

How to Plan for Printing & Placing an Order in 10 Minutes

Department of Enterprise Services – Printing & Imaging

Welcome!

Greetings and Introductions

Andy Schoen - Customer Outreach Manager

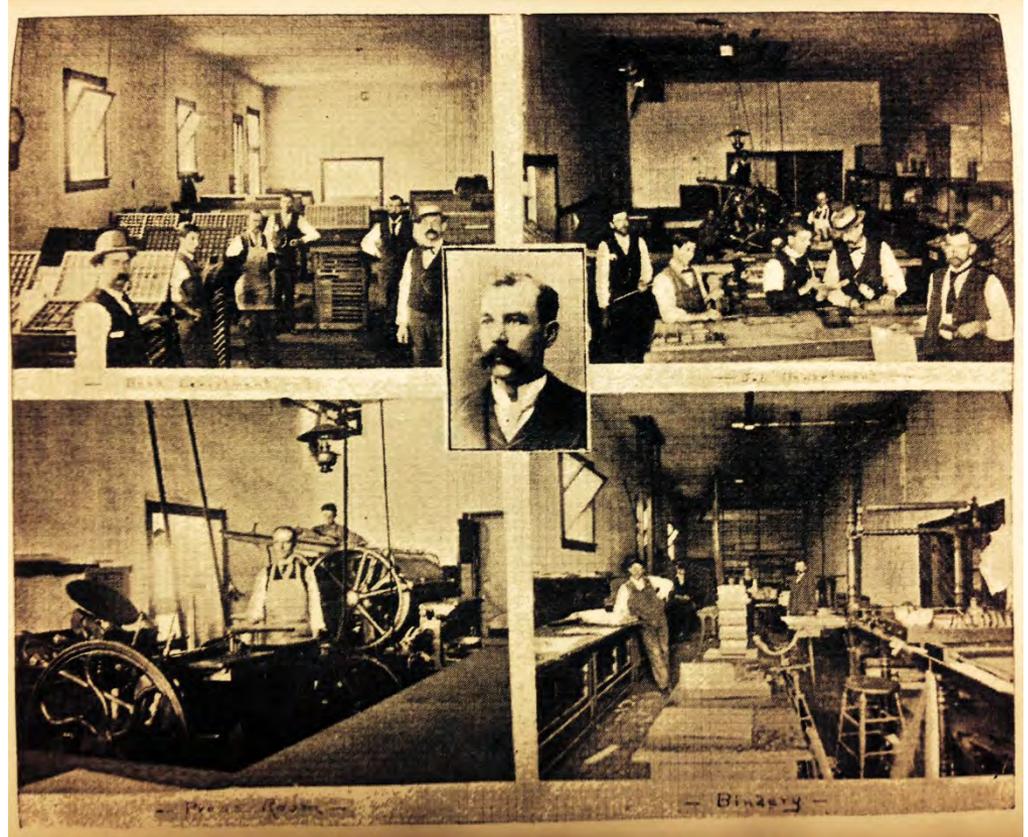
Paul Gisi - Electronic Document Specialist

Goal of this Session

The goal of this session is to help those who are faced with challenges around producing printed materials for their Agency. It is also for those of you with some print experience that would like to learn more about how to maximize your printing projects for the greatest impact at a reasonable price range.

Early History

- Printing for Washington State for over 150 years
- 1933 a law was enacted that created the Dept. of Printing as a State Agency
- At this time we were located at the GA Bldg. on the Capitol Campus
- 1966 we opened our first Satellite Copy Center with Convenience Copying
- 1983 we moved to our Tumwater Plant where we are still located



Current History

- We serve: State agencies, government entities, higher education, cities, counties and public benefit non-profits
- We are not profit oriented, serving government is our focus
- We help engineer print projects to reduce costs
- Provide consultation services to state agencies as per RCW 43.19



Planning a Print Job – *The philosophy of creating a document*

What do you want to print?

Visualize what you want before you start!

Creating a high impact document is a positive goal and sometimes with a little thought prior to designing your project you can help keep your costs down and still have the impact you need. By thinking about this before you start, you can design your document while keeping in mind how it will be produced thus creating a higher quality product.

Start from the end of the process & move backwards.

Printing Scenarios –

Starting from scratch & designing or inherited documents

Starting from Scratch -

- How is this going to be produced? Is it going to be in color, Black & White? Does it need to go on thicker or colored stock etc.
- Try not to use Fonts that are too fancy with thin sections or squiggly lines, these are hard for most people to read.

Inheriting Print projects.

- This is a challenge for anyone, because you don't know how the document was created and by the time it hits your desk, its an emergency!
- You may not have access to the original files or artwork.
- If you inherit a project that is already a PDF but needs text changes, contact us and we can help with that.

Job types & production concerns –

- **Binders** – Single or Double Sided (Double Sided is cheaper); tabs, Color Cover?
- **Flyers/handouts** - Stapled, Color, Powerpoint (Make a pdf with the proper number of slides per sheet prior to placing order), colored paper?
- **Brochures** – Proper gutter and margin spaces, Full color, Bleeds etc.? Bleeds will always look nice, but they raise the cost of a job, because you have to produce it on larger paper and then cut it down to size.
- **Posters** – Size (18x24, 24x36 etc.), Bleeds, Color design selection for far away viewing, laminations (Gloss versus Matt finish)?
- **Data/Mailings** – Letter content, Data for mailing, type of indicia and mailing class, Cleansing of mail data or NCOA (National Change of Address), Formatting to fit a window envelope, Translating Data from a mainframe etc. Do I need envelopes?
- **Envelopes** – What size envelope and for what function? #10's are a standard size, #9's are for Return addressed mailings (do you have an update BRM code?), Windows or non-Windows, Inside Tint for Security etc.? We recommend Staying within the State Standard sizes (See Samples)
- **Letterhead** – Paper stock, Full Color or two color? All Letterhead needs to be printed on a press so it can go through various Laser printer devices.

Color or Black & White?

How to have high impact at a low cost!

- Is there a distinct need to have color in your document to convey the material?
- Can you use color sparingly? Place Color on the cover with Black interior pages?
- Today's Black & White Digital Copiers produce excellent photo quality (example: School Yearbooks)
- Graphs and color coded chapter breaks etc. all require color.

Programs to use and why!

Microsoft Suite verses Adobe products

- Microsoft Office products are robust and offer great options and templates
- Publisher files can be difficult for a printer to work with if they haven't been created correctly.
- Using the templates as guidelines is very effective
- Templates are also great for making multipage booklets (11 x 17 folded to 8.5 x 11 or 8.5 x 11 folded to 8.5 x 5.5).
- Adobe InDesign and Photoshop are generally used by professional designers and have a pretty steep learning curve as well as being expensive.
- Files are files, and no matter what program you use, you need to consider which selections to make in order to embed your fonts and graphics.

File type for Submission - why a PDF?

No matter what program you use to create your documents, converting your native file to a PDF is the very best way to submit your job (our online system myPRINT will make PDF's for you).

Creating a PDF from the desktop where the original file was created allows Adobe to grab the fonts and pictures directly and encode them into the PDF. This creates less opportunity for fonts or pictures to drop out or look incorrect.

I was told the fonts were not embedded in my PDF file. What does that mean?

When you create a PDF file of your document you need to make sure you embed your fonts in the PDF file. This ensures that if the person who opens the document does not have the font you used on their computer that they are able to view and print the file with the font you used. How you embed fonts in your PDF depends on which program you are using to create your PDF.

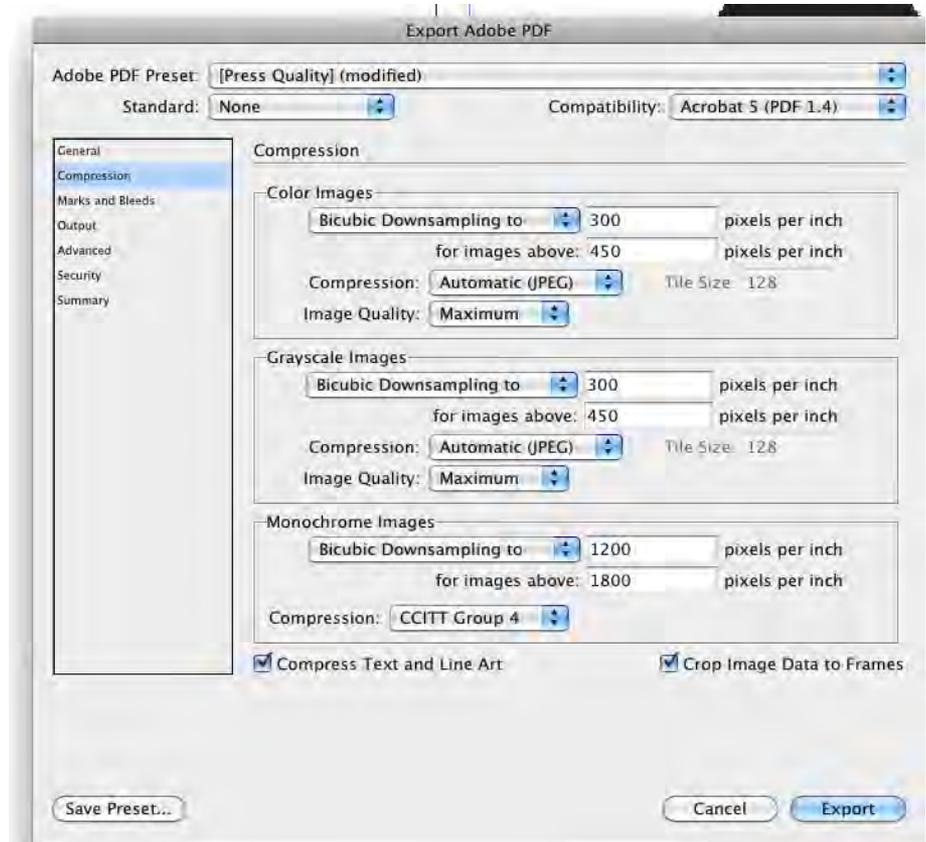
- **Adobe Acrobat** - when printing choose Adobe PDF as printer.
- **Microsoft Word** - Save as PDF (Available in Word 2010).
- **Adobe InDesign** - export to PDF.

Verify your PDF has all fonts embedded. How do I do that?

After creating your PDF it is a good idea to verify your PDF has all fonts embedded. You will need Adobe Reader to view your PDF and check your settings. Most computers have Adobe Reader installed by default. In order to check this, go to File / Properties / Fonts after each font “Embedded Subset” will be present if the font is embedded.

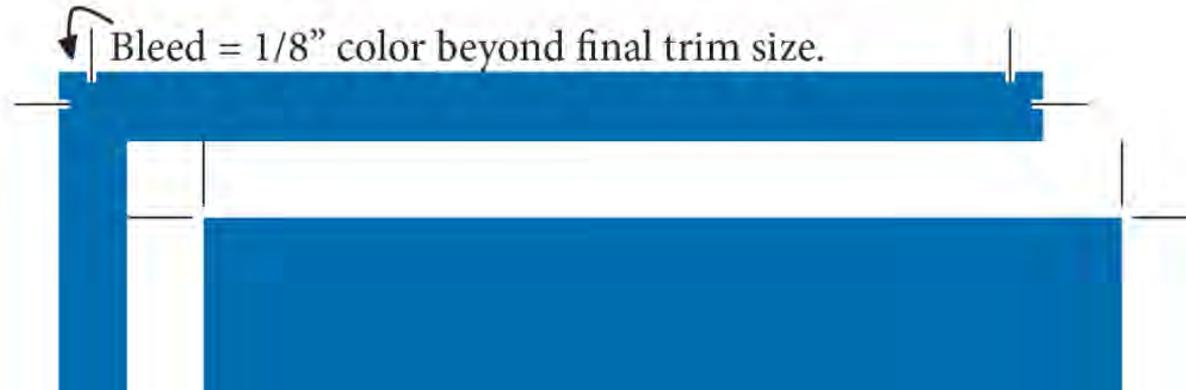
I was told the resolution of my graphics is low. What does that mean?

Proper resolution for standard printing is 300 dpi (dots per inch or pixels per inch). When working in Adobe InDesign if your graphics have proper resolution but your PDF doesn't mirror this, check your export settings.



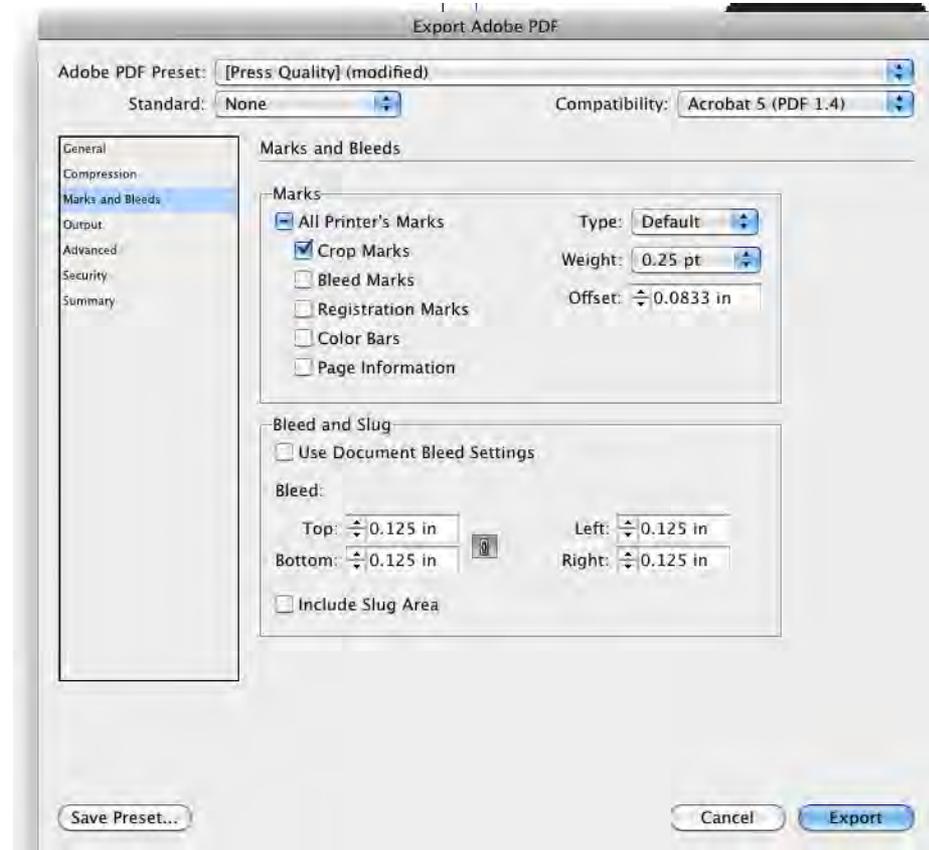
I was told my file does not have bleeds. What does that mean?

If you are designing a document with color to the edge, you need to allow for a bleed. This means whatever element that goes to the edge of the sheet needs to extend 1/8" beyond the final trim size. When bindery is performing the final trim, they don't cut one sheet at a time, they will cut a thick stack of paper. This thickness causes the knife to cut at a slight angle, so if your image stopped at the edge, we would be forced to cut into the documents printed area.



Microsoft Word – enlarge document to allow for bleed. If your document is a standard letter size 8.5 x 11, you will need to add .125” margins to all 4 sides increasing your document size to 8.75 x 11.25.

Adobe InDesign – extend elements beyond edge of document .125” Keep your document at 8.5 x 11 and just extend elements .125” beyond edge of document. Also when exporting to PDF bleeds will need to be set or your PDF will not have bleeds.



Before submitting your job to a Printer have the following items ready –

- Files to upload (preferably converted to a pdf)
- Job Name
- Quantity
- Stock type etc.
- Total Job specifications known

myPRINT will help you to think the specs through by offering drop down menus for many of the basic functions of your printing project. If you don't see a specification you feel needs to be communicated, then list all of that information in the Special Instructions section at the bottom of page 2, the "Print Options" section.

How to submit your job to Printing & Imaging – *in 10 min?*

There are two different methods to submitting work

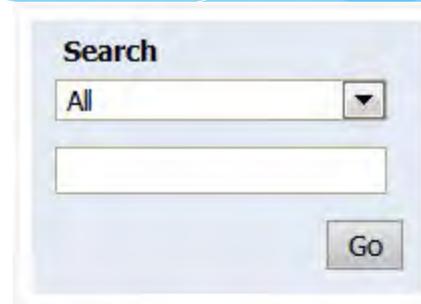
- Online via myPRINT (you will have to register)
 - myprint.wa.gov
- Use State Procurement Forms A-21 or A-24
(Via email or in person; forms available online)

Placing an order via myPRINT

Log in

Select the product that most
closely matches your project

Next . . .



Search

All

Go

- 
- Home
- » [Books & Manuals](#)
 - » [Business Cards](#)
 - » [Calendars](#)
 - » [Copy Services](#)
 - » [Custom Printing](#)
 - » [Enterprise Services, Dept. of](#)
 - » [Envelopes](#)
 - » [Estimating Requests](#)
 - » [Forms \(Carbonless, etc\)](#)
 - » [Fulfillment \(By Agency\)](#)
 - » [Paper Only](#)
 - » [Service Awards](#)



Placing an order via myPRINT

Enter in your Job name
with your Cost/index
Code in parenthesis, and
fill in your quantity.
Locate your file on your
computer and upload
your file.

Next . . .

Progress **1** Add Files **2** Print Options **3** Review

| Job Name(Form#)(Expense Codes) | Quantity | Unit Price |
|---------------------------------------|-----------------------------------|------------|
| <input type="text" value="Test Job"/> | <input type="text" value="1000"/> | \$0.00 |

[Update Price](#)

NOTE: Quantity & no. of pages are required for pricing

Job Name(Form#)(Expense Codes): Name the job, tell us the form number if it applies, and add one or more expense codes if needed, this info shows on your invoice. EXAMPLE: "Monthly Billing Statement Job (Form#351)(12345-50%)(56789-50%)". Up to 110 characters available.

Upload File Offline Material

Select File: No file selected.

Add to 'My Saved Files' for future use.

Convert to PDF (recommended)

[Supported File Types](#)

Your File has been added successfully and is ready to File(s) Added to This Job

To reorder or remove a file, click the document's icon, click Move Up, Move Down, or Remove. Click a file name to preview that document. Click Next when you are done with your files.

NOTE: Files will be printed in the order shown below.

 **myPRINT Brochure 4.22.14.pdf**
2 Pages
Saved Date: 9/3/2014 3:02 PM
Saved Time: 3:02 PM PDT
Uploaded via WebPage

Placing an order via myPRINT

Select “I Need a Price Quote” if you would like to see a price before approving the job.

Select all of the pertinent drop down selections to determine what printing specs you would need.

Paper type, finishing options etc.

Next . . .

Quote Request

No price quote required:
Orders not requiring a price quote will price at 1 cent and expedite into production as soon as possible. Accurate pricing will appear on your invoice.

I need a price quote:
You will receive an electronic price quote requiring your approval prior to production. Please note that selecting this option can delay the delivery of this order. We will communicate any changes with the delivery date once the quote has been approved.

Price Quote Request:

Print Options
When you order larger quantities of Black and White copies, we may contact you to discuss money-saving production options. If you do not see your desired paper listed, choose "Special Paper" from the list and we will provide you a quote.

Paper/Media:
Type: White
Size: 8.5 x 11

Scale to Fit: Scale my files to fit paper (when needed)

Collate:

Print In Color:

Sides:

Orientation:

Front Cover:

Back Cover:

Tabs

Tabs:

Placing an order via myPRINT

Review what you
have entered and
click on the
“I Approve”
box

Next . . .

Review

| | |
|----------------|---|
| File(s) | myPRINT Brochure 4.22.14.pdf Edit |
| File Name | |
| Page(s) | 2 |
| Upload Method | Upload Digital |

| | |
|--|--|
| Print Options | Edit |
| Price Quote Request | No Price Quote Required |
| Paper/Media | White 100% Recycled 8.5x11 20# Bond (20 pound)/ 75 gsm White |
| Collate | Scale to Fit - No Collate into Sets |
| Print In Color/Sides | Print In Black and White - Double Sided |
| Orientation | Portrait |
| Front Cover | No Front Cover |
| Back Cover | No Back Cover |
| Tabs | No Tabs |
| Staple | No Stapling |
| Fold | No Folding |
| Drill | No Drill |
| Cutting | No Cutting |
| Perfing | No Perfing |
| Scoring | No Scoring |
| Padding | No Padding |
| Shrink Wrap | No Shrink Wrap |
| String Tie | No String Tie |
| Mailing | No Mailing |
| Data File Work | None |
| Addressing | None |
| Inserting | No Inserting |
| Call to Discuss | No |
| Special Instructions: (if this is a repeat job, include previous requisition# and PRT job#)(NOTE: this field has limits. It cannot only | |

I Approve (REQUIRED)
I've carefully reviewed and approve this job. The printer is responsible for design or spelling errors. I also verify I have delegated authority from my agency.

Placing an order via myPRINT

Review your cart,
set your due date,
and verify your
shipping address

Next . . .

Choose a Requested Due Date & Time

| Date | Time | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|------|----|----|----|----|----|----|---|---|---|---|---|---|--|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--|--|--|--|---|
| <p>September 2014 ▶</p> <table border="1"><thead><tr><th>Su</th><th>Mo</th><th>Tu</th><th>We</th><th>Th</th><th>Fr</th><th>Sa</th></tr></thead><tbody><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td></td></tr><tr><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td></tr><tr><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td></tr><tr><td>28</td><td>29</td><td>30</td><td></td><td></td><td></td><td></td></tr></tbody></table> | Su | Mo | Tu | We | Th | Fr | Sa | 1 | 2 | 3 | 4 | 5 | 6 | | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | | | | | <p>Pacific Standard Time</p> <p>3:30 PM ▼</p> |
| Su | Mo | Tu | We | Th | Fr | Sa | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 28 | 29 | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Ready for pick-up or shipping by
Monday, September 08, 2014 at 3:30 PM

Save Changes

Recipients Add Another Recipient

Recipient #1

Please enter recipient information below.

| | | | |
|---|--------------|--|--|
| First Name: <input type="text" value="Chris"/> | Address Book | Address: <input type="text" value="1500 Jefferson"/> | Method: <input type="text" value="Campus Mail"/> |
| Last Name: <input type="text" value="Cantrell"/> | | <input type="text"/> | Delivery Instructions: <input type="text"/> |
| Organization: <input type="text" value="Enterprise Services, Dept of"/> | | <input type="text"/> | |
| Telephone: <input type="text" value="360.407.2200"/> | | City: <input type="text" value="Olympia"/> | |
| E-Mail Address: <input type="text" value="chris.cantrell@des.wa.gov"/> | | State (Abbreviation only please): <input type="text" value="WA - Washington"/> | |
| | | Zip/Postal Code: <input type="text" value="98501"/> | |
| | | Country: <input type="text" value="United States"/> | |

Save to My Address Book

You must click save to proceed with checkout.

Cancel Save Changes

Placing an order via myPRINT

Checkout!

If you requested a Quote, it will be sent to our estimators and you will receive an email with a quote prior to our starting production. If you did not request a quote, the order will be placed into production.

Either way you will receive a 5 digit confirmation number.

***If we have any questions,
we will contact you by phone!***

Continue Shopping

Checkout

Checkout

1.

Payment

2.

Review

Payment

Payment Method:

Purchase Order ▾

Purchase Order

Organization Code:

Purchase # or Budget Code
(20 Character Limit):



Please contact us at any time for any project you have to get completed. We encourage calls prior to your project to work out some different options that might make the whole process go smoother and more economical.

Your Customer Service Representatives

| | |
|-----------------|---|
| Debbie Anderson | (360) 664-4378 / debbie.anderson@des.wa.gov |
| Andrew Schoen | (360) 664-4335 / andy.schoen@des.wa.gov |

THANK YOU

Questions?

