

# Smarter, Faster, Easier

## Technology & Production

Larger design shops require  
less production,

smaller design shops  
require more

- I am going to simplify
- I am going to idealize
- Technology is a moving target
- Continue to take classes, read books, web surf, and ask professionals about things you don't understand

Be aware that,  
as technology advances,  
you will probably use the tools  
you know how to use  
and ignore the ones you don't.

As such, this presentation  
is the result of —

- Personal trial-and-error over 30 years
- Being mentored and mentoring others
- Teaching beginning students
- Tons of web searching and reading

# Today we'll quickly cover

- Filing
- Color Management
- Scanning
- Photoshop
- Illustrator
- Fonts
- InDesign
- PDFs and Printing

# Organization

# Production Organization

Build it fast vs.

- Organized
- Uniform
- Easy to find
- Easy to correct
- Easy to pass on

Well-built files aren't worth the time if they're approved without any corrections.

But most projects get corrected multiple times.

# Mechanicals required teamwork

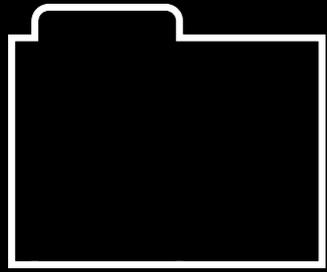
- Designer spec'd copy
- Typesetter set copy
- Mechanical artist created mechanicals
- Color house did scanning
- Printer did stripping

More responsibility +  
faster turnaround =  
work smarter

## Working Smart #1

There's lots of files —  
make them easy to find

- Job numbers and job names
- Personal filing system
- Company filing system



## JOB\_1357 Creating a Job Folder



JOB\_1357 Create Folder 2\_5\_08.1



JOB\_1357 Comps



JOB\_1357 Comps



JOB\_1357 PDFs



JOB\_1357 Collect



JOB\_1357  $\mu$ Old

# Stick with your filing

- More time designing
- Less time searching
  - ▶ While you're working
  - ▶ When you're trying to find old jobs
- Easier to hand off to others

Technology

Working Smart #2

# Color Management

Be able to view or print your work  
**anywhere**  
with reasonable color accuracy

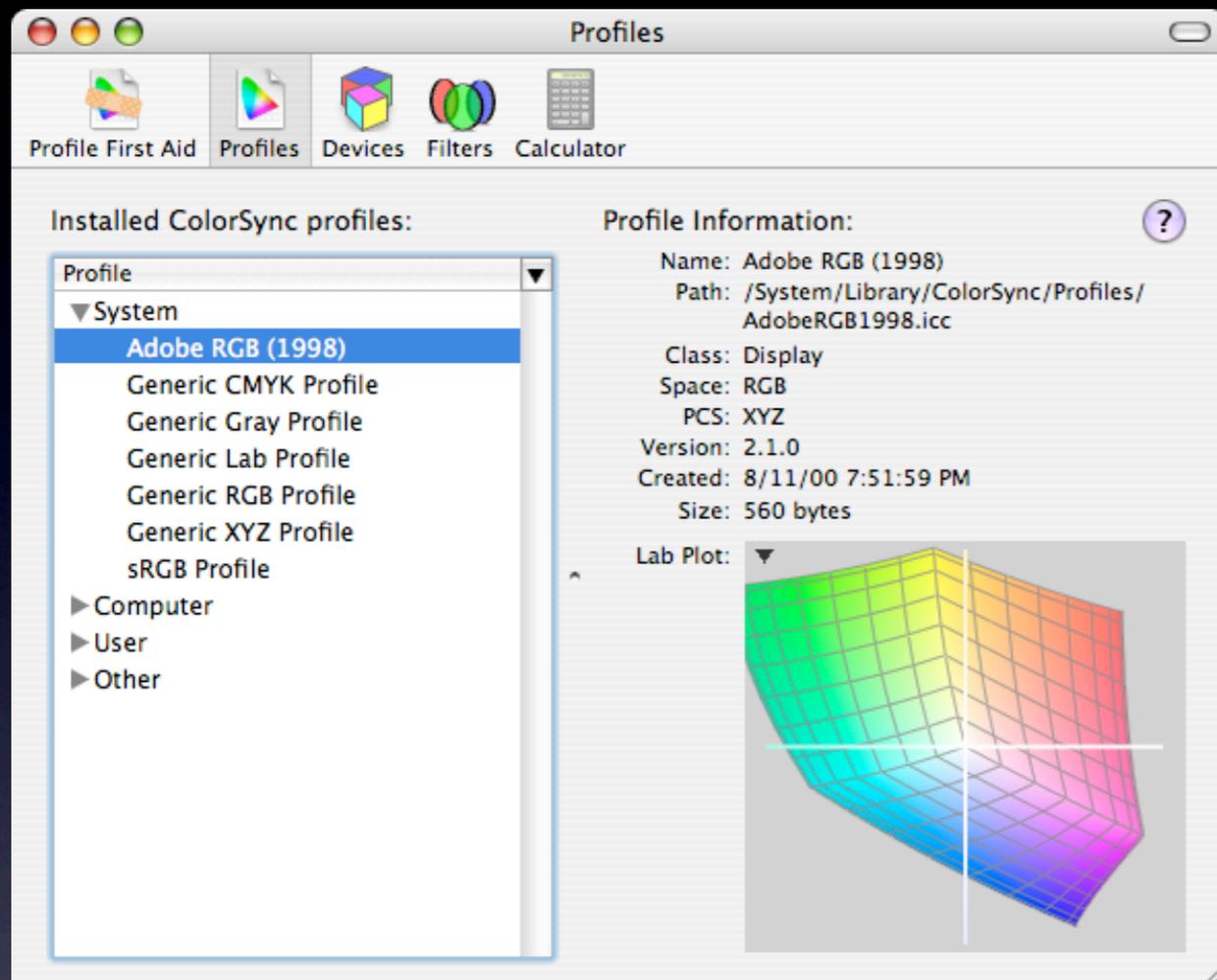
# Obstacles to Color Matching

1. RGB vs. CMYK
2. Monitor calibration
3. Program calibration — Adobe Bridge
4. Printer calibration — type of press, ink, paper, resolution, screen type
5. Differences in viewing conditions
6. Different levels of training, expectation, patience and money

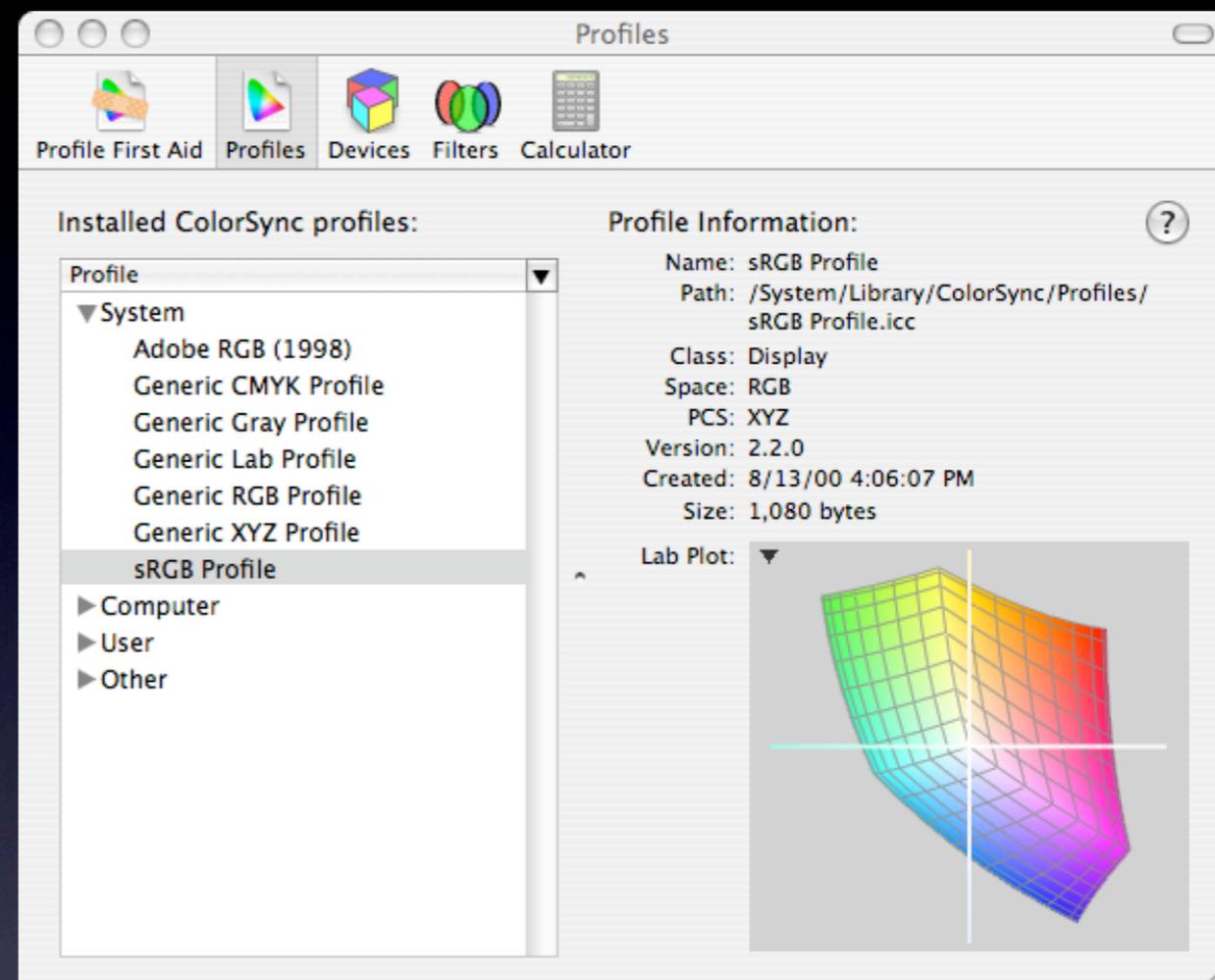
But you can manage color  
using .icc profiles  
and get a reasonably good match

# .ICC Profiles

Data attached to an image or file  
that gives information  
on the color space  
that it was created in (scanner)  
or will output to (printer)



Adobe RGB (1998) .icc



sRGB .icc

.icc profiles are good  
for converting from  
color space to color space

A file without  
an .icc profile  
is nobody's friend.

# Standard Colorspaces

- Input: sRGB — Standard for PC monitors
- Input: Adobe RGB (1998) — big space (tho not as big as new ProPhoto RGB)
- Output: SWOP — Standard for high-speed web presses used for magazines
- (There is an attempt to bring standards to sheetfed presses — G7)

# “Rendering Intents” for profile conversions

- **Perceptual** — Good first choice
- **Saturation** — Good for charts & graphs
- **Relative Colorimetric** — Good second choice
- **Absolute Colorimetric** — Good for logo files
- Black point compensation yes if RGB to CMYK;  
no if RGB to RGB.

# Ideal Color Management

- Calibrate your monitor
- Synch your programs using Adobe Bridge
- .icc profile your inkjet printer
- Convert your files to offset printer's .iccs
- View proofs under calibrated light source
- Send your proofs to printer to match to
- View printer proofs at printer
- Press check

## Working Smart #3

Talk to your printer  
as soon as you have a reasonable idea  
what you want.

They can give you suggestions  
on setting up and color managing  
your job.

Break



Working Smart #4

Ideal Program Use

Learn key commands —  
they save time  
and screen real estate

Photoshop

# Photoshop Setup Tips

- Check memory usage and history states
- Use precise cursors
- Turn off font previews for speed
- Set 1st pane of info pallet to “greyscale”
- Try RGB, HSB, LAB color pickers
- Use gamut warning

# Photoshop Working Tips

- Save all .jpegs as .tif or .psd  
(each time you save, data is thrown away)
- Work non-destructively  
(use layers, masks, clipping paths,  
adjustment layers, smart objects)
  - ▶ Easier to follow what you've done  
and correct it
  - ▶ Once you've lost data, it's lost

# Cleaning up Photoshop Files

- Spell check
- Delete all unused layers you don't think you'll need again
- Be sure to save with your .icc profile

# Photoshop Workflow

- Scan at high bit depth (higher than 8-bit)
- Keep .icc profile when opening
- Edit color in Camera Raw and Photoshop
- Keep RGB Master File
- Save as, flatten, resize to 100% and then convert to printer's .icc LAST
- Convert to new .icc profiles from Master every time

Illustrator

# Illustrator Setup Tips

- Turn off “Keep Selected” and “Edit Selected Paths” for the brush tool
- Set black appearance
- Document Setup>Transparency>High Resolution
- View>Proof Colors
- Set universal preferences if no document open

# Cleaning up Illustrator Files

- Spell check
- Delete stray objects
- Delete/convert stray fonts
- Delete unused layers
- Delete unused Pantone colors and convert spot colors to CMYK if necessary
- Delete unused brushes, styles, swatches
- Save, then Save As and flatten for final
- Save with .icc profile

# Fonts

- Postscript — PC & Mac, not cross-platform
- TrueType — PC & Mac, sort of cross platform
- OpenType — Cross platform
- Apple DFonts — OTF but not cross platform

- Lots of old, outdated and corrupted fonts out there — can crash your programs
- Don't "borrow" fonts
- Buy Opentype fonts & check licenses
- Don't give them to clients — illegal
- If you're using free fonts, check thoroughly and check their license
- (See [www.deanenettles.com/primers.htm](http://www.deanenettles.com/primers.htm))

- Use font manager program to shorten scroll time and turn off system fonts
- Use font editor (Type Tool 3) to edit type
- Clean font caches in System X (programs like OnyX)

InDesign

The game to play in InDesign is to use the program's features to make your work consistent, fast to build, easy to edit and easy to hand off.

## We do that by

- Using as few text boxes as possible
- Using tabs instead of spaces
- Using style tricks and style sheets
- Using master pages
- Using automation

# InDesign Setup

- Change preferences
- Apply leading to entire paragraphs
- Units to I/I/I/I0
- Display Performance High Quality
- Black Appearance
- Transparency flattener to high resolution
- Style sheet changes
- Can set universal defaults if no document open

# InDesign Tips

- Save Word .docs as “text only” before importing
- NEVER use auto-leading
- If it lines up or spaces, keep it in the same box
- If you use a style more than once, style sheet it
- Don't let your style sheets get out of date
- Don't save a pdf inside a pdf inside a pdf inside an Illustrator doc and then import
- Resize images to within 30% of the used size for best color

# InDesign Cleanup

- Spell check
- Recheck transparency flattener
- Clean out fonts
- Clean out colors
- Check links and their color space, their size and resolution
- Save with .icc profile

# Collect for Output

- I prefer Flightcheck Designer over InDesign, just because they have a reputation for collecting everything all the way down.
- Once collected, move all other files to the “Old” folder

Tip:

Keep a scrapbook of old  
comps, because you'll never  
have time to go back looking

Working Smart #5

PDFs

# Proof PDFs

- Small enough to e-mail (5 megs max)
- 150-line if you can so client can zoom in
- Prefer RGB because it works on ALL PC systems
- Remember your client isn't color balanced

Does your printer want live files or specific flavor of PDF?

# Press PDFs

- PDF-X/1a: U.S. — no icc profile but has color header, CMYK and spot color only
- PDF-X/3: Europe and Asia — X/1a plus icc profiles, RGB and LAB
- PDF-X/4: X/3 plus transparency and layers (very new — adopted last year)

Backup

- Back up every day to a hot-swappable array with redundant backup over gigabyte ethernet (so it doesn't slow you down)
- Archive every few months as appropriate months, so you don't run out of space
- Consider multiple offsite storage for valuable files — possibly internet backup (fires do happen)

Finally

## Working Smart #6

Be aware of how the computer effects your design

- Doing it all yourself
- Using the trendiest filter or effect or font
- Designing inside the computer's "rules"
- Designing inside what others have done
- Typesetting instead of designing

Think of what you could design  
if you could design anything,  
and think bigger than that.