



Tips for producing documents with PageMaker that will be printed by conventional printing processes

Preliminary Steps: Set your preferences. Start PageMaker, and without opening any document, make any changes to the preferences that you want as your default settings. Suggested: remove any RGB colors from the color palette, and remove any paragraph styles that you aren't going to use on most new documents. When you're done, close PageMaker. When you start PageMaker again, those will be your default settings for any new document. Any individual document can have preferences that are different from the default, and will be maintained in that document unless changed in that document.

Start by organizing your work: First, create a new folder that will contain all of the necessary elements. Add text files that you are going to import (or "place" as PageMaker refers to it) into this folder. Unless you want to go through a lot of style management, open whatever text file you are given (Word, etc.) and save it as a .txt (text only) file. This will eliminate all of the paragraph formatting that the originator applied. While you can import a Word document directly, you will also import the styles, which you have to change anyway. These imported styles will appear in your style menu (showing a diskette icon) and you'll want to delete these- otherwise, you'll have 3 "normal" paragraph styles, for example.

In the folder, store a copy of all graphics you are using in your publication. While you can "place" a graphic from anywhere on your system, if it isn't available at print time an error will occur, and you'll have to find and supply them anyway. You can, alternately, perform a "Save-as", using the same file name, and at that time specify that all linked objects are to be copied into the folder. You'll get a warning like: "are you sure you want to replace (so and so) with (so and so), meaning that graphics already in the folder are being replaced by themselves; just keep answering yes. What will happen is that all of the graphics currently available will be copied into the folder. Bear in mind that if you are placing from a CD or other removable media, PageMaker will not be able to copy to the folder if that media has been removed.

Looking in the Links dialogue box (File>Links), you should see no items with question marks or other indications that something isn't up to date. Text files will show a link here- you can unlink them

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any time you want, as a complete copy of any text is embedded in the PageMaker document and is not required at print time.

On the subject of including graphics in the actual PageMaker document: You do **NOT** want to include graphics in the document, unless they are very small. In your preferences, you can indicate the size at which PageMaker will prompt you with whether you want to store a complete copy or link. ALWAYS link. It keeps your document much smaller, allowing for much quicker opening and navigation, and you need to have the graphic available at print time anyway.

Graphic formats and Colors: Even though you can place jpeg-compressed photos in PageMaker, the impagination and RIP software do not accept that format. All photos have to be tiff format- however, lzw compression causes no problems. No paths or layers are allowed in grayscale/ bitmap images. If you've used these to correct photos, delete paths and flatten layers.

When printing a single-color job, any color objects can be converted to a composite grayscale image, so working with color clipart and photos will work (but still might not be acceptable) Since a two (or more) color job will be separated into black and color plates, you cannot include color objects and expect acceptable results without verifying the output by printing separations and evaluating the black plate (see workaround below if you do not have a PostScript printer). Convert any color photos to grayscale, and likewise for any clip art used in multi-color jobs. If you want a grayscale or bitmap image to be printed in one of the spot colors in your publication, simply select the image and click the color you want in the color palette. In order for this to work, the image must be black and white. It cannot be CMYK or RGB. This also works with one color black and white vector graphics (EPS files).

Resolution: The resolution required (at final print size) is 200 dpi for grayscale (8-bit) images. That means that if your original scan is 200 dpi at 100%, you cannot enlarge it in PageMaker without the result being lower than 200 dpi. Simply resampling at a higher resolution (increasing the dpi) will not correct this- you must rescan (if you have the glossy photo), and if it's a file from a digital camera, you're limited to what the original was saved as. If the resolution is significantly less than 200 dpi, you will get pixelization (stepping). One-bit images (clip art, scanned line art, etc.) needs to be higher resolution- a number at least 600 dpi for smooth reproduction.

Checking the final file: Use the Save for Service Provider plug-in to check your document for missing graphics or fonts. One caveat: the Save for Service Provider plug-in will crash PageMaker if you have a tiff placed on a master page (unless you have PageMaker 7.0.1). Work-arounds: 1) Convert any tiffs to EPS files (a grayscale or cmyk tiff can be saved as an EPS file in Photoshop). 2) Before running SFSP, go to the master page, select the tiffs, copy them to the clip board and then delete them (ctrl-x). Run SFSP (it'll force you to save the document at this point- that's OK), and after the report is completed and you've packaged the document, go back to the master page(s) and paste from the clipboard (ctrl/shift-v to place in the same location). Then save your document both in your local folder and the new folder you've created when you packaged it.

Creating PostScript: If you are going to write the PostScript file (the absolute *best* workflow), and you are not sure what settings to use, please give us a call. Posted on the **LithoServices.com** web site on the Resource Library page are instructions in PDF format for various programs. In all cases, our preferred settings are to include all fonts (both PostScript and TrueType), omit images, and use ASCII encoding.

Unavailability of PostScript printer workaround: Every copy of PageMaker includes Acrobat Distiller. You should have Distiller installed as a printer. Printing to Distiller will allow you to print separations. These will result in one-color plates. You can print to separations to Distiller and view using Acrobat Reader to see if the items you are concerned about in fact end up on the correct plates.