



Common Artwork Problems

In this guide we highlight the key areas where art work issues occur and list the typical problems that can result in the printed version not coming out as expected. – look out for these issues when creating or receiving PDF's.

Digital images

- Placed image resolution too low
- Too much compression applied (artefacts, quality loss) Low-resolution images will look pixellated; overly compressing images may give small file sizes but will also introduce visible artefacts into the image and degrade quality

Fonts

- Fonts not embedded
 - Corrupt or malformed original font
- Type will not reproduce properly if fonts are not embedded; older fonts in particular can sometimes fail when ripped

Document creation

- Incorrect page size information
- Insufficient offset of crop marks
- Incorrect trim or insufficient bleed
- Hairlines too thin
- Gradient resolution too low
- TAC limit exceeded

Document size and correct placing of guides is critical for correct output. The capabilities of the press must be taken into account for minimum line widths and smooth gradients.

Colour and transparency

- Contains non-CMYK elements (such as RGB or spot colours)
- Wrong colour space assigned
- File contains transparent elements and not to Acrobat 1.3 format

Content should be prepared for the correct colour space before being placed in a page, otherwise colour can dramatically shift if automatically converted during the PDF creation process.

Proof

- Proof not produced from the final PDF
- Proof colour space too wide

Proofs must be created from the file that is to be printed and represent the final printing conditions.

If you have any problems with your artwork our experience studio team will be happy to talk you through them so you can be guaranteed the best possible result. To arrange this call your Account Director or Manager on 08450 603050.