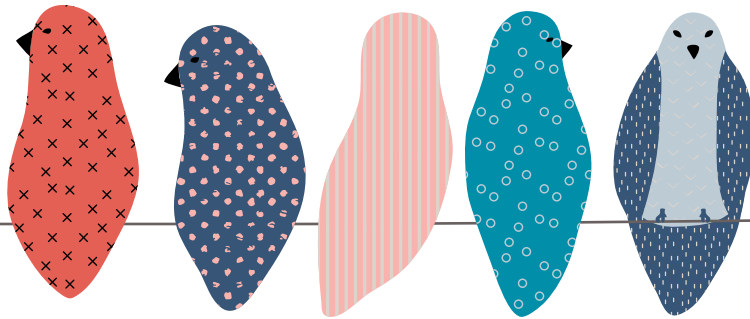


# The Print Center Handbook





# Welcome

The Print Center is a PCC resource available to all staff, faculty and students, as well as the general public. We offer a wide variety of print and design services—everything from simple postcards, bookmarks and business cards, to animated GIFs, billboards and bus wraps—you name it, we probably do it. And if we don't do it, we'll find out who does, and for the best price.

The Print Center is dedicated to serving PCC and our greater community in all of their print and online project needs. We are passionate about providing our clients the best possible customer service at a reasonable price.

We have created this handbook to give you a head start on your next project. We hope it is helpful, and contains all the answers you're looking for, but don't hesitate to call us or send us an email with any questions. Or even better yet... just pop on in and say hello!



LOCATION   PHONE	SY CC116	971-722-4670
WEB   EMAIL	<a href="http://pcc.edu/print-center">pcc.edu/print-center</a>	<a href="mailto:printcen@pcc.edu">printcen@pcc.edu</a>
HOURS	Open weekdays from 7am – 4pm	



# Introduction

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# Introduction

## About the Print Center

### FAQ

Here are some answers to frequently asked questions. If you don't find the answers you're looking for in this handbook, please don't hesitate to call and ask.

#### **Q. What type of services do you offer?**

A. The Print Center can handle nearly any type of print materials you are seeking, with some online capabilities to boot. The majority of the projects we receive are color and black and white copies, oversized posters, business cards, name tags, wall or window clings, postcards, stapled or hole-punched packets, booklets, etc. But we also have the capability to design and print bus wraps, billboards, large-scale standees, metal or wooden signage—really anything you're looking for.

**NOTE:** The Print Center now has perfect bind capabilities! Perfect binding is the type of bind commonly used for professional-grade soft cover books. This means we will be able to print textbooks, photobooks, portfolios and self-published books at a competitive rate. These services will also be available for personal projects.

#### **Q. What is the recommended time I should allow for the completion of my projects?**

A. We ask for 24 hours, or one full-business day, for most basic print orders. Complex orders may take additional time. Please submit your order at a minimum of 24 hours before the delivery time & date you need it. A \$5.00 rush fee will be applied to orders placed after 8:00 a.m. the day before the job is due.

#### **Q. How competitive is your pricing?**

A. We offer very competitive pricing in comparison to other major print center chains. For example, we charge a flat rate of \$10.50 for an 18"x24" poster. The same poster at other local vendors are priced between \$17.99 and \$21.75.

#### **Q. How can I place an order?**

A. The easiest way is to submit an order is through our **Project Order** form on our website. Or you can visit us and place your order with one of our helpful staff members. (See page 4 for more information on ordering.)

#### **Q. Can I print personal projects at the Print Center?**

A. Absolutely. We are open to the general public.

#### **Q. What payment options are there?**

A. Department purchases can be billed to a FOAP or PCard. For personal orders we accept cash, check, or Visa/Master cards.

#### **Q. What file types should I send?**

A. For printing, high resolution PDFs are the best file format. This usually ensures that your formatting stays the way you want it. We can take .docs, .ppt, .xlsx, .pub, and Adobe files (we recommend these are packaged to keep your fonts and images linked). If you want us to update the file in the future, it is best to send the native file and ask the Print Center to assign it a file # for future reference.



# Print Services

## Price Guide

Color Copies	Letter (8.5"x11") per side	For Legal (8.5"x14") & Tabloid (11"x17") per side
1-9	50¢	75¢
10-99	40¢	60¢
100-199	30¢	45¢
200-499	20¢	30¢
500 +	18¢	27¢

Prices are for prints on 28# white recycled color copy paper. Printing on other paper types is additional.

Black & White Copies	Letter (8.5"x11") per side	For Legal (8.5"x14") & Tabloid (11"x17") per side
1-2,000	7¢	14¢

Prices are for prints on 20# white recycled copy paper. Printing on other paper types is additional. Printing 2,000+ may result in a discount.

Staff Self-Serve	Letter (8.5"x11") per side	For Legal (8.5"x14") & Tabloid (11"x17") per side
Black & White	4.4¢	8.8¢
Color	16¢	32¢

Business Cards	One-sided	Two-sided
250	\$30	\$60
500	\$40	\$80
1000	\$60	\$120

Name Tags	3.5"x2" with Magnetic Back	3.5"x2" with Pin Back
For Staff (teal design)	\$16	\$16

### Posters & Displays

Color or BW (up to 36" x 120") Price per square foot:	Matte \$3.50   Glossy \$4.00
Lamination (up to 24")	\$2 per linear ft.
Resolution Check	\$2.50 per page

Call for pricing, sizes and timelines for these projects:

- Posters over 36"x36"
- Lamination over 24"
- Foamcore Mounting
- Swag/Merchandise
- Hanging or pop-up banners
- Tablecloths
- Signage

### Finishing Options

Machine Saddle-Stitching (fold & staple)	15¢ per book
Saddle-Stitching by Hand (fold, assemble & staple)	\$4 per 5 minutes
Machine-Stapling	included in printing cost
Stapling by Hand	\$4 per 5 minutes
Machine 3-Hole Drilling*	included in printing cost
Custom Drilling by Hand*	1¢ per sheet + \$10 set-up fee
Perforation*	1¢ per sheet
Machine Folding	1¢ per sheet + \$10 set-up fee
Folding by Hand	\$4 per 5 minutes
Cutting (per 100 sheets)*	\$1 per cut
Padding	Call for pricing
Coil Binding	\$1.25 per small; \$2 per large
Custom Hand-Work (trimming, folding etc.)	\$4.00 per 5 minutes
Color Scanning	50¢ per side + \$5 set-up fee
B&W Scanning	7¢ per side + \$5 set-up fee
Split Billing (between accounts and/or payment types)	\$5

**NOTE:** For a formal print estimate of your project, have all the details of your project ready to request an estimate via our online [Project Price Estimate Request](#) form.

A \$5.00 rush fee will be applied to orders placed after 8:00 a.m. the day before the job is due.

\*Some restrictions apply.

# Print Services

## Paper & Cardstock Options

Paper Color/Size		Text Weight 20 lb. (B/W Copier)	Text Weight 28 lb. (Color Copier)	Text Weight 60 lb.	Text Weight 70 lb.	Cover Stock 65lb.	Light Card 90 lb. (Index)	Med. Card 80 lb.	Heavy Card 100 lb.
Recycled Percentage		30%	10%				30%	10%	10%
White		• • • • •	• • • • •				• • • • •	• • • • •	• • • • •
White Gloss		White Gloss 0%							
Ivory		• • • • •					• • • • •		
Buff		• • • • •					• • • • •		
Salmon		• • • • •					• • • • •		
Canary		• • • • •					• • • • •		
Green		• • • • •					• • • • •		
Blue		• • • • •					• • • • •		
Gray		• • • • •					• • • • •		
Orchid		• • • • •					• • • • •		
Pink		• • • • •					• • • • •		
Solar Yellow				• • • • •		• • • • •			
Cosmic Orange				• • • • •		• • • • •			
Rocket Red				• • • • •		• • • • •			
Re-Entry Red	30%			• • • • •		• • • • •			
Fireball Fuschia				• • • • •		• • • • •			
Terra Green				• • • • •		• • • • •			
Gamma Green	30%			• • • • •		• • • • •			
Lunar Blue	30%			• • • • •		• • • • •			
Planetary Purple	30%			• • • • •		• • • • •			
Stardust White	30%			• • • • •		• • • • •			
Cougar Natural	10%				• • • • •			• • • • •	
Royal Fiber White	30%				• • • • •			• • • • •	
Royal Fiber Thyme	30%				• • • • •			• • • • •	
Royal Fiber Ice Blue	30%				• • • • •			• • • • •	
Royal Fiber Periwinkle	30%				• • • • •			• • • • •	
Graph Key		• • • • •	• • • • •	• • • • •	• • • • •	• • • • •			
		8.5x11	8.5x14	9x12	11x17	12x18			

Additional special order stocks can be ordered for projects, but may require extra time and additional charges for minimum order quantities, depending on the paper stock selected.



# Print Services

## Ordering FAQ

Here are some answers to frequently asked questions about ordering materials from the Print Center.

### **Q. How do I place a print order?**

A. Print orders (including posters) may be placed online with the **Project Order Form** located on our website. **Name Tags** and **Business Cards** have their own forms for ordering and may be found on our website in the Order Online section. While online ordering is the preferred method, we also accept handwritten order forms, available at all PCC Print Center pick-up rooms. Completed order forms will be picked up by our delivery driver at the time of your campus/center's daily delivery.

### **Q. I want to place a print order but first I need some design services. What is the correct process for ordering this?**

A. If you are making changes to an existing design with a file #, you can place your order with the **Print Center Project Order Form**. Just reference the file # you'd like to make changes to and attach a document with your markups (hand-written and scanned) or comments in a .pdf (preferred). For a new design please complete our Creative Brief. For more information please refer to pages 6-7 of this handbook.

### **Q. My 8.5" x 11" document is set up so there are five 2" x 8" bookmarks on one sheet. If I ask for 100 copies on my order form, am I going to receive 100 bookmarks or 500 bookmarks?**

A. You will receive 500 bookmarks. If it was 100 bookmarks you were looking for, then you should enter 20 as the number of copies on the order form. If you have a 4.25" x 5.5" flier, and you would like the Print Center to print as many on a page as possible, and you're not sure how many will fit on a page, you can enter ?=100, and we will print as many that will fit on a page as possible to give you a total of 100 fliers.

### **Q. I have multiple files I'd like to print. Can I put them all on one order form?**

A. Please no. A separate form must be completed for each order. We understand this takes time, but it ensures that we do not miss parts of your order.

### **Q. I have a 22x28 poster that I'd like printed at a smaller, proportional size.**

A. When the form asks you for the finished project dimensions, just type in the size you'd like it to be. If you enter a size that is not proportional to the original size, expect to have the closest proportional size printed. If you would like the poster resized to a non-proportional size, you will need to request for design assistance on the form and enter that information in the Special Instructions section of the form. Proportional resizes are charged at a flat rate of \$5. Non-proportional resizes are charged at \$60 per hour (\$5 per 5 minutes).

### **Q. I have a packet that I'd like to have printed later in the future. Will the Print Center keep this on file for me?**

A. If you'd like us to keep something on file it will need a file # assigned. You may place your order and request a file # in the Special Instructions section. The Print Center will email you the number that has been assigned for future reference.

# Print Services

## Pick-Up, Delivery, Self-Serve & Secure Printing

### Pick-Up & Delivery

Delivery is available to PCC staff and faculty. Students and the general public can pick up their order at the Sylvania Print Center, CC116. Due to high volume of projects, the Print Center is currently unable to notify every customer of project completion. Instead, please take note of your requested completion date on the order form—we'll make every effort to complete your project within your timeline.

There are Print Center pick-up rooms at all campuses and most centers. If you need the door code, please call or email the Print Center, or ask your Admin. **Pick-up to Portland Metro, CLIMB, Willow Creek, Swan Island, and Downtown Center are by request only** (call 971-722-4670). All other pick-up and deliveries are as follows:

Daily Deliveries Mon-Fri		
Campus/Center	Location	Delivery Time
Sylvania	CC116	7:00 a.m.
Downtown Center	Reception Desk	8:00 a.m.
Swan Island	Reception Desk	8:40 a.m.
Cascade	CH108/Mail Room	9:15 a.m.
PMWTC/Metro	Reception Desk	9:20 a.m.
Southeast	Tabor 121	9:30 a.m.
CLIMB	CP 112	9:50 a.m.
Rock Creek	Bldg. 3, Rm 116	10:45 a.m.
Willow Creek Center	Reception Desk	11:15 a.m.

### Self-Serve Copiers

Students, staff, faculty and the general public can use the self-service copiers located at the Sylvania Print Center. Staff and faculty also have access to both color and black and white copiers located throughout the PCC campuses using their Copier ID. For a list of copier locations, please visit the **Shared networked copiers** section of the Print Center website.

Copier IDs allow for the copies made by staff/faculty members to be billed to their department FOAP account. Staff and faculty can obtain or make changes to a Copier ID by requesting their department admin submit a **Copier ID Request Form** on the Print Center website.

### Secure Printing

There are two types of Secure Printing—Self-Serve and Full-Serve. Self-Serve secure printing allows the staff/faculty member to send their project to a self-serve printer with a unique passcode from a networked computer. The project will not print until that passcode is entered and will be deleted at the end of the day. To learn more, visit the **Secure Print** section of the Print Center website, located under **Tutorials**.

Full-serve secure printing is available upon request for projects submitted to the Print Center. It entails wrapping the finished project with paper and/or plastic after printing, which can be particularly useful for things such as sensitive budget data and tests/quizzes.



# Design Services

## Ordering Guide

This section of the handbook details the process for commissioning design services from The Print Center. We hope this section of the handbook covers these topics sufficiently, but should you have any questions, please don't hesitate to call us.

### New Design vs. Existing Design

The ordering and billing process for new design vs. existing design is very different. Making changes to an existing design is billed hourly in 5 minute increments (\$5 per 5 minutes). To place an order to update an existing design already on file with us, visit [pcc.edu/printorder](http://pcc.edu/printorder). Fill out the order form as completely as possible, being sure to reference your project's file # in the provided section. Attach any text or images to update or share them with [printcen@pcc.edu](mailto:printcen@pcc.edu) via Google Drive.

The pricing model for new design projects is more project-based (see page 8). Graphic designs can range from simple to complex. We have itemized all of the design possibilities to help our clients make decisions that fit within their budget. Often there is some ground work the Client can do themselves to save money. If you want to request a new design from the Print Center follow steps one through five (below).

#### Step One: The Creative Brief

The purpose of the **Creative Brief** is to communicate your project needs to the Designer. To begin this phase of your project, we suggest you fill out the Creative Brief form on the Print Center website. If needed, please contact the Print Center for assistance with the process.

The online Creative Brief allows you to attach files for the Designer to reference in the References/Attachments section. These attachments might include color palettes, illustration styles you would like the Designer to reference, photos, logos, rough sketches, etc. We recommend you visit websites such as [Designspiration.net](http://Designspiration.net) or [Pinterest.com](http://Pinterest.com) to gather inspiration for graphic style(s) that appeal to you. This part of the form is essential for providing the Designer with a better understanding of your project direction.

#### Step Two: One-on-One Meeting

After reviewing the Creative Brief, the Designer will contact the Client to schedule a meeting in-person or over the phone. This meeting will serve as a more in-depth conversation about the needs of the Client, often referring to the Creative Brief.

The Designer will also recommend services from the **Price Guide** (on page 8 & 9 of this handbook) that are applicable to the Client's project. This step allows the Client control over the process and a better understanding of what is possible within their budget.

Both the Creative Brief and the one-on-one meeting will determine the scope-of-work for the *Estimate & Confirmation of Work Agreement* (further explained in step three).





# Design Services

## Ordering Guide

### Step Three: The Estimate & Confirmation of Work Agreement

The **Estimate & Confirmation of Work Agreement** is an agreement between The Print Center and the Client which details the expectations and deliverables for the project. First, the Designer will create the Agreement based on the information acquired from the Creative Brief and one-on-one meeting. Then the Client will review (adding any last minute changes, if necessary) and sign the document so the Print Center can start the project. Therefore, any changes outside of the original scope-of-work stated in this Agreement will result in added time and additional charges. The Client will be notified and approve any additional work outside of the original scope of work.

### Step Four: Get a Printing Estimate

The Estimate & Confirmation of Work Agreement does not include the cost of printing. This is a separate estimate. Once the Agreement has been drawn up, this is a good time to request a printing estimate. The cost of printing changes significantly depending on a plethora of details including paper type, size, number of colors, type of printing, etc. Therefore, it's important to have the specifics nailed down before you request an estimate for printing. The Client may decide to change the design based on cost. If that is the case, the Designer will draw up a new Estimate & Confirmation of Work Agreement.

The Print Center will provide an estimate of printing cost upon request, as well as an estimate number to reference when placing the print order. The Client is also welcome to use the Agreement to contact outside vendors for estimates, or request the Print Center do so on their behalf.

**NOTE:** The Designer will assign a file # to your project. The pdf files the Designer sends the Client for approval will reference this file #, which will be used when placing the print order online (step 5). The Designer will also use this number to label your project and save it to our file archive server so it may be updated and/or printed at a later date. It is always a good idea, however, for the Client to keep a copy of the artwork on their own computer or storage device as a back-up.

### Step Five: Place Your Print Order Online

Once the art is approved and ready to print, an order may be placed online (see detailed instructions on page 4 of this handbook). If the Client received a printing cost estimate, the *estimate number* should be referenced in the *Special Instructions* section to ensure correct billing.

# Design Services

## Price Guide

This price guide has been provided to give our Clients a rough idea of how the Designer will be formulating an estimate for their new design projects. It also gives the Clients ideas on where they can adjust the scope of the project to fit within a budget. For a formal estimate, complete the **Creative Brief** on the website and our Designers will contact you. Changes to existing designs are billed at \$5 per 5 minutes.

### New Design Price Guide

Item#	Description of Service	x QTY	Price
1	<b>Design Consultation</b>		\$0
2	<b>Artwork Resize</b> The Designer resizes art to an alternative proportional size.		\$5
3	<b>Mood Board</b> The Designer gathers images, fonts and colors to convey a concept or a direction for an idea/design direction for client approval.		\$30
4	<b>Copywriting</b> (billed per word) The Designer researches and writes headlines, subheads, body copy and call-to-action.		10¢
5	<b>Color Palette</b> (2 palettes) The Designer provides complementary color swatches to choose from (2 palettes with a minimum of 5 colors each).		\$5
6	<b>Color Exploration</b> (billed per color) The Designer provides a 2nd layout option with different a color palette.		\$5
7	<b>Font Search</b> (3 fonts) The Designer provides 3 complimentary font choices.		\$15
8	<b>Font Exploration</b> (billed per design/illustration/page) The Designer provides an alternate layout option with different font pairings.		\$30
9	<b>Free-to-Use Image Search</b> (billed per image) The Designer searches for images that are royalty-free and free to use. (A credit to the author may be required.)		\$10
10	<b>Stock Photo Search</b> (billed per image) The Designer searches for royalty-free photos that meet the design criteria.		\$15
11	<b>Stock Vector Art/Illustration Search</b> (billed per image) The Designer searches for royalty-free vector art that meet the design criteria.		\$15
12	<b>Layout Design: Single-Sided</b>		\$45
13	<b>Layout Design: Double-Sided</b>		\$90
14	<b>Layout Design: Double-Sided, Single Fold</b>		\$120
15	<b>Layout Design: Double-Sided, Double Fold</b>		\$150
16	<b>Logo Design: Simple 1 color</b> The Client provides examples of logo styles they appreciate. The Designer creates simple, flat 1 color vector logo.		\$450
17	<b>Logo Design: Simple 2 color</b> The Client provides examples of logo styles they appreciate. The Designer creates simple, flat 2+ color vector logo.		\$750
18	<b>Logo Design: The Works</b> The Client provides examples of logo styles they appreciate. Deliverables include color exploration, horizontal, vertical, white, black and full color vector versions.		\$1,200
19	<b>Naming</b> The Designer provides choices of naming and rationale for a product or service.		\$240
20	<b>Slogan</b> The Designer provides choices of slogans for a product or service.		\$120
21	<b>Proofreading/Copy Editing</b> (billed per word) The Designer reads through copy looking for spelling, punctuation and capitalization errors or inconsistencies. Designer communicates suggested changes and completes changes upon Client approval.		5¢
22	<b>Brand Guidelines</b> The Designer creates a detailed manual describing all of the brand elements and how they may or may not be used.		\$360
23	<b>Mock Up</b> (billed per design/page) The Designer provides full scale hard copy or digital mock-up of 3D design (e.g., placing a logo on a water bottle).		\$20

# Design Services

## Price Guide

Illustration			
Item#	Description of Service	x QTY	Price \$
24	<b>Custom Font Manipulation</b>		\$60
25	<b>Custom Hand-Drawn Typography</b>		\$120
26	<b>Illustration: Vector, 1-Color, Simple</b> (billed per square inch/\$30 min. \$233 max.)		\$2.50
27	<b>Illustration: Vector, 1-Color, Detailed</b> (billed per square inch/\$40 min. \$327 max.)		\$3.50
28	<b>Illustration: Vector, 2-Color, Simple</b> (billed per square inch/\$40 min. \$280 max.)		\$3
29	<b>Illustration: Vector, 2-Color, Detailed</b> (billed per square inch/\$50 min. \$420 max.)		\$4.50
30	<b>Illustration: Vector, 3-4 Color, Simple</b> (billed per square inch/\$50 min. \$327 max.)		\$3.50
31	<b>Illustration: Vector, 3-4 Color, Detailed</b> (billed per square inch/\$60 min. \$467 max.)		\$5
32	<b>Illustration: Vector, 5-6 Color, Simple</b> (billed per square inch/\$60 min. \$420 max.)		\$4.50
33	<b>Illustration: Vector, 5-6 Color, Detailed</b> (billed per square inch/\$70 min. \$561 max.)		\$6
34	<b>Illustration: Vector, 7+ Color, Simple</b> (billed per square inch/\$70 min. \$514 max.)		\$5.50
35	<b>Illustration: Vector, 7+ Color, Detailed</b> (billed per square inch/\$80 min. \$654 max.)		\$7
36	<b>Illustration: Raster</b> (billed per square inch/\$30 minimum) The Designer creates a detailed raster or vector/raster combo illustration.		\$7
37	<b>Photo Manipulation: Complex</b> (billed per square inch/\$30 minimum) The Designer adds or removes parts of an image, changes the color of a portion of the photo, or performs detailed masking.		\$1
Production			
Item#	Description of Service	x QTY	Price \$
38	<b>Create Custom Die-line: Simple</b> The Designer creates a unique die-line for a simple fold such as a brochure, envelope, table tent etc. <i>Standard die-lines available without charge.</i>		\$20
39	<b>Create Custom Die-line: Complex</b> The Designer creates a complex die-line such as a folding insert, custom shape sticker, box etc.		\$60
40	<b>Create Template</b> (billed per page) The Designer creates a unique template for designs to be printed multiple-up on a page with crop marks and bleed, such as bookmarks, postcards, business cards etc. <i>(Note: Most designs can forgo this charge since they can be automatically printed multiple-up per page. The Print Center can help you determine based on the printing quantity if a unique template is cost-effective.)</i>		\$15
41	<b>Exporting/File Formatting</b> (billed per file) The Designer converts a file to a different file format (e.g., turns an .eps into a .pdf, .jpg or .gif) or converts CMYK print files to RGB web files or combines multiple documents into a single .pdf document.		\$1
42	<b>Re-Ordering Pages</b> (billed per page) The Designer rearranges the pages in a document according to Client direction.		20c
43	<b>Prepare File (Prepress) for Off-site Vendor</b> (billed per file) The Designer prepares customer-provided art for an offsite vendor: removes unused colors, converts to appropriate color mode, checks specs and size, pulls or adds bleeds, checks for resolution issues, prepares printer notes and delivers the file to an off-site vendor.		\$15
44	<b>Animated Vector Gif</b> (\$15 set-up fee plus \$1 per key frame)		
45	<b>Gif Stock Art Separation</b> The Designer converts downloaded art to symbols (billed \$1 per symbol/not necessary for art created by the Print Center).		\$1



# Design Tips

## Do-It-Yourself

So you want to design your own print or online materials. Many books, tutorials and college degrees are dedicated to these skills, which are available through the PCC library, Lynda.com and PCC campuses. However, if you don't have time or money for these resources, we hope this DIY guide is helpful.

### Getting Started

This is the hard part, but don't worry—it gets easier from here.

- First, start with determining your audience and conclude the best way(s) to reach them (email, poster, pop-up banner, social media, bus/shuttle ad, bookmark, brochure etc.) These will be your deliverables. Consider the cost for each of these and get estimates on your own (from a vendor) or from the PCC Print Center for printing/publishing.
- Next, consider the size you need to build each deliverable. If there are multiple sizes, start with the largest sized item first to ensure you have a high enough resolution for the other pieces. Here are some common sizes for marketing materials:

Deliverable	Size Dimensions (always list width first)	Recommended DPI (minimum at full scale)	Color Mode	Final Format for Output (request specs from the printer)
Bookmark	2" x 6" 2.75" x 8.5"	300	CMYK	PDF, EPS, AI, TIF, JPG, GIF, PNG
Email	600 px wide = 8.33" 640 px wide = 8.89" 960 px wide = 13.33"	72	RGB	PNG, JPG
Flier	8.5" x 11" 11" x 17"	300	CMYK	PDF, EPS, AI, TIF, JPG, GIF, PNG
Handbill/Take-One	4.25" x 5.5" 5.5" x 8.5"	300	CMYK	PDF, EPS, AI, TIF, JPG, GIF, PNG
Hanging Banner	72" x 24" 120" x 36"	300	CMYK	PDF, EPS, AI, TIF, JPG, GIF, PNG
Postcard	4" x 6" 5" x 7"	300	CMYK	PDF, EPS, AI, TIF, JPG, GIF, PNG
Poster	11" x 17" 22" x 28" 24" x 36" 36" x 60"	300	CMYK	PDF, EPS, AI, TIF, JPG, GIF, PNG

**Important Notes:** Size dimensions are recommendations only. Different vendors may require different sizes.

Final output is what the printer or publisher will want delivered to them. Often converting to these formats will "flatten" your artwork which will make it nearly impossible to change later if needed. To maintain your layered and editable files in Illustrator, save as an .ai file and then save a copy as a pdf (High Resolution, Press Quality, or 1A) for your final deliverable. To maintain your layered and editable file in Photoshop, save as a .psd file and then save a copy with the save as command as a .png, .jpg or other desired output deliverable. Be careful not to overwrite your layered, editable file.

If you are creating a postcard, envelope or a direct mail piece, be sure to check with the postal service to determine minimum and maximum sizes as well as what areas need to be left as white space for indicia and barcodes.

# Design Tips

## Do-It-Yourself

- If you're creating a PCC branded item, consider using a **PCC template** available at [pcc.edu/marketing-communications](http://pcc.edu/marketing-communications) (Get Started). If not, spend some time researching design styles and color palettes on [Pinterest.com](https://www.pinterest.com) or [Designspiration.net](http://Designspiration.net).
- Make sure you have access to the design software you'll need to create your work. We recommend Adobe Illustrator, Adobe InDesign, and/or Adobe Photoshop. If you're a PCC employee you can gain access to these programs by calling the Helpdesk x4400.
- If you are looking for pre-made illustrations, graphics, fonts or photos, try using an online resource. Some of the recommendations below are free and some cost money. Take note of whether the images you choose are vector or raster, have limited copyright restrictions and/or require a credit to the author.

Online Resource	Type of Art	Cost
<a href="http://stockio.com">stockio.com</a>	photos, video, raster, vector, fonts	FREE
<a href="http://freepik.com">freepik.com</a>	photos, vector, raster	FREE
<a href="http://1001freedownloads.com">1001freedownloads.com</a>	photos, raster, vector, video, audio	FREE
<a href="http://unsplash.com">unsplash.com</a>	photos	FREE
<a href="http://realisticshots.com">realisticshots.com</a>	photos	FREE
<a href="http://pixabay.com">pixabay.com</a>	photos, vector, raster, video	FREE
<a href="http://lifeofpik.com">lifeofpik.com</a>	photos	FREE
<a href="http://gratisography.com">gratisography.com</a>	photos	FREE
<a href="http://publicdomainarchive.com">publicdomainarchive.com</a>	photos, raster	FREE
<a href="http://fonts.google.com">fonts.google.com</a>	fonts	FREE
<a href="http://dafont.com">dafont.com</a>	fonts	0 – \$
<a href="http://fontquirrel.com">fontquirrel.com</a>	fonts	0 – \$\$
<a href="http://vexels.com">vexels.com</a>	photos, vector, raster	\$
<a href="http://vecteezy.com">vecteezy.com</a>	vector	\$
<a href="http://istockphoto.com">istockphoto.com</a>	photos, raster, vector, video, audio	\$\$
<a href="http://shutterstock.com">shutterstock.com</a>	photos, video, raster, vector, audio, video	\$\$
<a href="http://creativemarket.com">creativemarket.com</a>	photos, raster, vector, fonts	0 – \$\$\$
<a href="http://gettyimages.com">gettyimages.com</a>	photos, raster, video, audio	\$\$\$\$

# Design Tips

## Do-It-Yourself

### Putting it all Together

Once you've gathered your design assets and chosen your software, deliverable(s) and creative direction, you're ready to get started.

- Before creating a new document, determine whether your document will bleed (print ink all the way to the edge of the paper) or not. If so, extend background image beyond the page margins by 0.125"
- For print documents without bleeds, we require margins on all sides of at least 0.25"
- Select your color mode: CMYK for print and RGB for digital.

### Design Do's and Don'ts

**DO** give your design plenty of white space. Limit your copy (text) to the shortest possible solution. (Figure 1a & 1b)

**DO** create a visual hierarchy of information. Don't allow focal points to compete for attention. Give the hero of the piece plenty of real estate.

**DO** review your art at 100%.

**DO** use equal margins and spacing. (Figure 1a)

**DO** spell-check and proofread your document thoroughly before printing.

**DON'T** use photos/raster art at a larger size than they are at 300 dpi. (Figure 2)

**DON'T** use more than two or three fonts or font sizes/styles/colors in a piece. (Figure 3)

Figure 1a

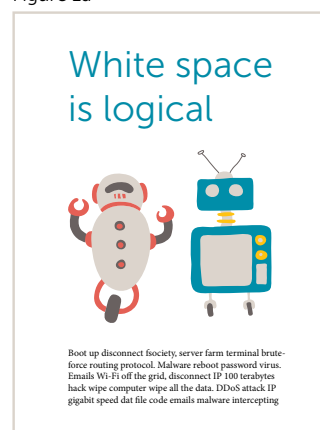


Figure 1b

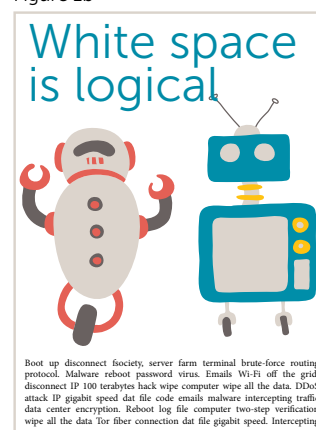
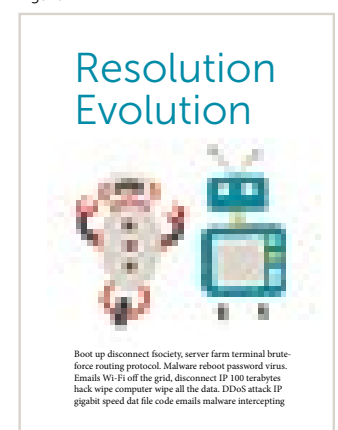


Figure 2



# Design Tips

## Do-It-Yourself

**DON'T** use multiple text/photo alignments. (Figure 4)

**DON'T** use too many images. Less is more. (Figure 5)

**DON'T** break words up with hyphenation from one line of text to another. (Figure 6)

**DON'T** stretch or squish type, logos or photos. (Figure 7)

**DON'T** use too many effects. Keep it clean and simple.

**DON'T** outline your text with a different color border. (Figure 9)

Figure 3



Figure 4a

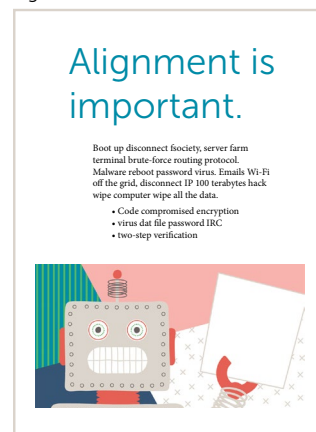


Figure 4b

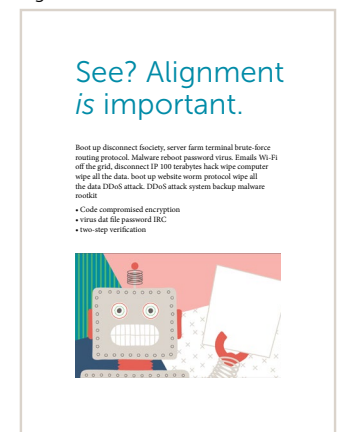


Figure 5

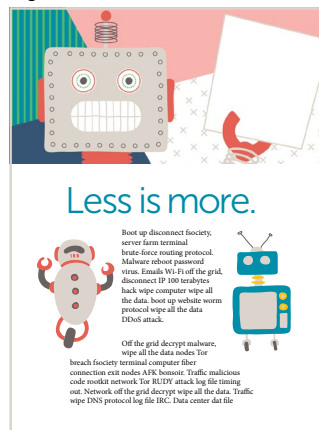


Figure 6

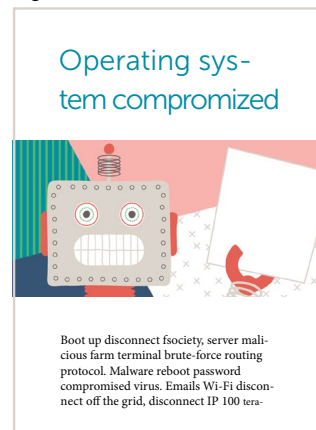


Figure 7



# Design Tips

## Do-It-Yourself

### Exporting

Once your design is finished, it's time to export the file for printing/publishing. Your print shop will provide a spec sheet with output and format requirements. These requirements vary from printer to printer but often include:

Figure 8

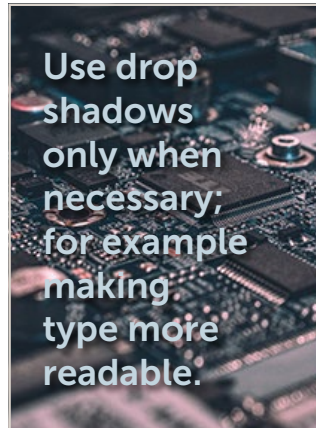


Figure 9

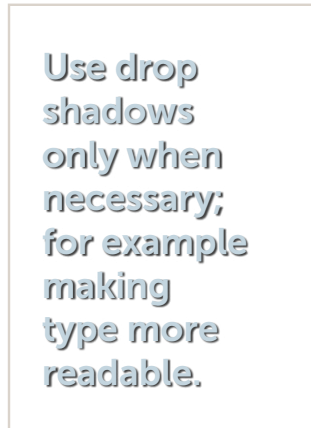


Figure 10



- Delete unused colors and convert spot colors to process (unless printing spot colors).
- If printing with spot colors, make sure there are not two of the same colors with different names to avoid a separate plate being printed.
- Provide a packaged, native file (with links and fonts) and a high resolution pdf.
- Include cropmarks and bleeds.



# Bookstore Orders

## Ordering Custom Instructional Materials

If you would like to create custom instructional materials for your class, follow this 3-step process to ensure your materials can be sold at the Bookstore. Before you begin, please speak with your Admin, as they may have an existing process within your department for these materials.

### Creating Custom Instructional Materials to be sold at the PCC Bookstore

**Step 1:** Contact the Print Center to request a file number

**Step 2:** Use the file number to place an order with the Bookstore by the recommended deadline. *(The Bookstore will place an order with the Print Center for the correct quantity.)*

**Step 3:** Submit an online order to have a proof made of your materials

### FAQs

#### How soon should I request a file number?

It is a good idea to request a file number if you are even thinking about making your course materials available in the Bookstore. Once created, the file number will not expire. If your plans change, just let us know.

#### What are the deadlines for the process?

The Bookstore requests that orders for course materials be placed by the second Friday of the term. Fall term materials should be requested by mid-May.

The Print Center would like to begin proofing before or around midterms. This ensures that the proofing process will not delay the production of your materials. We want to have materials ready for purchase by Monday of Finals week before the term the materials will be used.

#### What if I don't know whether or not I will be teaching next term?

Even if you are not sure, it is better to begin the process. It is easier to cancel a Bookstore request than to rush through the rest of the steps.

#### I'm ready to begin proofing, what do I need to do?

- Place an online/or in-person order with us for one proof copy. *(If your file is too large to send through the form, email the document to [printcen@pcc.edu](mailto:printcen@pcc.edu) then place the Online Order form without the attachment.)*
- Detail the finishing, cover stock, and special inserts on your order
- Carefully review your proof and return the signed proof slip to the Print Center. Once approved, your department will be responsible to cover the cost to fix errors in the content. Please review the content carefully before signing the proof slip.

# Print Center Point-of-Contacts

Still have questions or need additional information? You can visit our website at [pcc.edu/print-center](http://pcc.edu/print-center), or contact one of our Print Center staff for more help.

POC	Title	Email	Phone
Joe Crook	Technology Specialist II, Auxiliary Services	joe.crook@pcc.edu	971-722-8061
Angie Hooper	Production Scheduler	angela.hooper@pcc.edu	971-722-4670
Cam Jackman	Graphic Designer	cam.jackman@pcc.edu	971-722-4546
Matt McCourt	District Delivery, Print & Paper	mmcourt@pcc.edu	503-805-2925
Amber Mendel	District Manager, Print Center	amber.mendel@pcc.edu	971-722-4346
Robert Perry	Graphic Designer	robert.perry6@pcc.edu	971-722-4852
Maggie Songer	Coordinator, Print Center Operations	marguerite.songer@pcc.edu	971-722-4818
Ed Phillips	CTX Customer Service Rep.	ed.phillips@ctx-xerox.com	503-929-5537

Service Links & Services	Primary POC	Secondary POC
Billing Questions	Maggie Songer	
<b>Bookstore Order Form</b> and Related Questions	Angie Hooper	Maggie Songer
<b>Printer Procurement</b> and Related Questions	Maggie Songer	Amber Mendel
<b>Copier ID Request Form</b> and Related Questions	Joe Crook	Maggie Songer
<b>Creative Brief Form</b> and Related Questions	Robert Perry	Cam Jackman
Delivery Questions - Print Center Pick-Up Rooms	Matt McCourt	Maggie Songer
File Number Assignments and Print Order History	Angie Hooper	Maggie Songer
Graphic Design Services, Estimates & Capabilities	Robert Perry	Maggie Songer
<b>Name Tag Orders</b>	Robert Perry	Maggie Songer
<b>Paper Orders</b> (Paper Included in Panther Print & Xerox programs)	Matt McCourt	971-722-4670
<b>Paper Orders (Specialty Paper)</b>	Maggie Songer	
<b>Poster Orders</b> and Related Questions	Robert Perry	Maggie Songer
<b>Print Center Performance Feedback</b>	Amber Mendel	
<b>Print Estimate Form</b> and Related Questions	Maggie Songer	
<b>Project Order Form</b> and Related Questions	Angie Hooper	Maggie Songer
Resolution & Image Quality Questions	Angie Hooper	Robert Perry
Xerox Fleet Ink, Training and Technical Issues	Ed Phillips	
Panther Print desktop printers, toner and maintenance	Ed Phillips	

