

# exercise::01

## Print Specification Research

**Assignment ::**

For this exercise we will be researching the printing specifications for a number of different types of print service providers. Most (but not all) printers post online information about printing with their service. This information varies from printer-to-printer, depending on the type of work they specialize in, their equipment, their in-house digital workflow, and how much effort their in-house staff have put in to publishing the specs. Since this information is quite different from printer to printer, it is important to research and learn how to best prepare your files for a specific print service provider *before* submitting a file for printing.

**Service Provider Types ::**

For each of the printing service provider types list below, find a business online that matches that type and complete the attached charts as best you can. Not all information will be provided—do the best you can to obtain the missing information. Call if you have too (or switch providers if too little information is available). Please to not use the examples provided in class.

1

**Online Print Service**

A general-purpose print service provider that prints postcards, brochures, & posters—any work that is generally printed on an offset, sheet-fed printer. This printer should primarily accept jobs online. One example is PrintPlace.com.

Due date: **Week 02, 10.08.2020**

2

**Local Print Service Provider**

Locate and select a local Willamette Valley-area print service provider. This shop can be large or small, but they should do true offset printing on either sheet-fed or web-fed printing press. Select Impressions is one example.

Due date: **Week 03, 10.15.2020**

3

**Online Book Publisher**

These printers differ from general online print providers in that they specialize hardcover, soft-cover, and self-published books (often with a focus on photography books). While many of these services provide automated layout and design services, find a provider that allows for submission of PDF files, and focus your research on that process. (Blurb.com calls this *PDF to Book*).

Due date: **Week 04, 10.22.2020**

4

**Newspaper**

Select a newspaper and research the specifications for submitting an advertisement for placement in the paper. Must print on standard newsprint (low-quality paper).

Due date: **Week 05, 10.29.2020**

**Requirements ::**

Submit your findings using this Google Forms link (<https://forms.gle/7zyEH4qaeJ5nbWRH6>) by the beginning of class on their due date. In addition, be prepared to discuss your findings with the class.

This exercise is worth 40 points (10 points per source type).

# specifications::01

Name: \_\_\_\_\_

**Specification Chart ::**

Complete this chart using the information obtained in your research. **Due Week 02, 10.08.2020.**

General Information	
Provider type	Online Print Service Provider
Print service provider name	
URL	
Physical location of business	
Technical Information	
File formats accepted	
Accepted methods of file submission	
Preferred PDF version	
PDF creation preset (Use built-in preset? Download a preset? Instructions on how to create a setting?)	
Bleed requirements?	
Minimum raster resolution	
Ink colors available	
CMYK conversion profile in Photoshop <i>or</i> Separation Type, Black Generation method and Black Ink Limit.	
Recommended rich black mix (CMYK values)	
Preferred raster image color mode (RGB or CMYK?)	
Raster image color space (sRGB? Adobe RGB? Non specified?)	
Special font handling instructions?	

# specifications::02

Name: \_\_\_\_\_

## Specification Chart ::

Complete this chart using the information obtained in your research. **Due Week 03, 10.15.2020.**

General Information	
Provider type	Local Print Service Provider
Print service provider name	
URL	
Physical location of business	
Technical Information	
File formats accepted	
Accepted methods of file submission	
Preferred PDF version	
PDF creation preset (Use built-in preset? Download a preset? Instructions on how to create a setting?)	
Bleed requirements?	
Minimum raster resolution	
Ink colors available	
CMYK conversion profile in Photoshop <i>or</i> Separation Type, Black Generation method and Black Ink Limit.	
Recommended rich black mix (CMYK values)	
Preferred raster image color mode (RGB or CMYK?)	
Raster image color space (sRGB? Adobe RGB? Non specified?)	
Special font handling instructions?	

# specifications::03

Name: \_\_\_\_\_

## Specification Chart ::

Complete this chart using the information obtained in your research. **Due Week 04, 10.22.2020.**

General Information	
Provider type	Online Book Publisher
Print service provider name	
URL	
Physical location of business	
Technical Information	
File formats accepted	
Accepted methods of file submission	
Preferred PDF version	
PDF creation preset (Use built-in preset? Download a preset? Instructions on how to create a setting?)	
Bleed requirements?	
Minimum raster resolution	
Ink colors available	
CMYK conversion profile in Photoshop <i>or</i> Separation Type, Black Generation method and Black Ink Limit.	
Recommended rich black mix (CMYK values)	
Preferred raster image color mode (RGB or CMYK?)	
Raster image color space (sRGB? Adobe RGB? Non specified?)	
Special font handling instructions?	

# specifications::04

Name: \_\_\_\_\_

## Specification Chart ::

Complete this chart using the information obtained in your research. **Due Week 05, 10.27.2020.**

General Information	
Provider type	Newspaper
Print service provider name	
URL	
Physical location of business	
Technical Information	
File formats accepted	
Accepted methods of file submission	
Preferred PDF version	
PDF creation preset (Use built-in preset? Download a preset? Instructions on how to create a setting?)	
Bleed requirements?	
Minimum raster resolution	
Ink colors available	
CMYK conversion profile in Photoshop <i>or</i> Separation Type, Black Generation method and Black Ink Limit.	
Recommended rich black mix (CMYK values)	
Preferred raster image color mode (RGB or CMYK?)	
Raster image color space (sRGB? Adobe RGB? Non specified?)	
Special font handling instructions?	