

DESIGN GUIDE FOR PRINT

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INTRODUCTION

UNIPRINT is a print shop, part of the creative campus of the Arts University Bournemouth. We do not work like a lithography - instead we print small batches, focusing on unique designs and custom orders and we like to keep most of our process manual - to comply with student demands for low cost and high quality.

If you follow this guide closely you will ensure a smooth process, from design to print, a high quality outcome and a low cost - less work is needed for resizing, reprinting or changing the design.

RESOLUTION

On the computer, the resolution simply reflects the size of an image - expressed in pixels - in reference to the computer screen.



uniprint 72 PPI

In print, the resolution determines the quality of the print, with more pixels per inch meaning a sharper and more clear outcome.

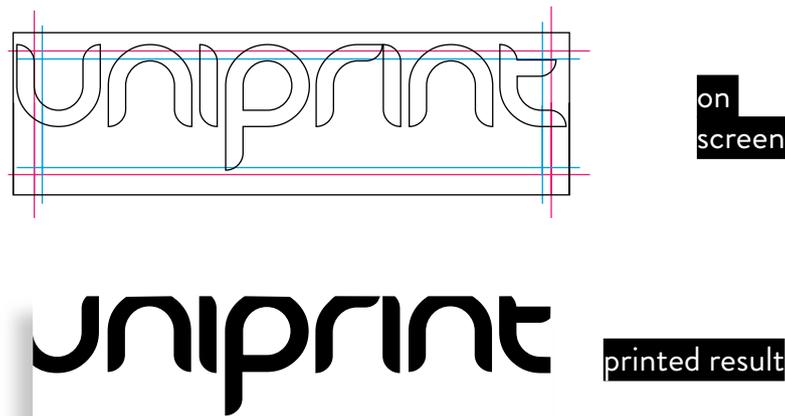


uniprint 300 PPI

The industry standard for print is a minimum 300ppi (pixels-per-inch) and this should be set **before** starting work on your design as you **cannot scale up** in resolution (raster).

BLEED/ TRIM/ SAFETY

When printing **Full Bleed** (without a white border) it is important to understand that this process involves trimming. Considering the width of the blade and slight inaccuracies, trimming will always have a 3mm margin of error. To account for this, the usual practice is to **extend the background of your print 3mm** into what is called the **Bleed**.



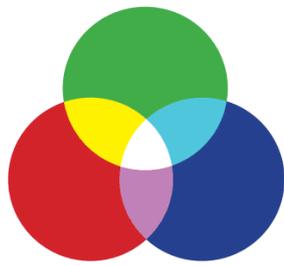
This will ensure that there won't be a white margin or the trim won't go into the **Safety**. Another good practice is to separate any text or important content from the very edge by another 3-10mm.

SIZE

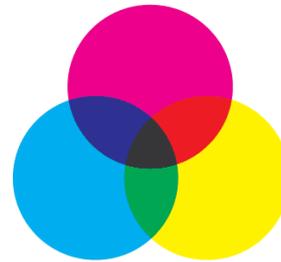
Making sure the resolution is over 300ppi and there is at least 3mm bleed will only be effective if you design to the exact dimensions of the finished print. This will ensure a crisp and clear outcome, as well as a correct trim.

UNIPRINT can trim to any required dimension and, unless otherwise specified, will always trim to the bleed line set out in your design.





COLOUR



Colour, just like in the previous chapters, is another element that differs from design to finished print. A computer screen uses an **RGB** colour profile to display everything. This is an additive process, adding light to create brighter and more vibrant colours.



Printers, however, use a **CMYK** colour profile with a subtractive process, where **Cyan/ Magenta/ Yellow/ Black (KEY)** are mixed together in different proportions to create multiple shades, hues and tones. You should always set out your designs in **CMYK**.

The more ink is used, the darker and murkier the print will become. To avoid oversaturation and offset prints, each added **C/ M/ Y & K** value should never go past 280% coverage.

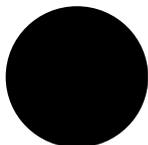
USING BLACK

Process printing uses four **CMYK** plates (discussed in the previous chapter) that overlay to create the specified colour spectrum. The registration of these plates will shift often during the printing process, which create ghosting effects if they do not line up properly.

This will happen, on most occasions, when using **Black**. The default Photoshop **Black** is **75% Cyan/ 68% Magenta/ 67% Yellow/ 90% K** for a **300% total coverage**. We know that this is almost a guarantee for printed text to look muddy and blurry.

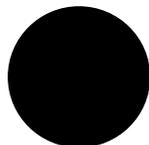
To work around that problem (unnoticeable in photographs or illustrations) it is advisable to use **registration black (0/0/0/100%)** for small lines, text and anything 12p or smaller. For anything larger than 36p - look up **Rich Black**.

0/ 0/ 0/100



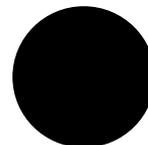
Standard
Black

70/ 50/ 30/100



Rich Black

75/ 68/ 67/ 90



Photoshop
Black

FONTS

Printers deal with areas of restricted coverage using halftone screens that apply tiny dots to create a lower density. This makes it especially difficult for thin lines, text or tiny details to show up. The same applies for very light colours or faded shades that will print almost unreadable. A good rule of thumb is to keep all your text above 6pt but, depending on the typeface, that value could be larger.

FORMAT

It is always going to be ideal to save your design as PDF - making sure that all images are over 300ppi, there is at least 3mm bleed, you have worked in the CMYK colour profile with a total value under 280% coverage & registration or rich black and all elements of your design are larger than 6pt. This will ensure that nothing will shift in your design and that all the fonts are embeded into the file.

ADDITIONAL GUIDELINES

There are a few guidelines for some of the common services we provide. Most will refer to the layout and format in which you present your design.

Business Cards should be designed to size (8.5cm x 5.5cm is the standard) separate sides if double sided. Same for flyers, tickets, vouchers, etc.

Saddle Stitch booklets or zines should be saved as single pages (not spreads) and the number of pages needs to be a multiple of 4. The largest we can print is an A4 portrait.

Perfect Binding will need to be saved as single pages (not spreads) and the largest we can print is an A3 landscape.

Thank you for reading the guide through and through.

If you have suggestions to improve this guide or for a complete list of services, prices & options for your custom orders please get in touch via:

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