



## Design & Print

The steps below are meant as a guide to partnering with Publications for your design and print needs. Your Customer Account Manager (CAM) will be able to assist you with specific questions or concerns. Our goal is to produce a quality, timely, and cost effective solution for your design and print needs.



### Step 1 - Communicate with CAM & Design prior to starting your project

See our *Design / Print Checklist* for some great tips.



### Step 2 - Electronic Files

In most cases, Design will need your text / image files to begin the design process.

#### Text Files



##### **File Type:**

MS Word is the best solution for text files. Extensive formatting is not necessary. For large tables and charts, MS Excel is the preferred file type.

See *Appendix A - Appropriate File Formats*



##### **Approved Content:**

Submit your content to approving authorities prior to submitting to Design. Continual editing of text is very costly and time consuming.



##### **Spell Check:**

Run content through software spell check prior to submitting to Design.



##### **File Naming and Hard Copy File:**

This is very important for a larger publications with multiple files. Name your specific files the same as they are called in your publication, (example: if your title is "Summary", don't call it "Conclusion"). Additionally, adding an initial number or letter to your file name helps Design staff to quickly know the order of your publication (example: 01\_file title; 02\_file title; 03\_file title). Provide a hard copy of your electronic files.

#### Image Files



##### **Photographic / Illustrative:**

JPEG and TIFF are the most common file types. A high resolution file is necessary for quality printing. Files downloaded from the internet will most cases, not print sharply.

See *Appendix A - Appropriate File Formats* | *Appendix B - Resolution & Print*



##### **Logos / Graphic Elements:**

PDF, EPS & AI are the best file types for graphic elements. JPEG files are not a good option for print. See *Appendix A - Appropriate File Formats*

## Resources for Photographs / Graphic

- ✓ **gettyimages**  
Design's online resource for stock photos and graphics. Visit [www.gettyimages.com](http://www.gettyimages.com).  
*See Appendix C - Publications Image Resource—gettyimages.*
- ✓ **Commonwealth Media (CMS)**  
CMS has a media library as well as the ability to set up photoshoots for specific images.  
For more information visit their website at, [www.dgs.pa.gov/CMS](http://www.dgs.pa.gov/CMS)



### Step 3 - Initial Design & Proof Process

Design staff will e-mail a PDF with an agreed amount of design options. For larger projects, a few initial pages would be designed to reflect the overall look. For smaller projects like a brochure, the entire piece would be designed.

- ✓ **Proof Process for Initial Design:**  
Review design options and communicate with both your CAM and Design any changes. Designate **one** person to manage all changes. **All** changes should all be indicated on **one** document. *See Appendix D - Best Proofing Methods.*
- ✓ **Time Frame for Revisions**  
Design needs # business days to provide you with revised PDF proof. This proof process will continue until there is a consensus on a design.
- ✓ **Finalized Design**  
Please submit your approved PDF design to approving authorities. Continual editing of design after it is approved is very costly and time consuming.



### Step 4 - Final Design & Proof Process

Design staff will complete your approved design project and e-mail a PDF proof.

- ✓ **Proof Process for Final Design:**  
At this point, changes should be at a minimum. Review final project and communicate with both your CAM and Design any changes. Designate **one** person to manage all changes. **All** changes should all be indicated on **one** document. *See Appendix D - Best Proofing Methods.*
- ✓ **Time Frame for Revisions**  
Design needs # business days to provide you with a revised proof. This proof process will continue until project is complete.
- ✓ **Completed Project Ready for Print:**  
Once you sign off on final project, Design will provide you with a hardcopy proof on selected stock.



### Step 5 - Print, Distribution & PaPublisher

Approved job goes into production for print and distribution in an agreed upon timeframe. If product is not an adhoc product, you may have the option of housing it in papublisher—our digital storefront for print-on-demand. *See Appendix E - papublisher.*

For help and additional information, contact your Customer Account Manager or call 717-704-1029

Here for You



**pennsylvania**

DEPARTMENT OF GENERAL SERVICES  
BUREAU OF PUBLICATIONS



## Appropriate File Formats

File types for images can often be very confusing. Different file formats are good for different purposes—while some work well for web graphics, others are good for high-resolution printing. In files discussed below, we will focus on the most common ones that pertain to print.

### Text file formats

- ✓ **MS Word** - for the text part of your project
- ✓ **MS Excel** - for the large tables and graphs
- ! **PDF - IF** it is a digital file where text can be copied—will not work if it is a scan from a printed file.
- ! **MS Powerpoint** - text can be extracted from Powerpoint, but do not use intentionally.
- ✗ **Photoshop** - is never a good option for text as it will not print sharply and is not used as the “base software” for the production of brochures, rack cards, flyers etc.

### Logo / Graphic file formats, known as vector files

- ✓ **EPS** - Encapsulated PostScript - EPS files are typically generated from software specifically designated for the purpose of creating logos and other graphic type of images. EPS files can be scaled up to a large size without losing any clarity.
- ✓ **AI** - File extension from Adobe Illustrator - software specifically designated for the purpose of creating logos and other graphic type of images. AI files can be scaled up to a large size without losing any clarity.
- ! **PDF** - Portable Document File - This is a good choice **IF** the PDF was generated from software specifically designated for graphic images.
- ✗ **JPEG** - Joint Photographic Experts Group - this is not a good option for logos / graphics. JPEG files do not have a transparent background; they lose quality when scaled up in size and most cases will not print sharply.

### Photograph / Illustration file formats, known as raster files

- ✓ **TIFF** - Tagged Image File Format - an industry standard for images. TIFF files will yield a high quality image when printed. TIFF Files are larger than JPEG files (another image option).
- ✓ **JPEG** - Joint Photographic Experts Group - an industry standard for images. JPEG files are a smaller file than TIFF files. They are compressed more but still yield a good result in today’s digital printing world and are a good choice when trying to keep your document a manageable size.
- ✗ **Photoshop & Raw** - Native photoshop images and Raw images are an option but files tend to be very large and often run into issues when printing. Therefore, they are not recommended .

For help and additional information, contact your Customer Account Manager or call 717-704-1029

Here for You



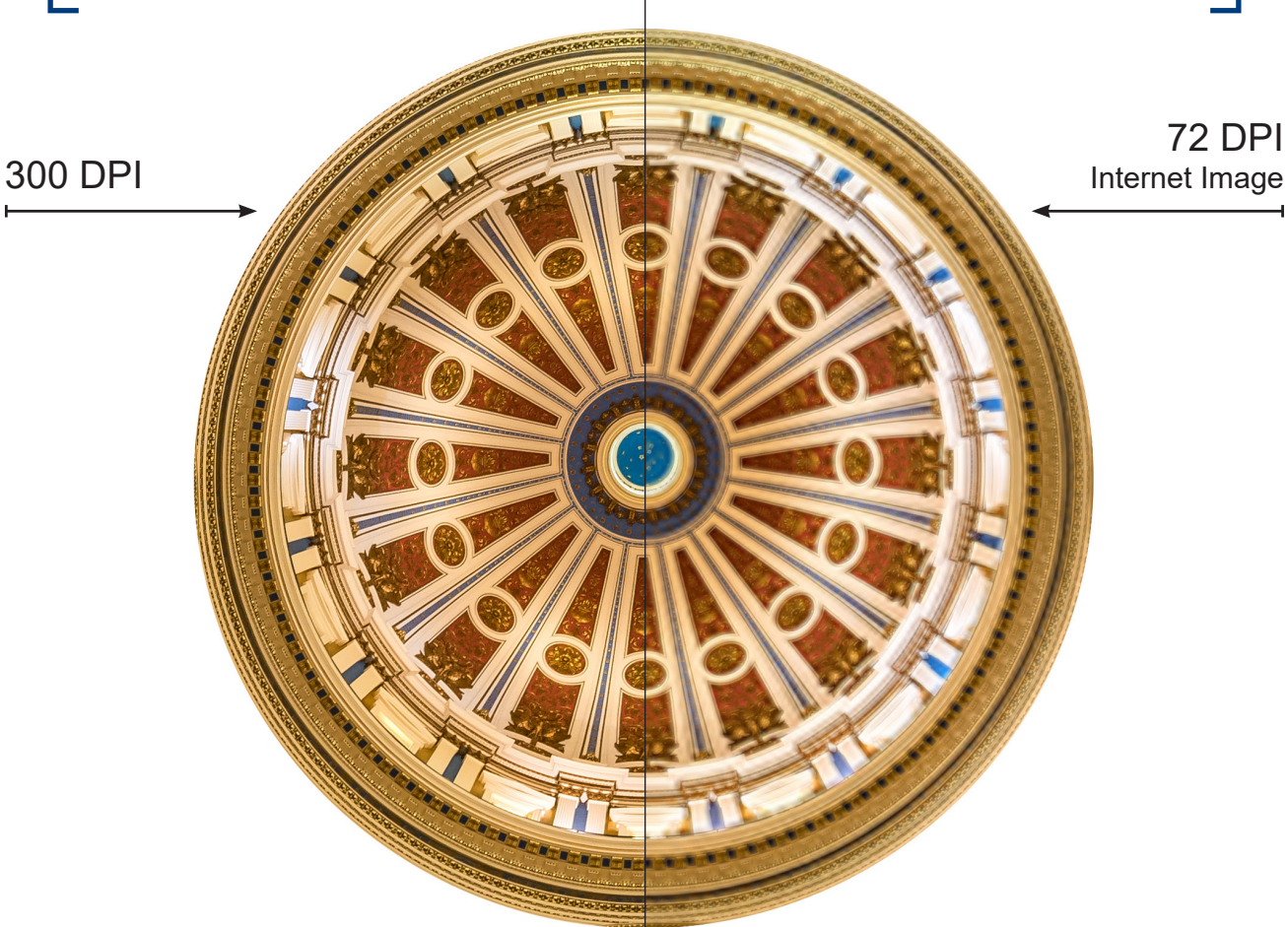
**pennsylvania**

DEPARTMENT OF GENERAL SERVICES  
BUREAU OF PUBLICATIONS



# Resolution & Print

Resolution refers to the level of detail in an image. Images are formed by tiny dots of color blended together. A *High Resolution Image* has at least 300 dots per inch (DPI)—the industry standard for print. Images downloaded from the internet typically have a resolution of 72 DPI—making them a *Low Resolution Image* and not suitable for print.



For help and additional information, contact your Customer Account Manager or call 717-704-1029

Here for You





# Publications Image Resource—gettyimages

How to utilize the online site —visit [www.gettyimages.com](http://www.gettyimages.com) to view a vast amount of resources for your project.

**1** FROM DROP-DOWN SELECT CREATIVE

**2** TYPE A SEARCH TITLE & CLICK MAGNIFYING GLASS

**3** CLICK THUMBNAIL

**4** FILE SIZE: MAKE SURE THERE IS A MEDIUM OR LARGE OPTION FOR IMAGE  
*If your image needs to be extra large, look for a large image option*

**5** SEND DESIGN THE CREATIVE ID #

For help and additional information, contact your Customer Account Manager or call 717-704-1029

Here for You



**pennsylvania**

DEPARTMENT OF GENERAL SERVICES  
BUREAU OF PUBLICATIONS



## Best Proofing Methods

There are a number of ways to communicate your changes. The methods shown below will keep this process organized, efficient and eliminate confusion for everyone.



Sample of a correctly marked PDF proof

### PDF Proof

- ✓ Remember to highlight the specific changes.
- ✓ If multiple people are commenting, work off of the same PDF, multiple sets of proofs creates confusion and makes the process very inefficient.

Assign one contact person for proof process.



Sample of correctly marked and scanned proof

### Scanned Proof

Markup a hard copy and scan back marked file to us. There are few things to consider with this:

- ✓ Mark changes in red or contrasting color.
- ✓ Write legibly.
- ✓ Key larger changes—like above sample “A”. Email new content to us.

### Proof processes to avoid:

- ! Phone calls are not a good way to make changes, especially initially when there are multiple changes. Things can get missed and there is not an accurate record of changes.
- ✗ Emailing written instructions about changes is time consuming for you and very inefficient and confusing. Example - “In the third paragraph, the seventh sentence through the end of the paragraph, it should say...”

For help and additional information, contact your Customer Account Manager or call 717-704-1029

Here for You



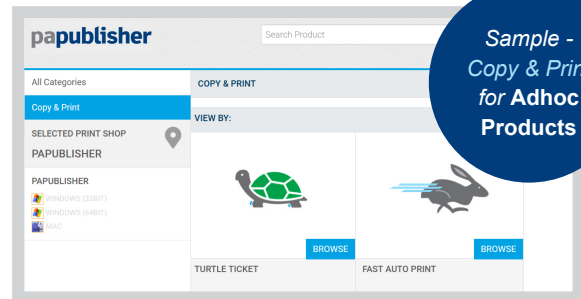
pennsylvania

DEPARTMENT OF GENERAL SERVICES  
BUREAU OF PUBLICATIONS



## papublisher Digital Storefront

An online convenient way to customize, order and distribute print-on-demand products. Each agency has an **Agency Catalog** that houses their reprint products. The site also features a **Copy & Print Category** for Adhoc products.



### Copy & Print category has two options:

#### Turtle Ticket

For products that have complex variables. It is a two step approach. Step one, place the order. This will provide contact information; project timeframe and codes for payment. After placing order, you will receive a confirmation email. Step two, forward email with the details of your needs to RA-gspubcustservice@pa.gov. An account manager will get back to you. This type of order can still be completed in a timely manner, it just requires more communication and manual steps outside of PaPublisher to complete the job.

#### Fast Auto Ticket

You'll find our most popular automated product offerings in this section. Upload print-ready files to order books, brochures, flyers, posters, cards, or copies. Our standard sizes are offered along with our standard paper options. You can upload files, proof your order, review the price, and select a due date before placing your order. It is an automated, single step process.

### papublisher Benefits:

- ▶ Order your agency stationery products
- ▶ Submit orders any time
- ▶ Upload your designs for printing
- ▶ Customizable product options
- ▶ Obtain updates on order status
- ▶ Submit orders for reprints quickly and easily
- ▶ Manage personal address book for shipping destinations

**Register for an account—visit [www.papublisher.state.pa.us](http://www.papublisher.state.pa.us).**

For help and additional information, contact your Customer Account Manager or call 717-704-1029

Here for You



**pennsylvania**

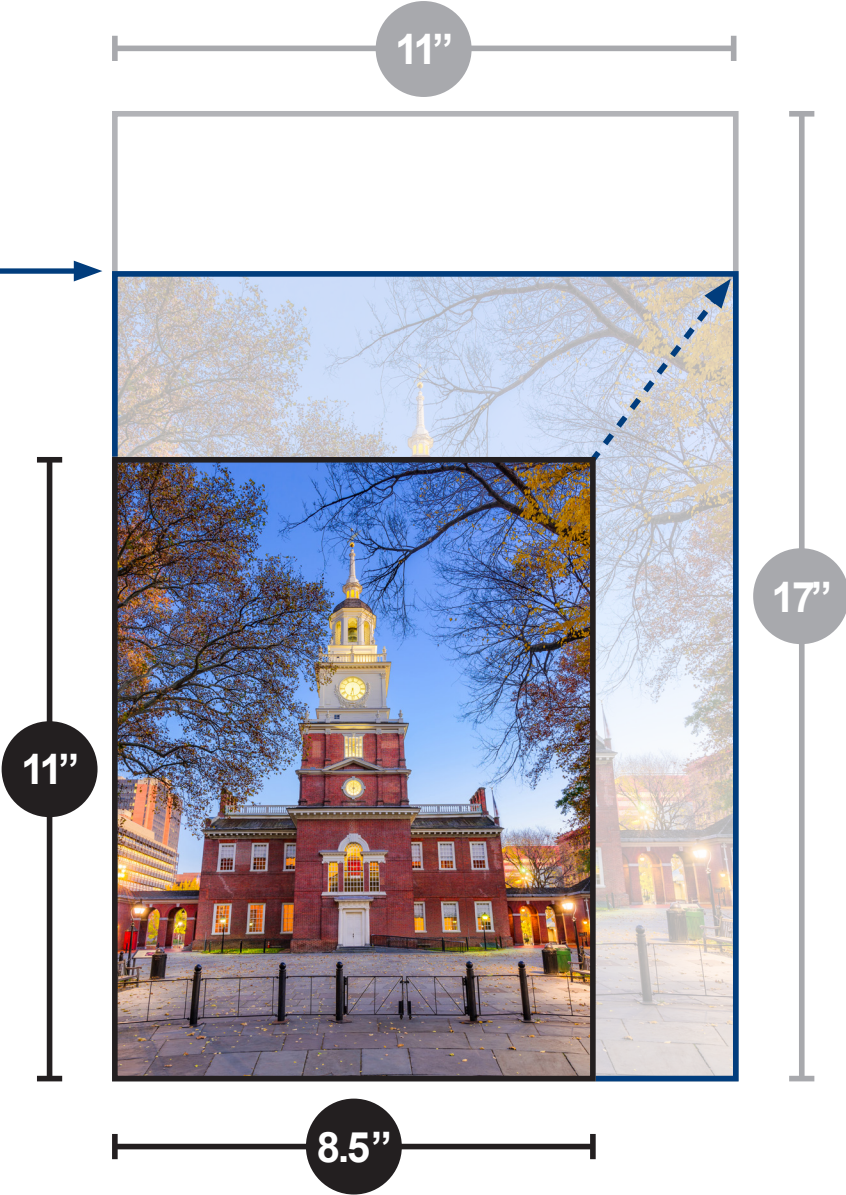
DEPARTMENT OF GENERAL SERVICES  
BUREAU OF PUBLICATIONS



# Increasing or Decreasing your Files

When changing the size of your file, often it will not scale correctly to fit the desired size

An 8.5" x 11" file will only scale up to 11" x 14.25"



For help and additional information, contact your Customer Account Manager or call 717-704-1029

Here for You



**pennsylvania**  
DEPARTMENT OF GENERAL SERVICES  
BUREAU OF PUBLICATIONS