizes are often large and can be an issue when trying to send via email or FTP

The Unknown User

CREATING A RASTERIZED EPS FOR THE "UNKNOWN USER"

• Save file as an .eps file

• Open file in Photoshop

• Make sure the DPI is 300 and the ad size is correct

• Save file as an .eps file

CREATING A RASTERIZED PDF FOR THE "UNKNOWN USER"

If this technique is used to flatten and pixelate a vector document, it may reduce the size of the document.

Illustrator PDF files can be saved with the features of the Illustrator file intact, which ultimately makes for a larger file size.

The Unknown User

CREATING A RASTERIZED PDF FOR THE "UNKNOWN USER"

- Open the document in the native software application it was created in

- Save file as a .pdf file; use "PDF/X1-a:2001" for preset

- Open file in Photoshop

- Make sure the DPI is 300 and the document size is correct

- Save file as a .pdf file

- Open .pdf in Acrobat

- Save file in Acrobat .pdf, so that the document icon changes

Ad Specs

Ad Specs

WHAT ARE AD SPECS?

Ad Specs are the specifications for ads in a publication.

WHERE CAN ONE FIND
THE AD SPECS FOR A PUBLICATION?

Majority of publications/magazines want to pro t from ad revenue, so they will send out a press kits or have a PDF of the press kit available to the general public.

The press kits normally include general information about the publication, like the number of subscribers both through mail and counter sales, the revenue from ad sales, the production timeline and calendar, amongst other things.

A Designer would use the ad spec sheet to know the size of an ad, the appropriate file formats, and to send the digital file.

The digital PDF of an Ad Spec sheet can be found online at the web site of the magazine under the advertise or marketing links.

Ad Specs

TERMINOLOGY

CLOSE DATE:

The date that advertisers need to commit to buying ad space in a publication.

MATERIAL DUE DATE:

When the physical or digital ad is due to the publication for placement.

SPREAD:

2 pages that are side-by-side; the left and right pages of a publication.

PAGE:

A single page in a publication.

Ad Specs

BLEED SIZE:

Size of ad with a full bleed. A full page ad will be the trim size plus the size of the bleed on all four sizes.

NON-BLEED:

Size of ad without a bleed. This ad will normally have a white margin around it. So the designer needs to keep this in mind when designing the ad, to avoid the visual of having additional white space around the ad.

TRIM SIZE:

The size of the publication after it has been trimmed down.

LIVE AREA:

The area on the page where all the important information of an ad should reside. When the publication is trimmed down this is the guaranteed area that will not be effected.

Ad Specs

FREQUENCY:

The number of times an ad will run in a publication. This can be in one issue of the publication, or over several issues.

This is normally indicated by a number and an 'X'. i.e. 4x : means that an ad will run in 4 times in the next 4 issues of a publication.

FULL-PAGE AD:

An ad that is the entire trim size of a publication and will include the bleed.

FRACTIONAL AD:

An ad that is a fraction of the publication page size. This is indicated in fractions; the position and size is based off of a grid.

Fractional ads may or may not have a bleed.