

Designing materials to print correctly from AgComm

When designing a project, answer these questions before starting:

Who is the audience?

What is the best way to reach this audience?

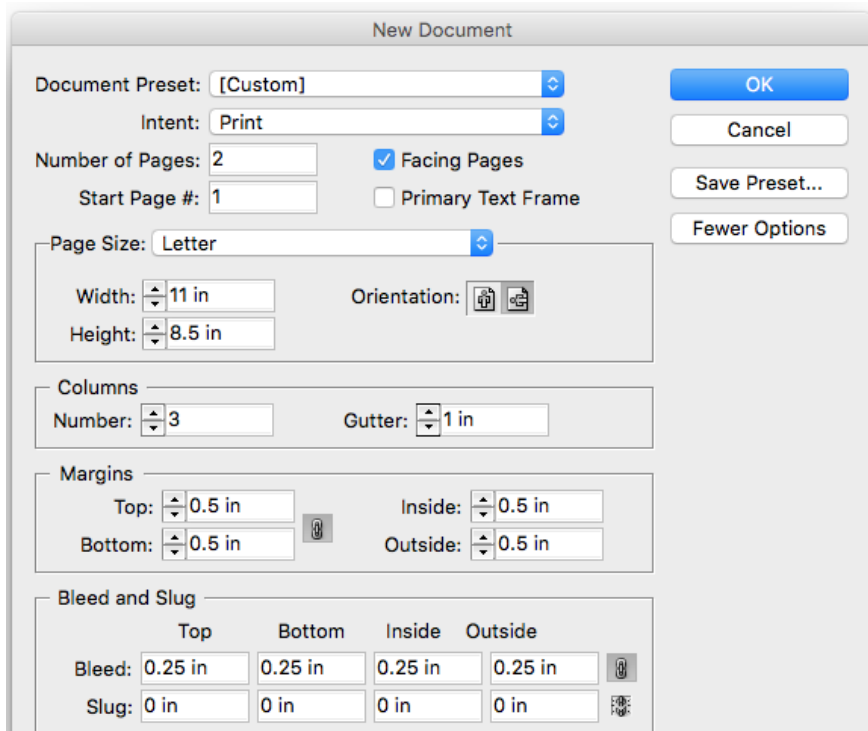
Decide on a format. Will it be a brochure, flyer, postcard?

Will it be mailed?

The choice made on format will help determine how you design the materials.

Working with InDesign

Layout set-up for an 8.5 x 11" 2-fold brochure has the following:



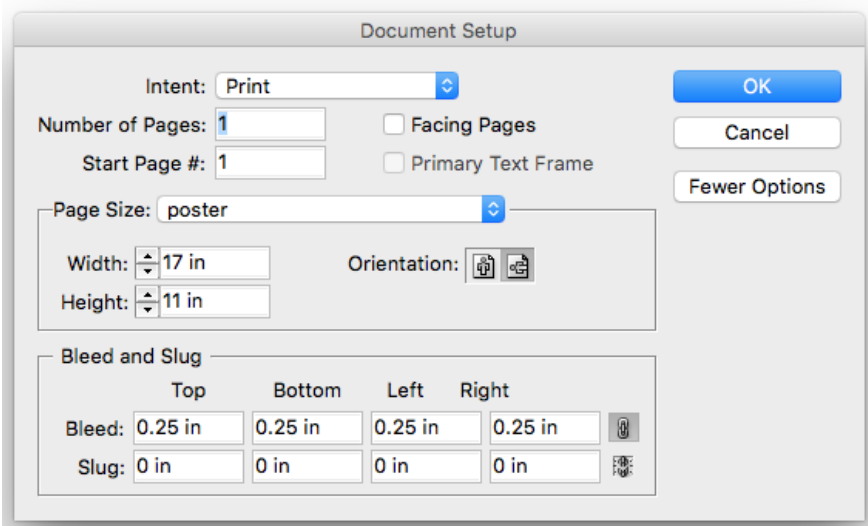
Color mode is CMYK.

Design the brochure with equal panel widths. Images and graphics need to be 300 dpi to avoid pixelating.

Save the final document as a high resolution, with crop marks for bleeds and trim.

Send the final PDF to the Print Shop to George. Chasse@uky.edu with a clearance sheet with billing and delivery information.

11 x 17 poster layout:



Color mode is CMYK.

Design the poster with equal margins. Images and graphics need to be 300 dpi to avoid pixelating.

Save the final document as a high resolution, with crop marks for bleeds and trim.

Send the final PDF to the Print Shop to George.Chasse@uky.edu with a clearance sheet with billing and delivery information.

Postcard measuring 4.5 x 6" (Maximum size allowed to use with standard mailing price.)

The screenshot shows the Document Setup dialog box for a 4.5 x 6 inch postcard. The 'Intent' is set to 'Print'. The 'Number of Pages' is 2, with 'Facing Pages' checked. The 'Start Page #' is 1. The 'Page Size' is [Custom] with a width of 6 in and a height of 4.5 in. The 'Bleed and Slug' section shows bleed values of 0.25 in for all sides and slug values of 0 in for all sides.

	Top	Bottom	Inside	Outside
Bleed:	0.25 in	0.25 in	0.25 in	0.25 in
Slug:	0 in	0 in	0 in	0 in

Color mode is CMYK.

Design the postcard with equal margins. Images and graphics need to be 300 dpi to avoid pixelating.

Save the final document as a high resolution, with crop marks for bleeds and trim.

Send the final PDF to the Print Shop to George.Chasse@uky.edu with a clearance sheet with billing and delivery information.

Smaller postcards, 5" x 7", design them as one to a page, at the finished size.

The screenshot shows the Document Setup dialog box for a 5 x 7 inch postcard. The 'Intent' is set to 'Print'. The 'Number of Pages' is 1, with 'Facing Pages' checked. The 'Start Page #' is 1. The 'Page Size' is [Custom] with a width of 7 in and a height of 5 in. The 'Bleed and Slug' section shows bleed values of 0.25 in for all sides and slug values of 0 in for all sides.

	Top	Bottom	Inside	Outside
Bleed:	0.25 in	0.25 in	0.25 in	0.25 in
Slug:	0 in	0 in	0 in	0 in

Color mode is CMYK.

Design the postcard with equal margins. Images and graphics need to be 300 dpi to avoid pixelating.

Save the final document as a high resolution, with crop marks for bleeds and trim.

Send the final PDF to the Print Shop to George.Chasse@uky.edu with a clearance sheet with billing and delivery information.

Bookmarks, 2' x 8.5", design them as one to a page, at the finished size.

The screenshot shows the Document Setup dialog box for a 2 x 8.5 inch bookmark. The 'Intent' is set to 'Print'. The 'Number of Pages' is 1, with 'Facing Pages' checked. The 'Start Page #' is 1. The 'Page Size' is [Custom] with a width of 2 in and a height of 8.5 in. The 'Bleed and Slug' section shows bleed values of 0.25 in for all sides and slug values of 0 in for all sides.

	Top	Bottom	Inside	Outside
Bleed:	0.25 in	0.25 in	0.25 in	0.25 in
Slug:	0 in	0 in	0 in	0 in

Color mode is CMYK.

Design the bookmark with equal margins. Images and graphics need to be 300 dpi to avoid pixelating.

Save the final document as a high resolution, with crop marks for bleeds and trim.

Send the final PDF to the Print Shop to George.Chasse@uky.edu with a clearance sheet with billing and delivery information.

Getting the UK blue to print correctly

Documents in CMYK require a specific set of colors to "match" the UK Blue.
The logos on the <http://marketing.ca.uky.edu> are already corrected for our color printer.
Anytime a new block of blue is created, please adjust the color combination to:
C=100, M=84, Y=11, K=3

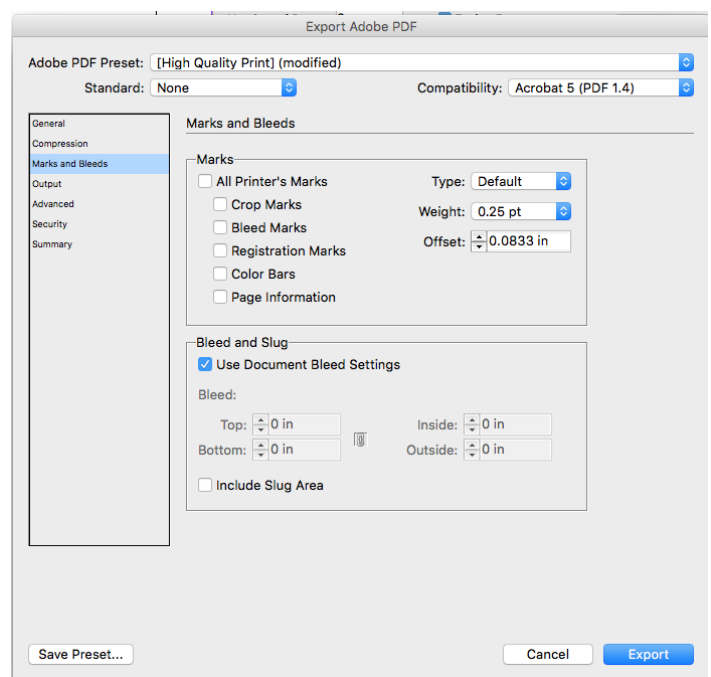
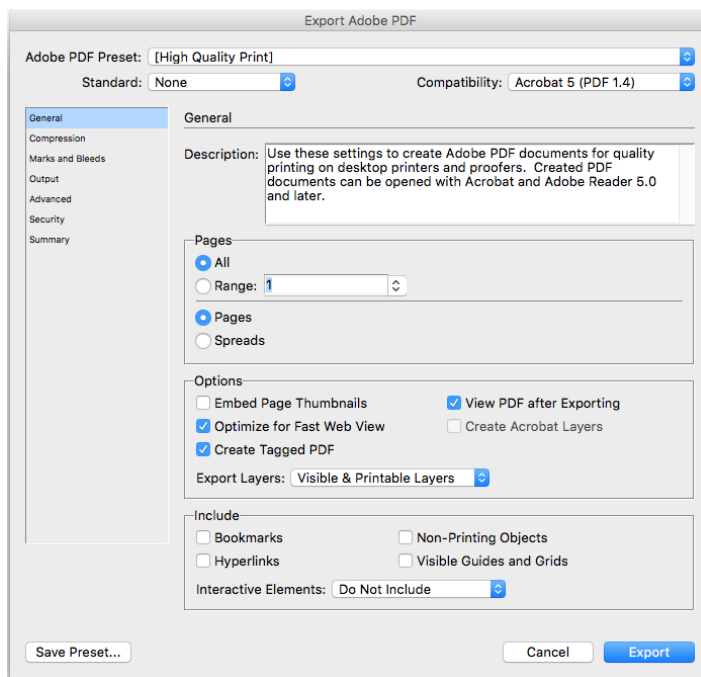
How to prepare files for the Ag Comm Print Shop

While the InDesign file is open, Go to File/Package and go through the screens to make sure every graphic you used in the file is found and placed in the final folder.

Once the package is saved, also save the InDesign file as a PDF. Go to File/Export and select PDF, save it in the same packaged folder and set up the following parameters:

Choose "High Quality Print".

Under the "Marks and Bleeds", check the box for "Use document bleeds", and click on "Export"




Fill out the Printing Clearance Sheet

The form doesn't need signatures on it if the job is for marketing.

Fill out the general information, quantity, print only section and paper choice.

Send the form with the PDF file of the job to George.Chasse@uky.edu, print supervisor for Ag Comm print shop.

The print shop is located in the basement in Scovell Hall. If you have questions about the file or paper ask George. He can assist in helping you get the printing finished.



University of
Kentucky
College of Agriculture,
Food and Environment

Clearance Sheet

[Reset Form](#)

Submit this sheet along with your printing job.

Be sure to get all the required signatures indicated below for numbered Extension, Research pubs and marketing pubs before submitting to Ag Comm.

Section 1: Complete all of this section.

General Info

Job Title/Description: _____

Quantity: _____ Today's Date: _____

Date Needed: _____ This date is flexible (indicate): _____

Cost Center No.
"4-" and "5-" numbers cannot be used to pay for inhouse printing.

All print jobs require a "Cost Center" number, unless they're to be paid for with Priority Print Funds.

Cost Center Number: _____ or Use Priority Print Funds

Job Contact
Who gets the completed job?

Contact: _____ Phone: _____

Department/Unit: _____

Address: _____

Numbered pubs go to the Distribution Center unless you specify otherwise.

Distribution lists are on the back.

Signatures

<p>1. _____ Date _____ <small>Person making the request All requests</small></p> <p>2. _____ Date _____ <small>Department Chair or Unit Director All requests</small></p>	<p>3. _____ Date _____ <small>CES Assistant Director (ANR, 4-H, FCS, CED) All priority print requests, all numbered pubs</small></p> <p>4. _____ Date _____ <small>Associate Dean for CES or Research CES: only new/revised pubs EXP: all research pubs, all priority print requests</small></p>
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Instructions

Section 2: Complete only the appropriate option in this section.

Print Only
For jobs that can be printed or copied as is.

We no longer offer tape or plastic binding.

Print on: <input type="checkbox"/> One side only <input type="checkbox"/> Front and back	Folding: <input type="checkbox"/> Letter fold <input type="checkbox"/> Fold in half	Binding: <input type="checkbox"/> Staple upper left <input type="checkbox"/> Staple left margin <input type="checkbox"/> Saddle stitch	Paper: See paper samples
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3-hole punch

Proofread
For jobs that you produce camera-ready. A paper copy of your document will be marked for grammar, punctuation, and spelling, and returned to you. No signatures are required for this service.

Edit/Design
For any job that requires editing/design prior to printing.

Fill in the following for Extension or Research numbered pubs only: <input type="checkbox"/> New publication <input type="checkbox"/> Revised publication <input type="checkbox"/> Reprint	Pub number: _____ <small>(Ag Communications assigns numbers for new publications.)</small>
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Revised 9/2016

Paper choices for the color copier

Text weight is lighter than cover weight

Brochure paper:

- 100 lb. text weight white, coated semigloss
- 80 lb. cover weight white, coated semigloss
- 100 lb. cover weight white, coated semigloss will need to go to a vendor for printing and folding

Posters, postcards, bookmarks paper:

- 80 lb. cover weight white, coated semigloss
- 100 lb. cover weight white, coated semigloss

Workbooks, Curriculum paper:

- 80 lb text weight white, coated semigloss
- 100 lb. text weight white, coated semigloss