



Bleeds

Don't forget them! A bleed should be used when an object in your document is meant to go to the edge of the printed page. A standard bleed is .125". Using a bleed gives some extra room to ensure that your piece is cut down to size correctly. Each Adobe program handles bleeds a little bit differently. Below are examples of how to work with bleeds in InDesign, Illustrator and Photoshop.

InDesign - Bleeds

When creating a new document in InDesign, click the "More Options" button in the new file dialog box to display your bleed settings. Enter 0p9 or .125". When your document opens you will see a red box surrounding your page area, this is the bleed. Make sure that the object you want to bleed extends all the way to this red box, not just to the edge of the page. Below are examples of correct and incorrect uses of bleed.

The screenshot shows the 'New Document' dialog box in Adobe InDesign. The 'Bleed and Slug' section at the bottom is highlighted with a pink border. The settings are as follows:

	Top	Bottom	Inside	Outside
Bleed:	0p9	0p9	0p9	0p9
Slug:	0p0	0p0	0p0	0p0

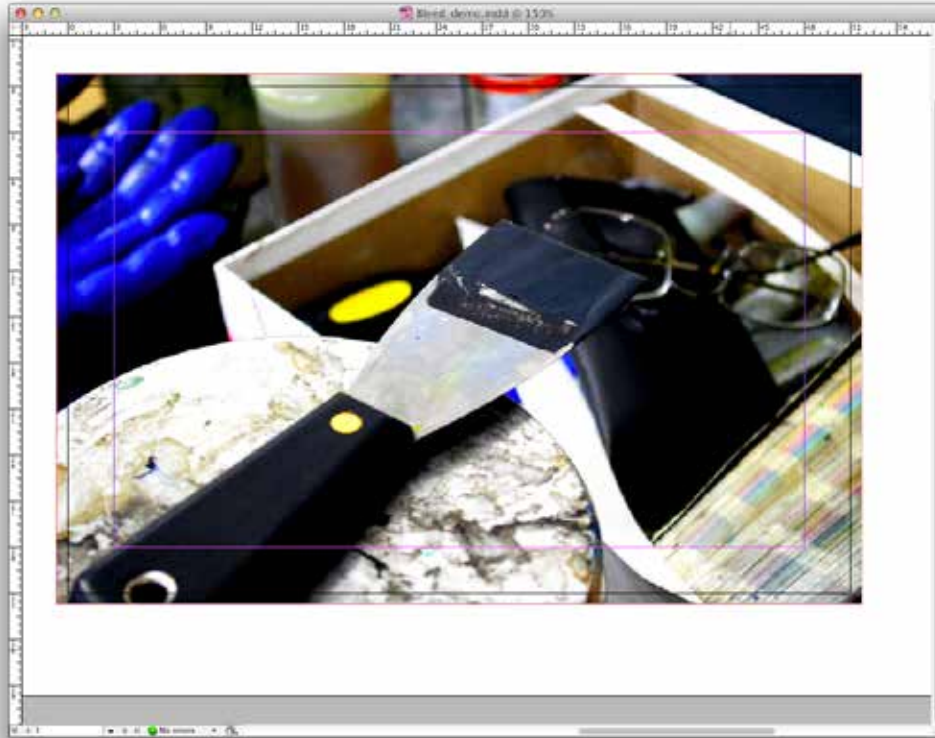
Other visible settings in the dialog box include: Document Preset: [Custom], Intent: Print, Number of Pages: 1, Start Page #: 1, Page Size: Letter, Width: 51p0, Height: 66p0, Orientation: Portrait, Columns: 1, Gutter: 1p0, Margins: Top: 3p0, Bottom: 3p0, Inside: 3p0, Outside: 3p0. Buttons for OK, Cancel, Save Preset..., and Fewer Options are also visible.



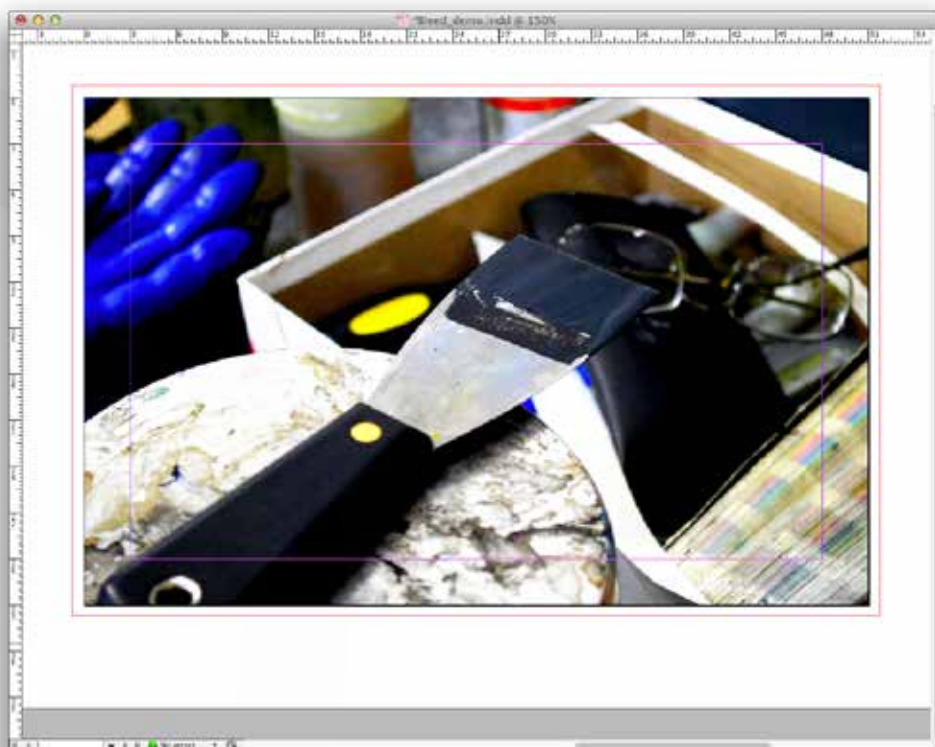
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Correct use of bleed



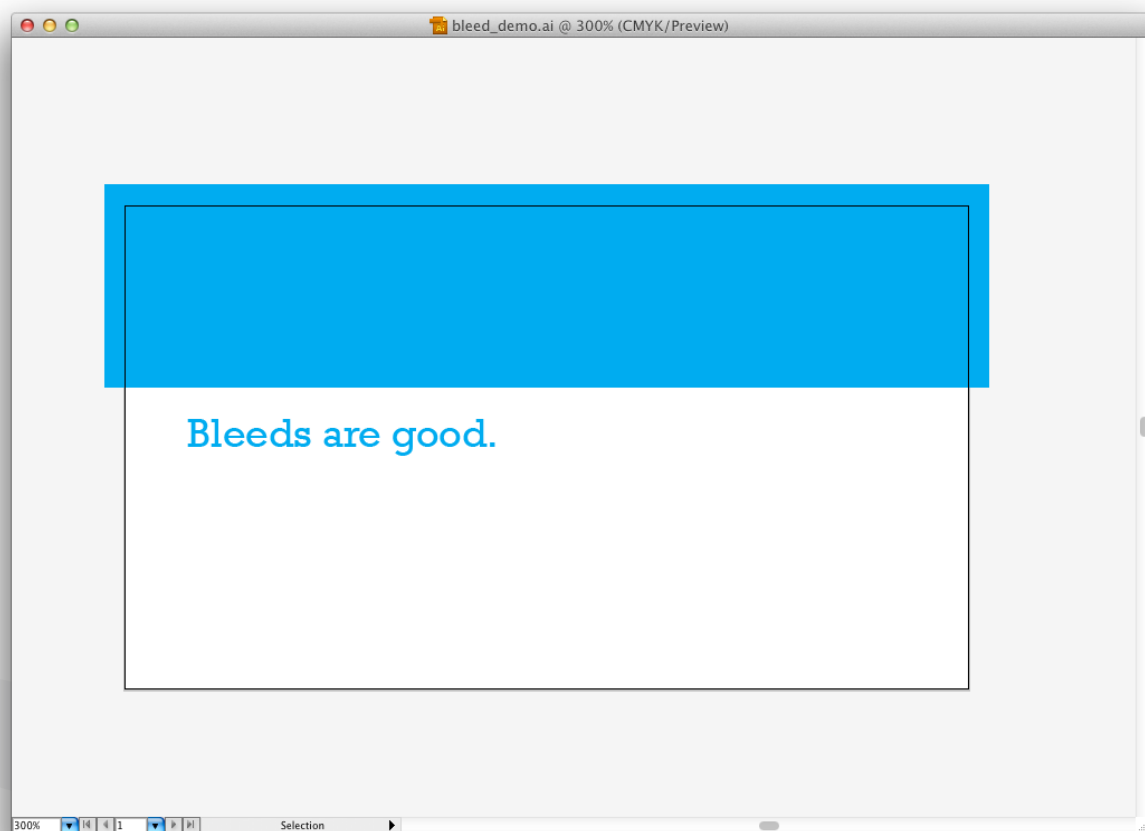
Incorrect use of bleed





Illustrator - Bleeds

Illustrator does not show any kind of bleed guides within your document. To make something bleed, simply drag it to the outside of the page area. You will specify your bleed settings later when you export the document as a PDF.



Photoshop - Bleeds

There are no bleed settings available in Photoshop when you make a new document. However, it is possible to create a bleed yourself by adding the bleed size to the document size. When creating a new document, add .25" to the width and height to ensure there will be an extra .125" on all sides.

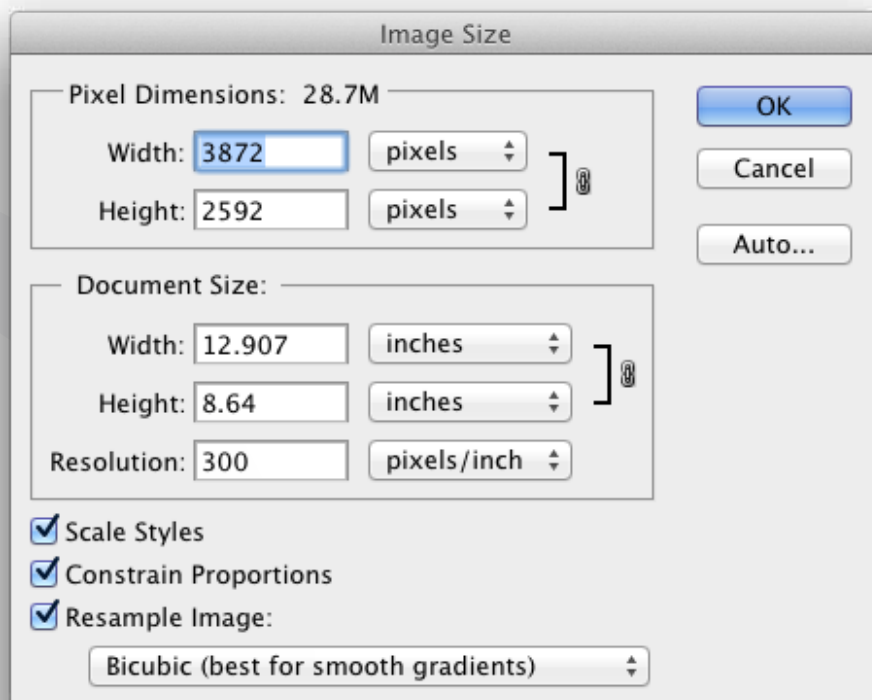


CMYK color

It is important that your document is created using CMYK in order to produce the most accurate color possible, especially when working with images and bright colored objects. Most images use RGB color, which can make them appear slightly brighter than they will actually print. Using Photoshop is the easiest way to change your images from RGB to CMYK very quickly. Open the file and click Image > Mode > CMYK color. This will convert the color values and make the image printer friendly.

Image Resolution

It is important to always use high-resolution images when creating a printed piece. The higher the resolution, the sharper your image will look. Ideal image resolution is 300dpi. To see what the resolution of an image is, or to change it, open it in Photoshop. Click Image > Image Size and a dialogue box will appear that tells you how big the image is. Note that if you change the resolution, the size of the image itself will also change.





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Creating a PDF

Creating a PDF is the easiest way to ensure that your document will get sent to the printer with all its pieces correctly in place. There are certain rules you should follow when exporting a PDF from an Adobe program which are highlighted below.

InDesign

To create a PDF from InDesign, go to File > Export. Name your file accordingly and select your file destination. Be sure to change the format to Adobe PDF, then press Save. A dialogue box will appear. Change the following options:

- Select Adobe PDF Preset: Press Quality
- If your document has a bleed, click on Marks and Bleeds and check off Use Document Bleed Settings.
- Click Export

Export Adobe PDF

Adobe PDF Preset: [Press Quality] (modified)

Standard: None Compatibility: Acrobat 5 (PDF 1.4)

General
Compression
Marks and Bleeds
Output
Advanced
Security
Summary

Marks and Bleeds

Marks

☐ All Printer's Marks Type: Default

☐ Crop Marks Weight: 0.25 pt

☐ Bleed Marks Offset: 0p6

☐ Registration Marks

☐ Color Bars

☐ Page Information

Bleed and Slug

☒ Use Document Bleed Settings

Bleed:

Top: 0p9 Inside: 0p9

Bottom: 0p9 Outside: 0p9

☐ Include Slug Area

Save Preset... Cancel Export



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Illustrator

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To create a PDF from Illustrator, go to File > Save As. Name your file accordingly and select your file destination. Be sure to change the format to Adobe PDF, then press Save.

A dialogue box will appear. Change the following options:

- Select Adobe PDF Preset: Press Quality
- If your document has a bleed, click on Marks and Bleeds and enter a value of .125" on top, bottom, left and right.
- Click Save PDF

Save Adobe PDF

Adobe PDF Preset: [Press Quality] (Modified)

Standard: None Compatibility: Acrobat 5 (PDF 1.4)

General
Compression
Marks and Bleeds
Output
Advanced
Security
Summary

Marks and Bleeds

Marks

☐ All Printer's Marks Printer Mark Type: Roman

☐ Trim Marks Trim Mark Weight: 0.25 pt

☐ Registration Marks Offset: 0.083 in

☐ Color Bars

☐ Page Information

Bleeds

☐ Use Document Bleed Settings

Top: 0.125 in Left: 0.125 in

Bottom: 0.125 in Right: 0.125 in

Save Preset... Save PDF Cancel



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Photoshop

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Before you create a PDF from Photoshop, make sure your color mode is CMYK, your resolution is 300ppi and your layers are flattened.

Once this is done go to File > Save As. Name your file accordingly and select your file destination. Be sure to change the format to Photoshop PDF, then press Save. A dialogue box will appear. Change the following options:

- Select Adobe PDF Preset: Press Quality • Click Save PDF

