Software

Because technology is advancing so quickly and computers are becoming so powerful, many new features are being added to existing applications. Most of these features can aid productivity and promote creativity, but some can also cause you trouble. Before using some cool new feature in your design, think of how this might impact production.

The results of your final output will depend almost entirely on the way in which the work was created. Using the correct applications for their intended purposes will yield the best results. If you plan to print a complex document that includes many graphics and photos, you should use desktop publishing software such as Adobe InDesign, QuarkXpress or Adobe Pagemaker. These programs are capable of creating high quality output but they are also more expensive than generic office applications.

There are three basic types of applications used in creating a design: bitmap graphic editing programs, vector graphic editing programs and page layout programs (listed above). Even though a word processor may have some of the features of a page layout application, try not to use it as such. You will create additional problems for yourself and us.

Regardless of the software you use to create your print job, it is important to understand we may not have the application you used to create your work. If we do not have your DTP (Desk Top Publishing) software, we will not be able to work with a raw or native application file. You may need to convert your file into a file type that is more common to the print industry, such as a PDF.

Word processing programs are mainly designed to create and edit text. Examples of word processing software are Microsoft Word or Corel WordPerfect. Try not to use these programs for layout, they don't have the layout features required for this task and may prove difficult to print from.

Bitmap graphic editing programs are designed to manipulate bitmap graphic files created by scanners or digital cameras. Bitmap graphics are comprised of a fixed grid of picture elements (pixels) to form an image (TIFF or EPS files for example) and are resolution dependent. These images may become fuzzy or jagged if scaled too large. Examples of these programs are Adobe Photoshop or Corel Photo Paint (Photoshop is the graphic arts industry standard). These applications should be used to edit or change bitmap graphic files or create original artwork to be placed into other applications, not as a page layout program or to lay type.

Vector graphic editing programs are designed to create and edit vector-based graphics. Examples of vector graphic programs are Adobe Illustrator, Macromedia Freehand or Corel Draw. Vector based graphics are created by defining points within an image and mathematically calculating curves that represent lines. Vector based graphics are resolution independent and can be scaled up or down with no loss of quality. These programs should be used to create vector-based graphics to be linked to a page layout application.

Page layout programs are designed to bring all these elements, text, bitmap graphics and vector graphics together in a manageable way. They can be used to create one-page flyers and posters as well as newsletters and books. Examples of page layout programs are QuarkXPress, Adobe InDesign and Adobe Pagemaker. These programs are specifically designed to handle components created by other applications and provide you with the image and typography management and the output

options required to suitably print your job. Note: Pagemaker is no longer being made by Adobe. We will continue to accept these files at this time, but not indefinitely.

KEEP THIS IN MIND
1. Each application was designed for a specific purpose. Use it that way.
2. Realize that bending some prepress rules may cause you headaches when you attempt to output your work.

Native programs we accept are:
Adobe InDesign
Adobe Illustrator
Adobe Pagemaker
Adobe Photoshop
QuarkXPress

When submitting native applications, link your images instead of embedding them into the file. Be sure to submit the linked images along with all fonts used, including fonts used within .EPS graphic files.

IF QUARKXPRESS PAGES ARE SAVED AS .EPS FILES AND PLACED IN ANOTHER DOCUMENT, SEND THE ORIGINAL QUARKXPRESS PAGE AND ANY PLACED FILES REQUIRED FOR THE PAGE.