

Introduction: Before You Start

There are many different issues involved in planning a project, particularly if you are creating something you never have done before. Design & Printing Services is ready to help. If you have an issue that is not listed below, please call 852-6661.

Things to consider before you call:

- How much time do I have?
- How many copies will I need?
- How much can I (or my department) afford?
- Is this a recurring publication that will be revised and reissued over time?
- Has anyone proofread my copy?
- What software am I using?
- What about pictures and graphics?
- Is there copyrighted material in the document?
- How will this be distributed?

Pre-Planning

Time

At Design & Printing Services, we know that your time is valuable. When you place your order, be sure to tell us when you need the finished product. We will be glad to work with you to help you establish a timeline, meet your goals and create winning solutions to your deadline problems. Call our customer service line at 852-6661 for assistance.

Quantity

The quantity you need will determine a large portion of the price of your job, how it is printed and how fast we will be able to complete the job.

Budget

No matter what your budget may be, chances are that Design & Printing Services will be able to meet your needs. We will provide the lowest prices and the highest quality possible—guaranteed. Please let us know if you are working within a specific budget.

Copyright Issues

Copyright is taken very seriously at Design & Printing Services. In an ongoing effort to preserve the creative integrity of copyright holders, our copyright clearance department will gladly research and secure permission for use of copyrighted works. This service is free, but a publisher may charge for permission. Call 852-5099 for more information.

Software Issues

As a university, we often have access to certain software before it becomes widely available to home users. Conversely, much software being used in homes today is obsolete and has been replaced by the next wave.

An example of this phenomenon is Microsoft Publisher. Publisher is designed for home use and small printers; it is useful that it is compatible with such programs as Word. However, subtle differences in color, appearance and even layout can occur if a Publisher document is printed from the disk using our equipment.

Your best bet would be to take it to one of the copy centers. These centers can print Publisher documents but cannot manipulate them from within the document. An alternative, similar program that we recommend and support is Adobe PageMaker.

And speaking of printing out, remember that what you see on the computer screen may not always be what you get. Make sure that if you are printing yourself, the correct print drivers are installed on your computer.

Design & Printing Services supports the following desktop publishing software:

Page layout programs: Programs to use for laying out the design of your document.

- Adobe Pagemaker (Mac & PC)

- Adobe InDesign (Mac)
- Quark Xpress (Mac & PC)
- Microsoft Publisher (PC) (Limited Support)

We recommend you send us a test file before you use Microsoft Publisher for designs using multicolor graphic images (PCT, TIFF, EPS, JPEG or GIF file formats) due to known output difficulties. *The copy center will reject a file brought to them in native Publisher.* Contact Tracey Coke at 852-6518 if you wish to use Publisher.

Graphic illustration programs: Drawing programs used to create and edit vector-based illustrations and logos.

- Adobe Illustrator (Mac)
- Macromedia Freehand (Mac)

Image manipulation programs: These are programs that let you edit scans of photographs and bitmapped artwork.

- Adobe Photoshop (Mac)

Each of the above has special features that make them unique, but all three give you the power to create pages with dynamic typography, illustrations and photographs combined. True desktop publishing programs have certain qualities that permit high-end output.

These qualities are:

1. The ability to import objects from other desktop publishing programs.
2. The ability to export the page or objects on the page into another acceptable desktop format.
3. The ability to use CMYK or Pantone printing colors.
4. The ability to separate colors when sending to laser printers or imagesetters.
5. The ability to print bleeds, color, crop and registration information to the output material.

Design & Printing Services does **not** support or recommend the any of the following software programs for file layout and design requiring film output for offset printing. We cannot guarantee the final results of designs created in one of these unsupported software programs.

Non-desktop publishing applications. There are some software programs available, which promote themselves as desktop publishing software, but they lack important features needed for successful file output necessary for professional printing.

Word processing programs. These programs provide for quick input of type but lack the proper color palettes and output features necessary for outputting film separations. Examples of word processing programs include Microsoft Word and WordPerfect.

Slide presentation programs. These programs often do not or have limited ability to export illustrations and type in an acceptable vector format. One example of a slide presentation program is PowerPoint.

Web authoring programs. These programs work with an entirely different page descriptive language, and the images in these programs are sampled at a much lower resolution than is needed for desktop publishing. One example of a Web authoring program is Microsoft Home Page.

Spreadsheet, chart and database programs. These programs provide for quick input of tabular and numerical information but lack the proper control of color and output features necessary for film output. A few examples of a spreadsheet, chart and/or database program are Microsoft Excel, Microsoft Access and Lotus 1-2-3.

Many low-end or home-based “desktop publishing” packages. Programs such as PrintShop, Banner Creator Greeting Card Creator, etc. usually are great for creating greeting cards, banners and family newsletters on your home desktop printer. They come with a number of fonts and clip art and print to a wide array of laser, inkjet and dot matrix printers. Their shortcomings usually surface when there is an attempt to print color separations required in the printing process. If you have any questions about whether a job will image properly, please feel free to contact us about running a test.

Print Drivers

Print drivers are the software that allows a printer to read your document. To download a particular driver, [click here](#). If you don't know which driver you need, contact Peter Wood at 852-2726.

Font Issues

Fonts: Alike, but Not the Same

All fonts are not created equal! An otherwise common font, such as Helvetica, may actually differ according to manufacturer and platform.

- When you create a document you wish to have printed, please specify whether it was created using Macintosh or PC software.
- If you know that you are using a TrueType font, please specify that as well. TrueType fonts, created by Microsoft and Apple, are an alternative to Type 1 fonts, which were created by Adobe and are the industry standard. If you create a document on one platform then print it out using a different one, slight differences may exist. As a result, type may fit differently into a certain space, with one version fitting as you intended and another version coming up short or too long.

One Big Happy Family?

There are several universally recognized “families” of fonts. When used together in a publication, combinations of fonts from the same “family” make for an easier-to-read, more pleasant publication.

- **Serif** fonts, such as Times and Palatino, have small lines at the end of the strokes. They are typically used for high readability, such as in newspapers.
- **Sans serif** fonts, such as Helvetica and Ariel, lack the finishing strokes and are bolder and more easily read when used in large-print features as headlines.
- **Display** fonts, such as Stencil and Wingdings, are more decorative. They are not intended for use in large text blocks, but in signage or where an ornamental accent is desired. Often display fonts have serif or sans serif characteristics that work well when combined with text from a corresponding family.

Including Your Font with Your Publication

Design & Printing Services supports a wide range of fonts that we are licensed to use, but if you have one that we do not carry, you must submit it along with your file by copying the font. If you need help with font copying, call us at 852-6661. This permits us to use your font *for that job only*.

Requesting Fonts

Where possible, specify within the font title whether the font is bold or italic. Often, it is difficult to discern specific style commands within a document, but if an option such as Garamond Italic is intended, it is preferable to request the font “Garamond Italic” rather than as “Garamond, italicized.”

If we do not have the font that you have in your document and you have not supplied it to us, that font will print out as our default font—typically, Courier—and not necessarily in the format you originally planned. A list of supported fonts follows.

It is helpful to remember when sending a font to us to print, we need the font to use the font!

Supported Fonts

Here is a short list of fonts that we support. Other fonts are available for use, but using these fonts will ensure higher quality, faster turnaround and less hassle.

Serif

- Novarese (the official university font)
- Times
- Times New Roman
- Caslon 224
- Caslon 540

Sans Serif

- Helvetica
- Arial
- Gill Sans

Monospace

- Courier

Calligraphic

- Zapf Chancery

Dingbats

- Symbol
- Zapf Dingbats
- UofLLogos

Graphic Standards

Official university logos and typefaces: Which is appropriate? When do you use the Cardinal Bird? The U of L symbol? The full name of the university? The Minerva seal?

The university monogram—the U of L symbol—is used with:

- all internal university communications
nonacademic awards and honors to faculty, staff, students and alumni sports-related honors; it is no longer the official external logo.

The university signature—the full university name logo spelled out, with slogan—is used with:

- awards and certificates
- in instances when the full legal name of the university is required
- more formal honors and awards bestowed to individuals not directly related to the university

The Cardinal Bird—head or full body—is used with:

- honors relating to athletics, school spirit or support in nonacademic areas

The Minerva—the seal of the university—is used with:

- university-wide policies and proceedings
- recognized achievement and honors bestowed by the university and at formal or academic functions
- honors bestowed by the trustees, president, provost or deans

Getting Graphic with File Types

TIFF, JPEG (also JPG) and GIF (pronounced “giff” or “jiff”) are file formats in which images may be saved.

- *Good:* GIFs are handiest for low-color generated art such as buttons, headers or Web page backgrounds. They are most frequently used on Web pages because of their low resolution and small file size. Images that are scanned in or contain more than 256 colors will not be truly represented in GIF format, as dithering will take place. Dithering is the substitution of one of 255 colors for all colors that do not fit in the chosen 255.
- *Better:* JPEG files are capable of 24 bits per pixel of color depth. This means they can contain millions and millions of colors. They are really handy for photos; however, parts of the original image are lost in compression. JPEGs are best for good quality images where absolutely perfect reproduction of the original is not necessary.

- *Best:* TIFF files are used often by designers for high quality reproduction of the original image. They are capable of 24-bit color and can be somewhat compressed. In general, TIFF files will be larger than JPEG files of the same image but will contain a more exact copy.

Other File Formats You May Have Heard of:

- BMP files are the default way Microsoft operating systems present graphical information. They can contain everything from 1-bit line art to 24-bit color, but are not compressed at all. BMP files are generally much larger than their JPEG and TIFF equivalents.
- EPS files, or Encapsulated Postscript files, are widely supported by many computers and printers. The EPS software takes your file—type, photos, etc.—and creates a new file that a printer’s software can read. You cannot open an EPS file, but you can place it. However, an EPS file in a document cannot be manipulated; any text or graphics becomes a single unit.

When including these images, please remember to send them along separately with your publication, and be sure to use the .tiff, .jpg or .gif extension at the end of each (e.g., Ramsey.jpg).

Software Versions

Another important thing to consider when planning your project is the version in which your document is created and saved. It is important that your file is saved in the same or an older version of what is standard at Design & Printing Services. We use the most current software available; if you are not sure if your program is compatible, please call 852-6661.

Printing Your Project

Paper Choices

Design & Printing Services uses a wide variety of environmentally friendly recycled paper weights, sizes, textures and colors. Additionally, textures such as transparencies, vellum and even fabric are available for a custom order. Please call us at 852-4943 to determine which paper stock is best for your needs.

Postal Approval

Design & Printing Services strives to conform to United States postal regulations. Bulk rate postal imprints and bulk non-profit postal imprints are available. Bulk mailings of identical pieces from the university's 40292 address *must* be sorted by zip code and have a minimum count of 200. If you have any other questions about mailings, call the permit center at 852-5570.

The Run

It is important to determine how many copies of a document are needed in order to surmise the most cost-effective method of production for you. Both copying and printing services are available to produce the best quality document to suit your needs. It is also important to consider ongoing projects, such as periodicals, which may be best served with a template and reprinted with changes each month or quarter. Design & Printing Services can store your order for future editions.

The Hidden Cost of Doing It Yourself

At Design & Printing Services we employ professional designers, printers and copy consultants. We guarantee swift turnaround and the best prices in town. We take the same care with first-time customers as with established clients and are happy to answer all your questions. We know that you may have lots of ideas, and we want to collaborate with you in making your project the best it can be. We encourage you to call on us when you need a job done right the first time!

Before you start your project, it would be advisable to contact us first. Often, work comes through us that requires re-creation or modification in some way—which costs you time and money. Most of the time it is just as cost-effective to have us do all the work. It's what we're good at!

If you have any questions at any time during the process, please feel free to call, write or stop by.

