

# FAQ

## Do you use Macintosh or PCs?

Our graphics department utilizes both Macintosh and PCs employing such popular software applications as InDesign CS3, QuarkXpress 6.5 and Corel Draw 11.

## How can I get my project to you?

We can accept your files either on a floppy disk, CD, DVD, USB Memory Stick, 100meg Zip, Syquest EZ135, email or FTP.

Please see our **TIPS** section on how to properly prepare your file.

## Is black considered a colour?

Any ink that is put onto paper is considered a colour, so yes, black is a colour.

## How many colours can I use on my project?

Process colour printing allows your brochure to appear to be made up of millions of colours, however all of these colours are made up of a combination of 4 basic colours... Cyan, Magenta, Yellow and Black (CMYK).

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## Is colour printing more expensive than printing with only black ink?

Yes. Because of the labour required, the number of plates used and the film necessary, colour printing will be more expensive than simply printing in black and white... however the resulting product could certainly justify the added expense.

## What is camera-ready art?

Camera-ready-art is either an electronic/digital file or a hard-copy printout that is supplied to us by our customers. If the file requires no changes and can be used "as is", then it can be considered camera-ready. Keep in mind however that files that may print from your home computer onto your personal printer may not be suitable for commercial printing. In addition, when files are supplied in a format that does not allow for alterations (example: PDF), the onus is on you the customer to ensure your file has been correctly prepared for printing.

## What is bleed?

Bleed is the process of including extra colour or image areas of a document to continue off the laid-out page. This allows colour to cover the entire page, right to the edge, after trimming. A common amount of bleed required is usually one-eighth of an inch.

### What is colour-break?

A colour-break is a mechanically or software separated file consisting of the parts of your job to be printed in different colors. If your job requires spot colours, for example, then the colour-break could be "red" and "yellow". If your job is full-colour process, then the colour break would be Cyan, Magenta, Yellow and Black. Colour-breaking a job before printing allows the printer to ensure that the job will separate properly.

### What is NCR paper?

Pressure sensitive writing paper utilized to make multiple copies of the same document, that does not use carbon.

### What is coated paper?

A printing paper with a smooth semi-gloss finish.

### What is collating?

A finishing term for gathering paper in a precise order.

### What is "cover paper"?

Cover paper is a heavy printing paper used to cover books, make presentation folders, etc.

### What does "cropping" mean?

Cropping is the term used when referring to cutting off parts of a picture or image.

### How do you know where to trim a page?

Trim marks are printed lines use to show where to trim a printed sheet.

### What is a "dummy"?

A rough layout of a printed piece showing position and finished size.

### Can I use pictures from the internet?

The answer is usually NO! Most pictures used on the internet are primarily low-resolution images... 72dpi. Commercial printers prefer to use images with a finished-size resolution of 300dpi. The use of low-resolution images will cause your pictures to look blurry and pixelated.

### Can I have a logo "raised" on the front of my pocket folder?

Yes, this is referred to as "embossing". The process involves pressing an image into paper so that it will create a raised relief effect.

### Can I have the ink on my business cards "raised"?

A special process allows for ink to rise above the surface of the printed page through the application of heat to special inks... "thermo'd". This procedure is suitable only on heavy paper and for larger type.... not fine print.

### What is "hard copy"?

Hard copy is the output from a computer printer, or typed text sent for typesetting.

### Can you print more information onto something I have already had printed?

Yes. This is called "imprinting". It is usually best to add black printing to a white area of an existing printed piece. For example... contact information for a local address of a nation-wide chain of stores.

**Is it possible to get a protective plastic finish on my flyer?**

Yes. This is done through a procedure called laminating and involves sandwiching your printed piece between two thin layers of plastic and heat-sealing the finished product.

**Why did I get a few more copies of my job than I ordered?**

This is called an "overrun" or "overs" and represents copies printed in excess of the specified quantity. (Printing trade terms allow for +/- 10% to represent a completed order.)

**What is Perfect Binding?**

Perfect binding is a type of binding that glues the edge of sheets to a cover, like a telephone book.