PRINTscape

A Crash Course in Graphic Communications

Press Page Up or Page Down to navigate through the program.
Press Esc twice to exit the program.
Part 6
Prepress
Where the Production Journey Begins
Production Workflow

Concept
Writing
Design
Salesperson
Estimator
CSR
Planner
Image creation
Scanning
Image editing
Page layout

Preflighting
Trapping
Imposition
or
Imagesetting
Film assembly
Analog proofing
Analog platemaking

Digital proofing
Computer-to-plate
Presswork
Finishing and binding
Packing and shipping
Mailing and distribution
Analog Prepress

• Traditional prepress workflow encompasses:
  – Typesetting
  – Pasteup
  – Process photography
  – Film assembly
  – Analog proofing
  – Analog platemaking
Analog Prepress

- Typesetting
  - Phototypesetters—machines used to produce galleys photographically
- First use of computers in the graphic arts
Analog Prepress

- Pasteup artists use art boards, type galleys, and overlays to assemble disparate page elements into camera-ready copy.
Analog Prepress

• Process Photography
  – The artboard is photographed with a large camera using high-contrast film

• The film is processed in chemistry, resulting in a piece of imaged film
Analog Prepress

- Film assembly/stripping
  - Attaching film negatives on the back of a carrier sheet to create a flat for platemaking
Analog Prepress

- Analog proofing of film flats
  - Provides simulation of final printed sheet
Analog Prepress

- Analog Platemaking
  - Sometimes called “contact platemaking” or “burning the plate”
Digital Prepress

- Digital prepress
  - Mix of workflows used in the printing industry
  - A clear push toward a completely digital, computer-based workflow
Digital Prepress

- Digital prepress workflow:
  - Preflight
  - File repair
  - Digital trapping and imposition
  - Digital proofing
  - Computer-to-plate
Digital Prepress

• Preflight
  – The inspection of the digital files that make up the document, looking for errors or missing files
  • File errors are not unusual
Digital Prepress

- Preflighting a job means ensuring that all components of the job are present and accounted for
  - Identifying problems that might prevent consistent or quality output of the final print job
Digital Prepress

- **File Repair**
  - The correction of file errors
    - File technician fixes problems manually; there is no software that will repair documents
  - Work necessary at this stage may be chargeable to the customer
Trapping

- The process of creating slight overlaps between abutting color objects in the layout
- This assures that multicolor images will look good even after slight misregistration on the printing press

Trapped  Not trapped
Trapping

- May be done within application software or trapping software
Imposition

• The process of arranging multiple pages, labels, or packages as they will appear on a large press sheet
Imposition

• Imposition types—Signature impositions
  – Multi-page documents
  – Pages are imposed on the larger press sheet
  – The printed signature is folded in the correct order to produce a section of a larger multi-page document
Imposition

- Traditional vs. digital
Digital Prepress

- Digital Proofing
  - Ensures accuracy of the printed piece
  - Contract proofs
  - Content proofs
  - Soft proofs
Digital Prepress

- Digital Proofing and quality control
  - Color in proofs must match the color in the final printed piece
- Color management software can assure a close match
Digital Prepress

- Imagesetting
  - Exposing film with a laser beam based on digital input
- The resulting high-contrast film is used to make proofs and plates
Digital Prepress

• Computer-to-plate, or platesetting
  – Platesetters are devices that image plates from digital image data
• Bypass film
Press Considerations

• It is critical that prepress personnel communicate with pressroom personnel – Which press will this work be printed on?
End of Part 6