proof

The proofing process allows the client and the pressman to verify all elements are present in the layout from the designer. We provide 6 variations to choose from:

1) Desktop laser printer: black & white 600 dpi proof from computer file. Recommended for use in making copies, or low quantity needs.

2) Desktop color printer: 300 dpi color proof from computer file. Good for basic layout or proofreading needs.

3) Minolta color copy: 400 dpi (continuous tone) from computer file. Colors will simulate colors on press. Good for making color copies, low quantity runs, inexpensive full color needs, or color proofing. Supplied graphic files need to be saved in "cmyk" mode.

4) Blueline: 2400 dpi. 133 lpi, from film(s). Good for proofing or film verification. Changes made on this proof would require additional film(s) at additional cost.

5) Whiteprint/RC Paper: 1800 dpi, 85-133 lpi. Good for proofing, film verification, or registration verification. Changes made on this proof would require additional film(s) at additional cost.

6) Matchprint: 2400 dpi, 133 lpi, made from four color separated films. Good for color proofing, layout verification, or film verification. Changes made on this proof would require additional films to be output at additional cost.

offset press

Once the proof is approved, the existing films, or new films are used in making plates for the press. Although the pressman pursues a printed piece identical to the proof, several processes may affect the final appearance of the job.

1) Line Screen: Lower line screen values reproduce on more substrates; however, lower values also hold less detail. Newspapers use up to 85 lpi, general printing uses 85-133 lpi, and high quality reproduction uses 133-200 lpi.

2) Dot Gain: The proof may look slightly more crisp when compared to the final piece because of dot gain, or ink spread, on press. The porousness of the paper determines the amount of dot gain, glossy paper has the least dot gain, and paper towels have the worst dot gain.

3) Quality of provided art: If your supplied art for paste up came off of a 300 dpi desktop printer, your final printed piece will look the same. Offset presses cannot add detail, or enhance/sharpen supplied art.

4) Paper stock and Ink color: Considerations should be given to the purpose of the piece: will it go through laser printers? will it be used outdoors or in window displays where the sun might "bleach" the printed piece. Also, inks are fairly translucent, and when printed on any color other than white stock, a slight to moderate darkening of the ink color will occur. Oil inks and rubber inks will print differently and should also be considered when making ink and paper choices.