

Designing for Print: Avoiding Production Pitfalls

Panel Introductions

- **Lorraine Donegan, *Speaker***

Assistant Professor, Graphics Communications,
California Polytechnic State University

- **Ray Flatt, *Speaker***

Sales Account Manager, Vaughan Printing Company

- **Rick Wills, *Speaker***

Prepress Superintendent, Banta Corporation

- **Miriam O. Frawley, *Moderator***

President, e-Diner Design & Marketing, Inc.

Our Job

- To give you guidelines that will help you prepare good files for print output.
- To share best practices for good file preparation.
- To discuss roles and responsibilities –
What do printers do? And why?
What drives printers crazy?
- What do designers do? And why?
What drives designers crazy?

Your Job

- Tell us who you are.
- Share your good stories and your horror stories.
- Tell us what you think about printers.
- Tell us what you think printers think about you.
- Ask the tough (and easy) questions.

A Creative Perspective

- Demand that your printers keep up with technology.
- Demand that your printers communicate (yes, even transparency flattener settings).
- If they fix your files, they have to tell you.
- Register, density, consistency and reasonable color matches are the printer's responsibilities.
- Demand respect for your trade and promise to respect the printing trade.
- Never stop asking questions and learning.

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Thank You!!!

For a copy of this presentation contact the presenters or go to

e-dinerdesign.com/news.htm

(...but wait until Thursday afternoon!)