Print Ready PDF Workshop for Book Publishers

A practical course for developing the skills needed to check and ensure that your PDFs are ready for print

A one day course aimed at Production, Editorial & Design

Delivered by Mark Bracey

In this practical one day course you will learn how to carry out the necessary checks to ensure that your PDFs will print without problems when sent to your printers. You will learn how to use the software to identify specific errors, how to use Acrobat's production tools and profiles to run typical checks and how to edit and create profiles for particular requirements. You will acquire skills to enable you to spot potential problems and to trouble shoot between departments before output.

Although no previous knowledge of Acrobat, Quark or InDesign is required, you do need to understand the issues relating to print production, creating PDFs and the preparation of files for co-edition printing. You will be working in Acrobat 8 or 9 and will be shown how the problems occurred in Quark or InDesign.

Images
- resolution too high or too low
- line or tone
- wrong colour mode.

Fonts
- does the PDF hold all the font information that the printer requires?
- embedded and subset
- types of fonts used
- are any fonts corrupting?

Colours and plates
- do your PDFs have the correct number of plates?
- four colour only
- unwanted spot colours
- jackets outputting with all the correct colours and varnishes
- understanding the various settings to be used when creating PDFs for 1, 2, 4 & 5 colour printing from Quark vs In Design.

Two colour printing
- checking that only the correct two colours are in the PDFs
- understanding why 2 colour jobs can separate into 4 colours
- learning how to spot and how to prevent this.

Plates
- die-lines, cutter guides, varnishes, masks, etc
- layers in PDFs – pro's and con's
- or separate PDFs

Text Settings
- text creating unwanted 4 colour changes
- checking for knockout and overprint
- understanding trapping in composite and separated PDFs
- what trapping in PDFs means

Page Size and Geometry
- what this is and why printers' systems need this
- where it comes from and how to view it in Acrobat
- checking page size
- single not spreads
- geometry boxes
- trim bleed and media

PDF creation
- identifying application, producer and PDF version
- the types of problems it can help you with.

Profile checks
- running standard Acrobat profile checks
- what these are really checking for
- understanding what these can show you
- editing these profiles to run the checks you need
- understanding what information matters to your printer and what does not

Time: 9.30– 5.00pm
Venue: Central London training rooms or in-house

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