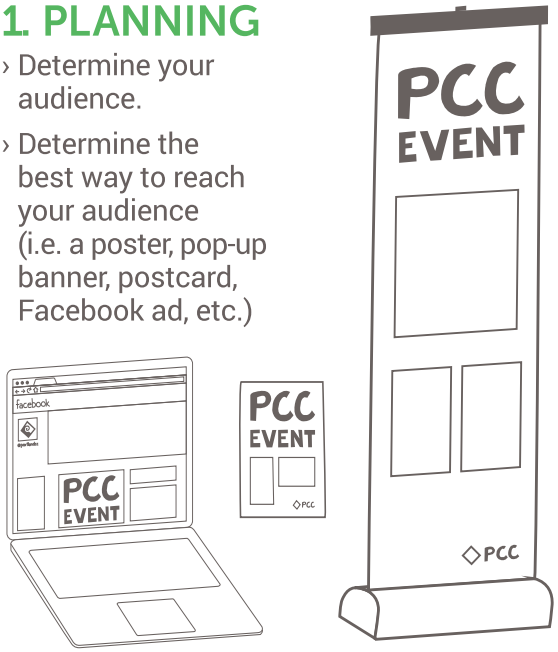
ARTWORK SETUP TIPS

1. PLANNING

› Determine your audience.

› Determine the best way to reach your audience (i.e. a poster, pop-up banner, postcard, Facebook ad, etc.)



2. SETTING UP

› Choose the appropriate design program for you project and skill level. (See reverse for suggestions.)

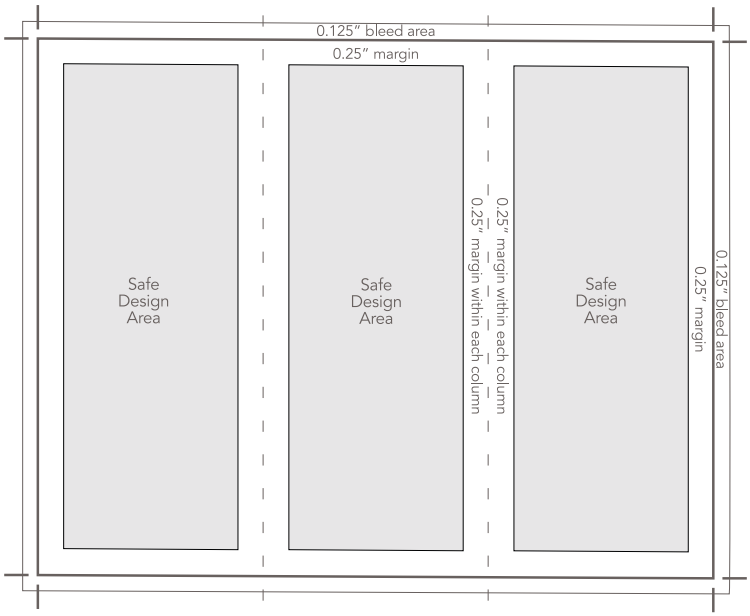
› Set the page size of the artwork to the final print or web image size. (If you need multiple sizes for your project, design for the largest size.)

› Set margins at least 0.25” on all sides, or more for larger documents.

› If your document will have any text, color, or images running all the way to an edge of the page, include a 0.125” bleed area in the document and be sure the element that runs to the edge actually extends to the outer edge of the bleed area.

› Setup any columns or other guides needed. (i.e. For a brochure, build in appropriately sized gutters between the columns so the folded brochure looks professional.)

› Select your color mode–use CMYK for artwork that will be printed and RGB for artwork that will be displayed digitally.



3. SAVING

› Save your editable file as the file type native to the program you used (i.e. a .doc file in Word or an .ai file in Illustrator).

› Choose a name that is descriptive and unique to your project (i.e. PrintCtr_calendar_2018.indd).

4. EXPORTING

› Check to make sure the color mode is correct for the intended use of your final artwork. (Use CMYK for print use and RGB for digital use.)

› When exporting files to be printed, include the bleed and crop marks.

› For best results, export files for digital use at 72dpi and files for print use at 300dpi.

› Depending on the program you used to create your artwork, choose ‘Export’ or ‘Save As’ to create a .pdf file for printing or a .svg or .png file for digital use.

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5. ORDERING

› Visit pcc.edu/printorder

› Determine your project due date (most projects take 1-3 full business days to complete).

› Upload your file and fill out as much info on the form as possible, using the 'Special Instructions' box to include details that aren't covered within the form.

› If you'd like, you can request to review a proof before your project is completed. (This will add time to the overall completion time of the project).

› Once a Print Center staff member has reviewed your order, they will send you a confirmation email. If you don't receive an email within two hours of placing your order during normal business hours (weekdays from 7am-4pm), please call the Print Center: 971-722-4670.

› You may also receive emails with questions about your order—in most cases, your order will be on hold until we've received a response to those questions, adding time to the overall completion time of the project).

6. PICKING UP

› Finished orders will be delivered to the secured campus/center pick-up location where you're located unless otherwise specified. Projects for Sylvania campus staff/faculty will be placed on designated shelves within the Print Center (CC116) so you or an admin can pick the projects up during our normal business hours (weekdays 7am-4pm).

› To ensure that only you can pick up your order, request that the finished project be held on our Will Call shelf in the Print Center (CC116).

› For projects that you'll be paying for personally rather than billing to your department FOAP account, you must pay in person or over the phone before picking up at the Print Center (CC116).

OTHER CONSIDERATIONS

DESIGN SOFTWARE OPTIONS:

› For print projects, we recommend using Adobe InDesign or Illustrator. You can also use Microsoft Word or Publisher.

› For digital projects, we recommend using Adobe InDesign, Illustrator, or Photoshop. You can also use Microsoft Publisher or Power Point.

› Free online design programs such as Vectr and Canva can also be used, although these programs are best for creating digital projects, not print projects.

WHENEVER POSSIBLE:

› Hire a pro. The Print Center offers design services for all digital and print projects of any size.

› Convert Spot Colors to Process Colors in the design or during the export process for files to be printed on paper.

› To reduce file size, outline the fonts and flatten the layers of the artwork before exporting.

› Run a Preflight Check before exporting to check for errors.

COMMON PRINT SIZES:

Business Cards: 3.5 x 2"
Bookmarks: 2 x 6" or 2.75 x 8.5"
Postcards: 4 x 6" or 5 x 7"
Handbills: 4.25 x 5.5" or 5.5 x 8.5"
Flyers: 8.5 x 11" or 11 x 17"
Posters: 22 x 28" or 24 x 36"
Hanging Banners: up to 120 x 36"
Pop-up Banners: 33 x 84"

Note: All project sizes can be customized to your needs.
The sizes mentioned above are merely suggestions.

PCC | Print Center

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