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FEATURES OF PREPARATION TEXT INFORMATION FOR PRINTING

The quality of printing depends to a large extent on the preparation performed at the pre-printing stage, the printing method, the equipment used, and the properties of the materials used to produce the printed product, primarily on the characteristics of paper and inks.

The quality of a print containing a raster, dashed image and text at the same time is determined by the accuracy of color rendering, the reproduction of small details, as well as the precision of color register for multicolor printing and the surface properties of the materials for printing.

Quality of reproduction of a font depends to a large extent on its correct choice. Most programs have the function of converting face of font from direct to bold or italic, but you should not use this feature. It is best to use real digital fonts created by developers that you can select from the font menu to reproduce the required layout. This will ensure consistent results and high-quality reproduction in the next stages of printing.

Examples of common errors that affect the result of pre-printing processes, and therefore the reproduction of fonts and line images, are:

– incorrect data format: software format instead of data exchange formats such as PS, EPS, PDF;

– inappropriate resolution (too small, too large);

– inappropriate frequency (too high, too low);

– poor edge sharpness;

– the color separation of the pantone paints was carried out in the same way as for the triad paints, or was not properly performed at all;

– the total amount of inks when applied is too large;

– distorted gray balance;

– using too thin strokes or forming them occurs in several passes;

– inappropriate fonts used (for example, only contour fonts or negative fonts with excessively thin fonts.

You can evaluate the print quality of a particular print method by calculating the deviation of the actual stroke width or letter to the width embedded in the digital file. In addition, you can give a visual assessment of the distortion of the strokes when printing, deformation of the symbol, etc. Defined distortions should be taken into account when preparing the lay outs for printing, by making appropriate adjustments in the digital file.