

Print Publishing Guide





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Adobe Print Publishing Guide for use with Microsoft Windows and Apple Macintosh Computers

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Adobe Systems Incorporated, 1585 Charleston Road, Mountain View, CA 94039-7900, USA

Adobe Systems Europe Limited, Adobe House, Edinburgh EH11 4DU, Scotland, United Kingdom

Adobe Systems Co., Ltd., Yebisu Garden Place Tower, 4-20-3 Ebisu, Shibuya-ku, Tokyo 150, Japan

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INTRODUCTION

This book explores the processes and issues involved in preparing color publications for reproduction on a commercial printing press—a set of tasks known as the prepress process.

Until recently, most prepress tasks—such as scanning color photographs, trapping, imposition, color correction, and generating color separations—were performed exclusively by skilled specialists working manually or on expensive proprietary systems. Now, many prepress tasks can be accomplished on the desktop.

The flexibility and direct control offered by this new technology have blurred the traditional roles of designer and prepress professional. Designers who have the knowledge and the equipment can do their own prepress work. The prepress industry has changed to support the new requirements of the desktop pub-

lisher. Commercial print shops have imagesetters to produce film separations and offer high-fidelity color and direct digital printing to distinguish themselves from other service providers. Service bureaus offering high-resolution scanning and electronic prepress now offer one-stop shopping for less complex printing.

Managing these changing relationships requires a knowledge of the printing process and the decisions that must be made to produce output of professional quality. This book discusses the processes and issues involved in preparing electronic files for commercial printing. It also gives you information to help you decide when to perform a prepress task, and when to leave that task in the hands of a prepress professional.

