

# Simple Pre-Press **Checklist**

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**Be sure to proofread and double check** your project for typos, grammatical or formatting mistakes.



To ensure your print job is executed expediently,  
**please perform these 7 simple “Pre-Flight” printing checks.**



If not, your artwork/ file may be rejected, and you will need to resubmit the corrected artwork/ file for your print job to be fulfilled and delivered.

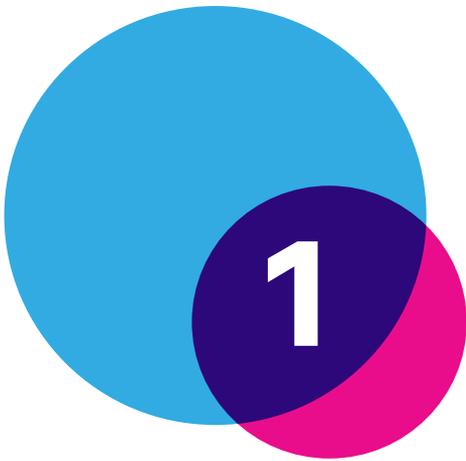
- 1** Artwork/ File Matches the **Project Specs**
- 2** Document Layout Has **No Irregularities**
- 3** Artwork **Dimensions** Are Correct and Include a **3mm Bleed Area + Crop Marks**
- 4** **Images** are High in Resolution
- 5** **Fonts** are Embedded
- 6** **Black & White** Pages are Saved as 1 Colour
- 7** Recommended **Book Cover Design**

**Please follow the detailed pre-press guide below on how to perform each of these checks.**



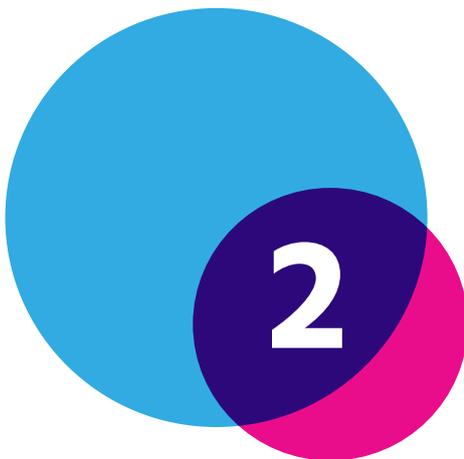
A professional graphic designer will have the necessary software tools to perform all the following checks. However, it is also possible to perform most of the checks with Acrobat Reader DC (free).

Acrobat Reader can be downloaded here:  
<https://get.adobe.com/reader/>



## Artwork/ File Matches the Project Specs

Sometimes files are mis-labelled, or the wrong file is submitted. Be sure that the artwork/ file matches the project specifications.



## Document Layout Has No Irregularities

Open your PDF file in Acrobat Reader and visually scan through all pages of the artwork/ file to see if there are any layout irregularities such as text or images being cut off the edges or overlapping elements that do not seem intentional.

# 3

## Artwork Dimensions are Correct and Include a 3mm Bleed Area + Crop Marks

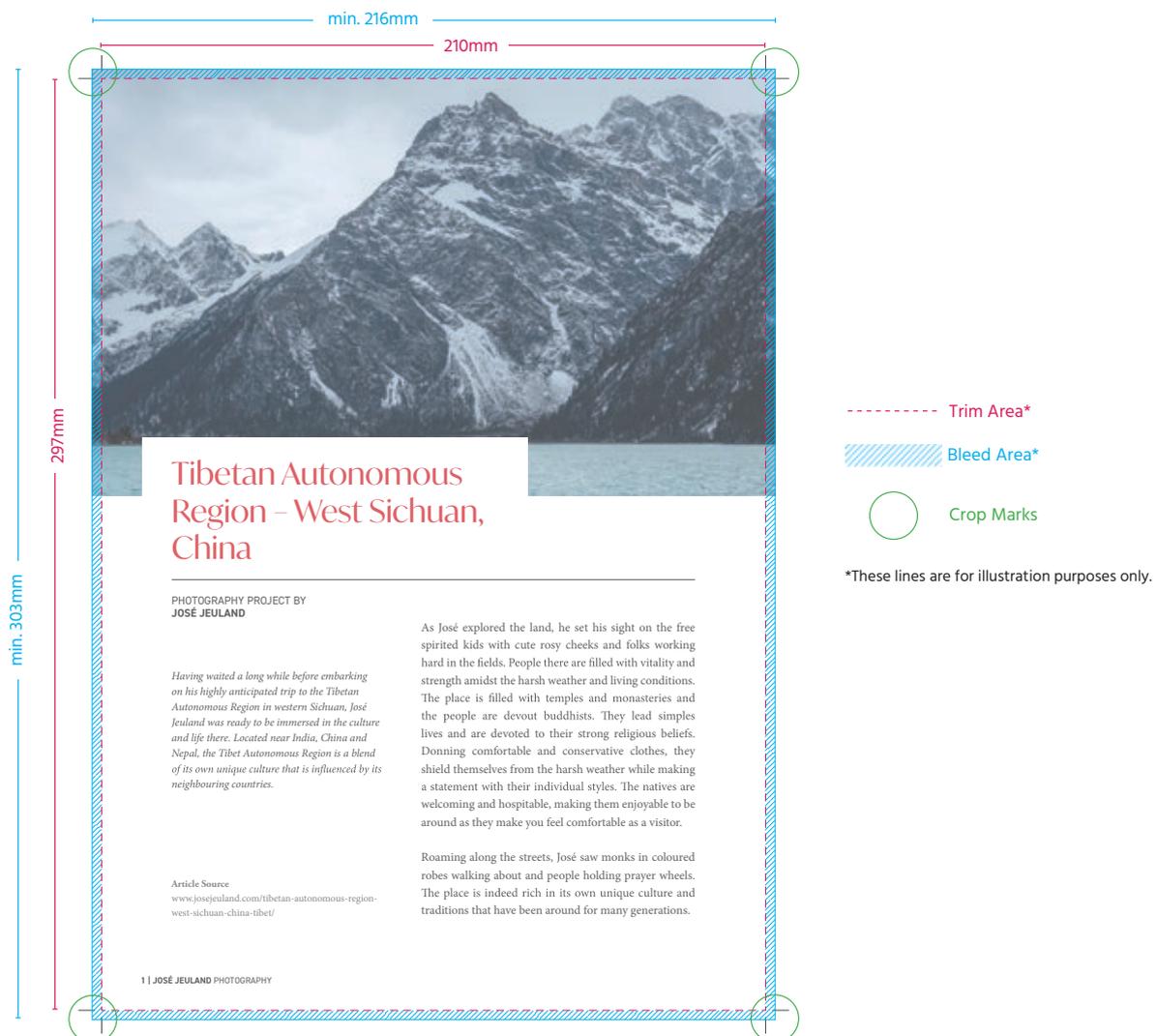
The bleed is the part on the side of a document that gives the printer a small amount of space to account for movement of the paper and design inconsistencies. In other words, the bleed is the area to be trimmed off.

“Crop marks” must be indicated in the corners of the artwork/ document to show the printer where to trim the paper.

### Artwork Dimensions Requirement

Ensure the artwork includes a minimum 3mm bleed all around and check that “**crop marks**” are indicated at each corner of the artwork/ document.

For example, a project that is supposed to be A4 in size (210mm × 297mm) should have minimum artwork dimensions of 216mm × 303mm and “crop marks” must be visible.



## How to Measure the Width & Height of the Artwork

View your PDF file in Acrobat Reader and measure the artwork using the **"Measuring Tool"**.

- a) Click on the **"Tools"** tab and click on **"Measure"**.



- b) Click on the **"Measuring Tool"** below the shortcut bar.

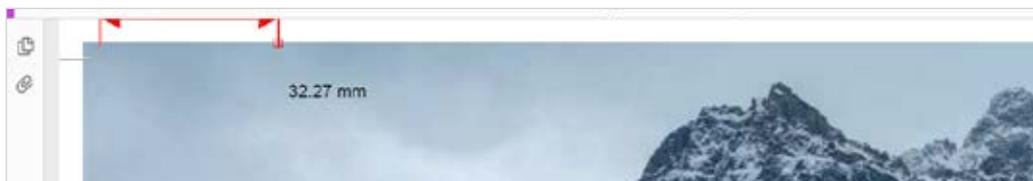


- c) **If there are crop marks**, measurements should be taken from the crop marks and the dimensions should match the trim/ finished size of the project, as specified in the specs.

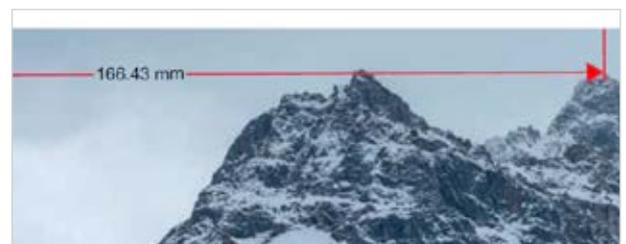
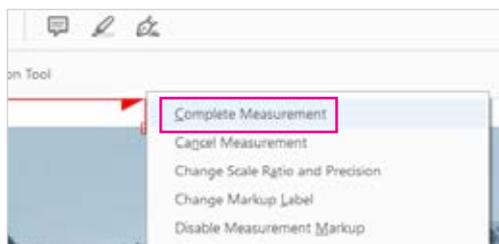
- (i) **To measure the width of the artwork**, point your cursor on the crop mark on the left edge of the artwork. **Left click once** and wait for a full 1 second.



- (ii) **Drag your mouse while holding the Shift key** across the width of the artwork to the right edge. A red measuring line will appear across the artwork.

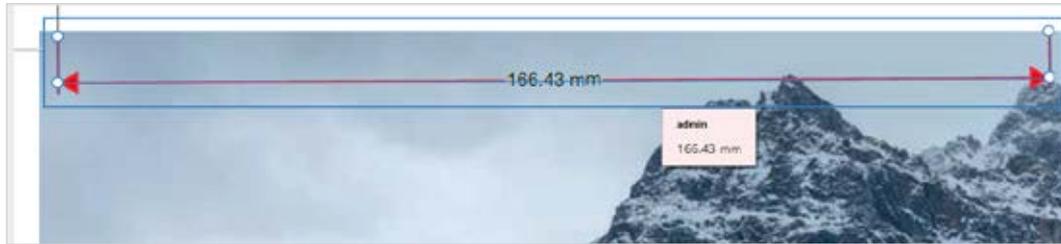


- (iii) Right click and choose **"Complete Measurement"**. Next, **left click to lock the position** of the measuring line.

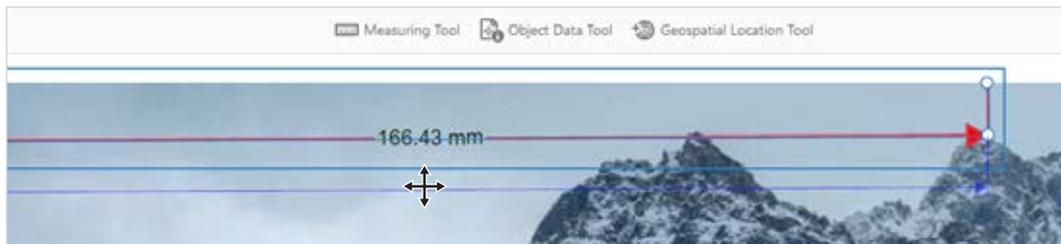


**After Left Click**

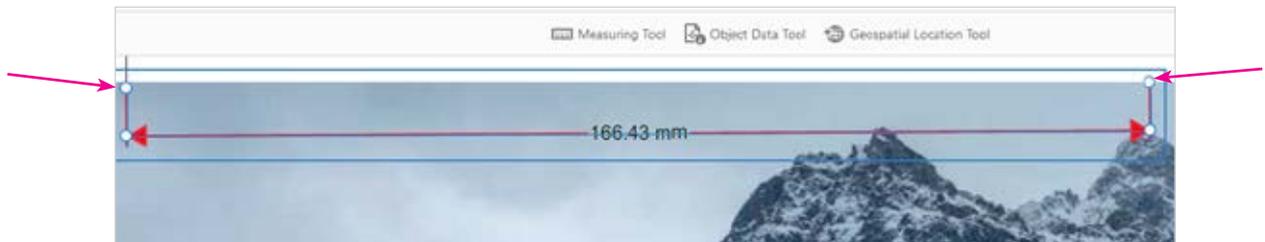
- d) If the line is not straight or does not stretch completely across the artwork, **left click the line. A blue box will appear around the measuring line.**



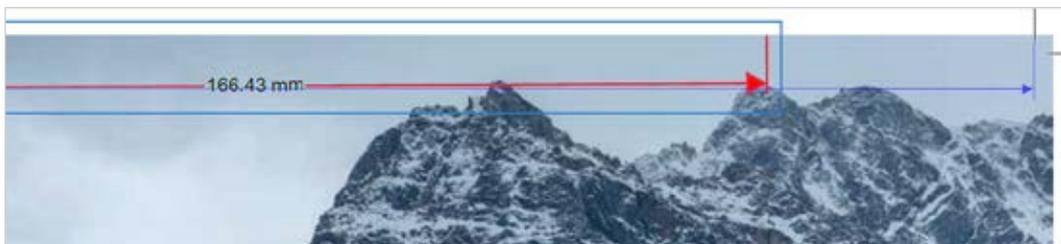
**To reposition the measuring line,** move your cursor anywhere on the measuring line. When you see the **“cross with the arrows”** symbol, left click and hold. Move your cursor and the measuring line will follow your cursor.



**To modify the measuring line** (change the length or angle), move your cursor over the top white dot (the one above the dot on the head of the arrow).



**Left click and hold** as you move your cursor to modify the measuring line as needed. Release the mouse button to set the measuring line.



**Blue Box will Disappear After Mouse is Released**

- e) After adjusting the measuring line so that it is **completely straight and extends across the entire width of the artwork**, check the dimension that appears on the center of the measuring line. It should be the project's specified trim size.



- f) **To measure the height of the artwork**, repeat the above steps but create the measuring line for the height of the artwork.

**g) IF THERE ARE NO CROP MARKS**

If you knowingly provide the artwork without crop marks, it is assumed the bleed is incorporated in the artwork.

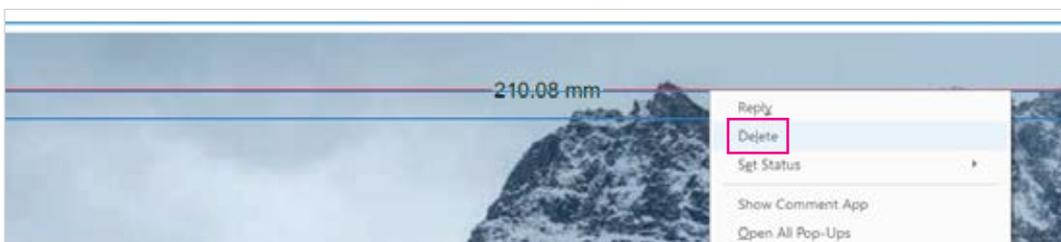
In which case, measure the artwork from edge to and the dimensions should be at least 6mm (bleed) + the trim/ finished size of the project, as specified in the specs.



**Note:**

- Depending on your computer, there might be a slight lag for the measuring line to be moved or modified. If the measuring line is unresponsive, just wait a few seconds.
- After you are done measuring the artwork, you should **remove** the measuring lines you've created. You may also want to remove any additional measuring lines that were accidentally created.

To remove a line, left click the measuring line so the blue box appears around the line. Hit the **"Delete"** button or right click and choose **"Delete"**.

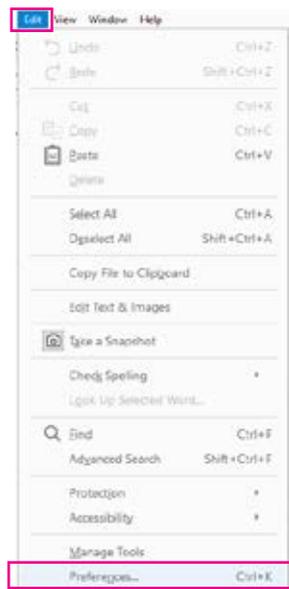


# 4

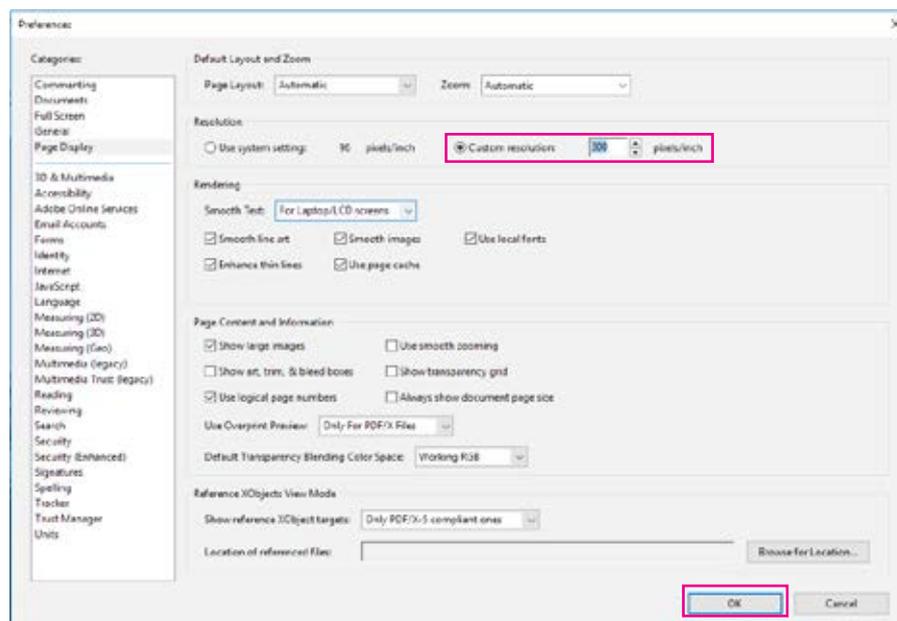
## Images are High in Resolution

Low image resolution leads to a loss of sharpness and will not look good in print. When the resolution is low, images get a blocky or 'pixelated' look.

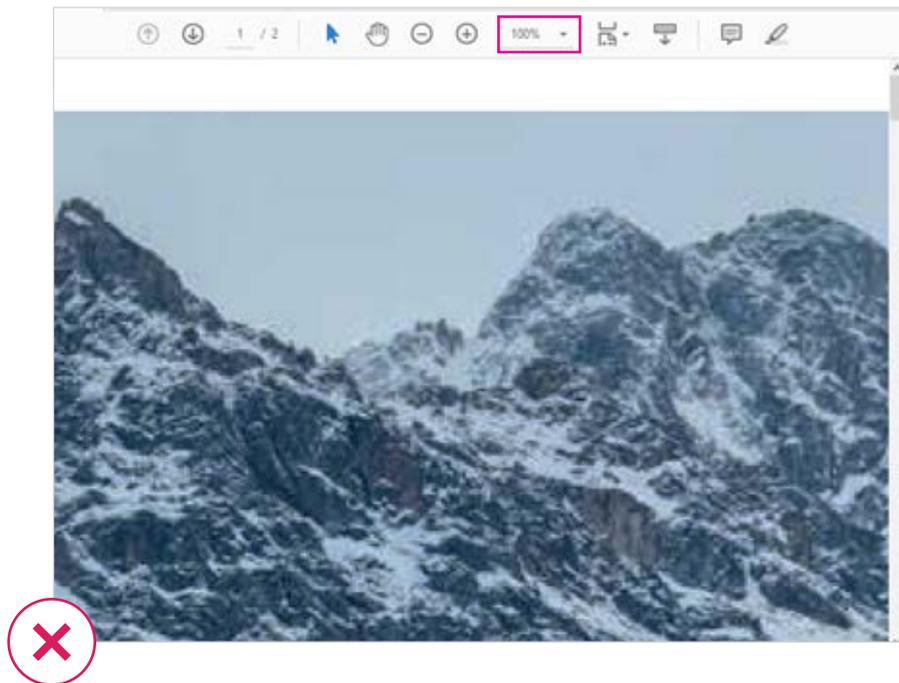
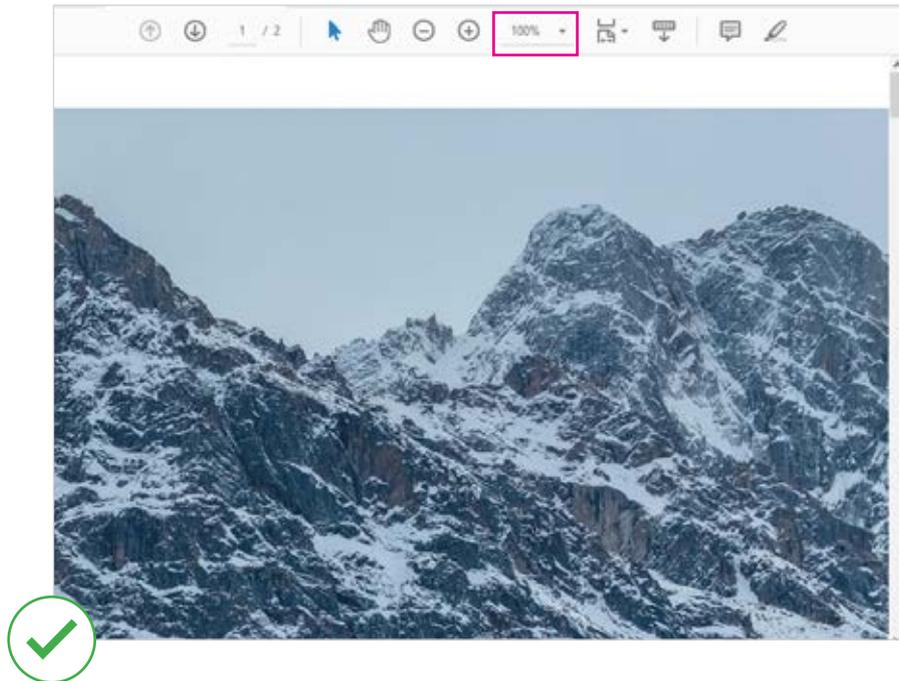
1. View your PDF file in Acrobat Reader.
2. Click on **"Edit"** in the top menu.
3. Click on **"Preferences"** (or hit Ctrl + K).



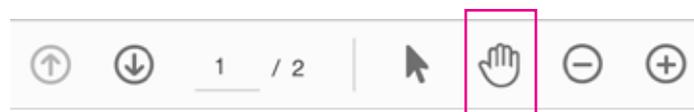
4. Set **"Resolution"** to 300 pixels per inch.
5. Click on **OK** at the bottom right of the pop-up box.



- Set the viewing size to **100%**. (This is the default viewing tool for Acrobat Reader). If images appear sharp and crisp, the resolution is high.



**Note:** If the artwork is too large for your screen, you will need to move the artwork within your screen so that you can view the images on the document. Click on the “hand” symbol on the shortcut bar to move the artwork around as needed.



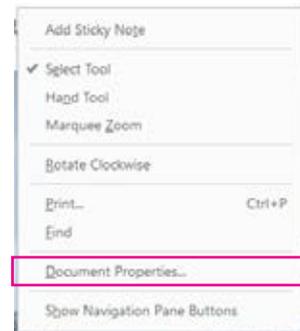
# 5

## Fonts are Embedded

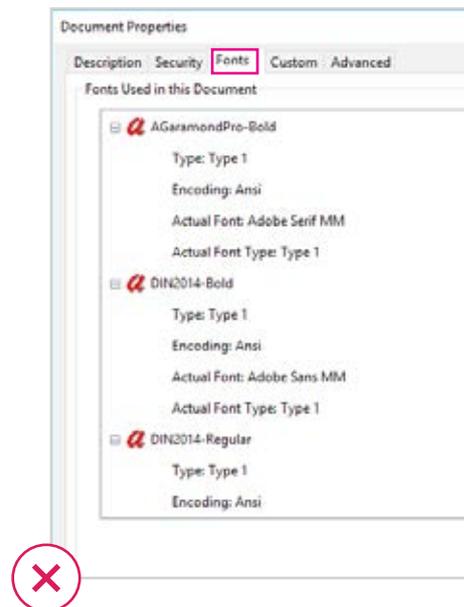
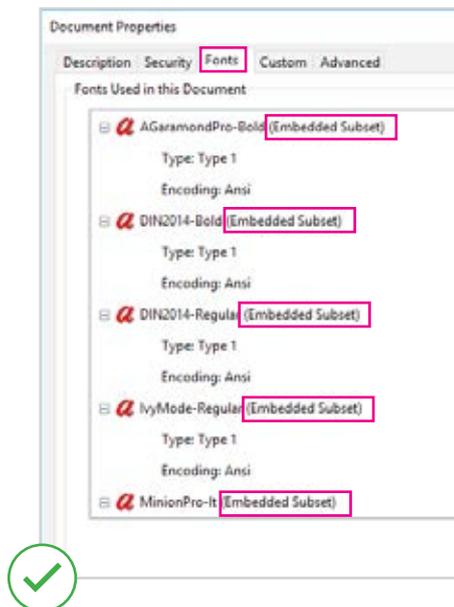
Embedding fonts ensures that all the font information used in your project design will be reproduced as desired in the PDF file and subsequently in printed form. Otherwise, there is a risk that non-embedded fonts may change the look, page flow, and readability of the document.

1. View your PDF file in Acrobat Reader.

2. Right click and click on **“Document Properties”**.



3. Look under **“Fonts”** and ensure **“Embedded”** is seen next to each of the font names listed.



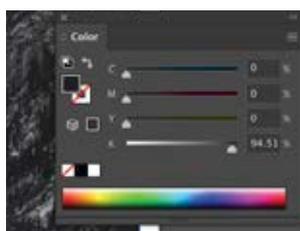
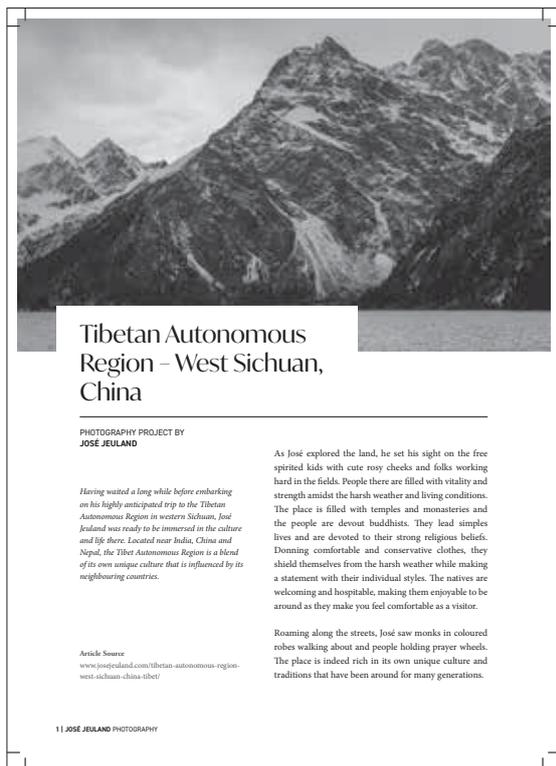
# 6

## Black & White Pages are Saved as 1 Colour

Ensure that all black & white pages are saved as **1 colour** INCLUDING the “crop” or “trim” marks.

Otherwise, black & white pages will be automatically detected as coloured pages and will be printed as such, incurring additional unnecessary charges.

Colour checks can only be performed by trained graphic designers or print professionals with specific software tools.



Only "K" has value



C, M, and Y have value



# 7

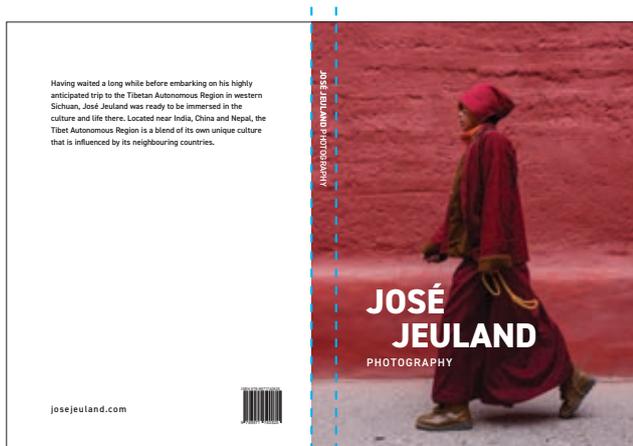
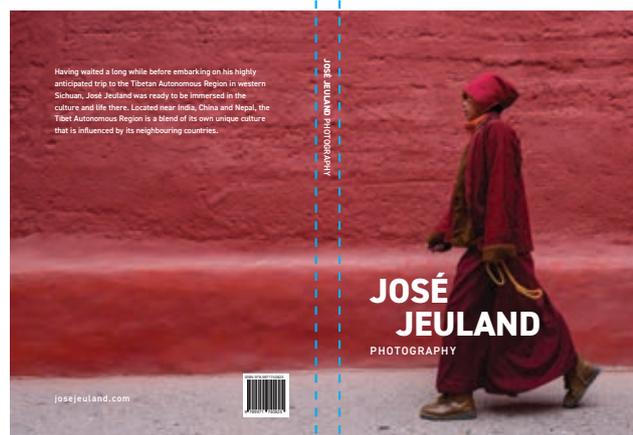
## Recommended Book Cover Design

### Softcover Book

A certain degree of variance is needed when it comes to the folds of the spine due to different thicknesses of paper. As such, it is recommended to have a spine design that wraps around and past the spine of the book.

Having a design where a front or back image stops right at the folds of the spine can cause undesirable results. The same problem will be faced if an exacting image is expected to fit on the spine of the book.

Highly Recommended



Recommended with Caution

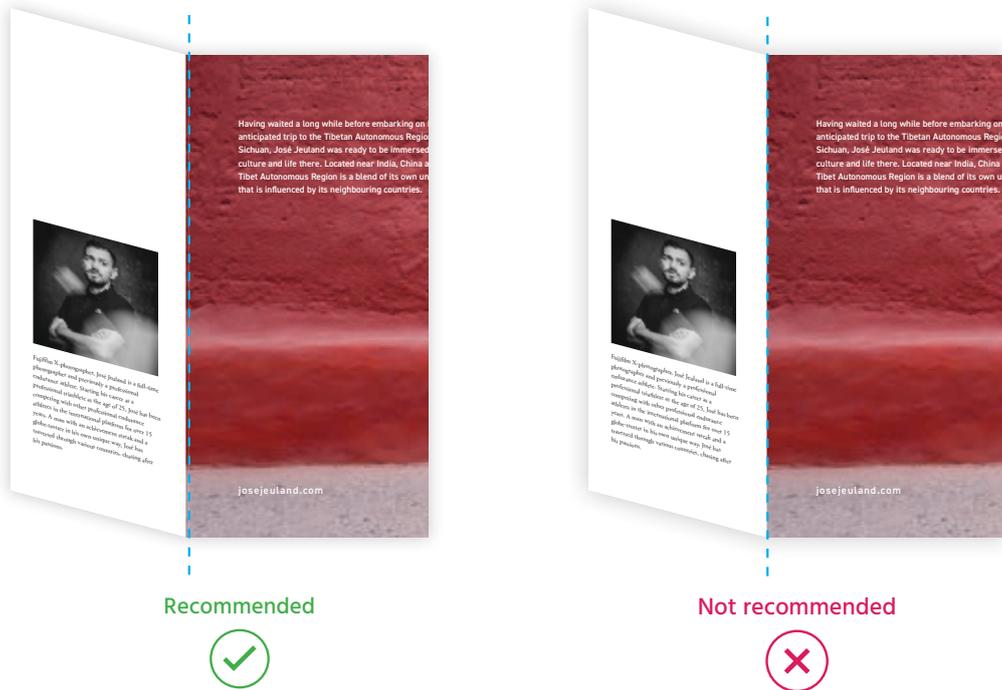


Not recommended



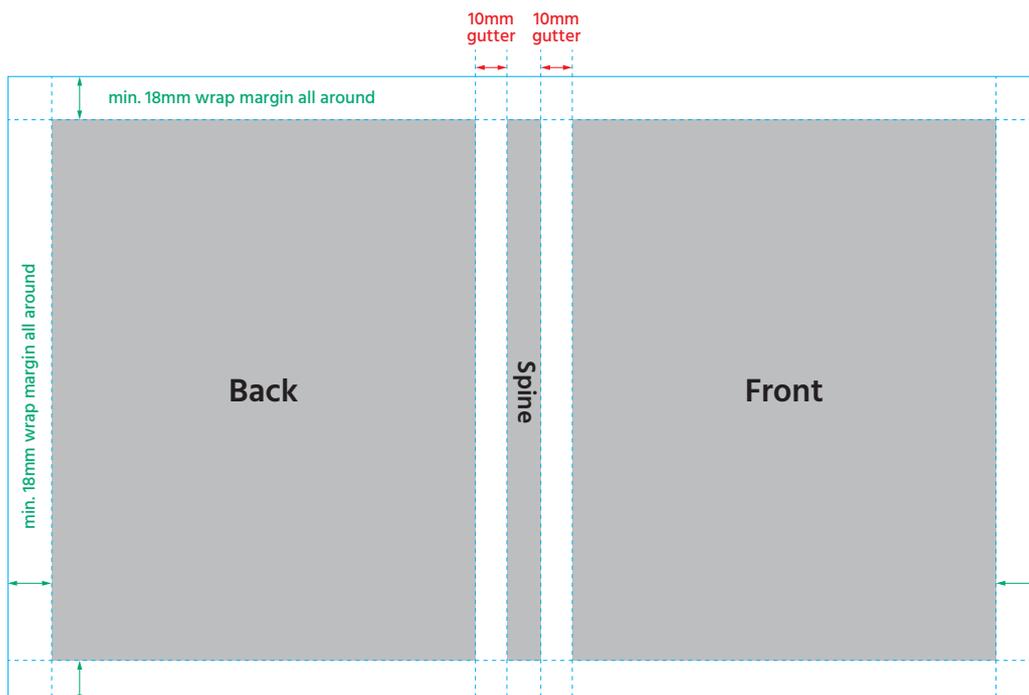
## Softcover Book with Flaps

If a flap has a contrasting design/ color to the cover, ensure the cover artwork extends a minimum of 1mm past the edge of the flap to take into account the space allowance required for folding.



## Hardcover Book

You are requested to follow the hardcover dimensions calculated by Ho Printing. Ensure the spine has a 10mm gutter on both sides. The artwork should also have a minimum of 18mm margins all around to account for paper allowance required for wrapping.



Example of a Hardcover Artwork Layout