

LINKING GRAPHICS

Graphic elements can cause as many problems as fonts when an element is not linked properly. Here is how to avoid these kinds of problems.

In order for a document to print properly, all the graphics and photographs used in the document must be included as separate graphic files on the disk. When a graphic or photographic image is placed into a document, the image is “linked” to the original and a low-resolution image is placed into the document to be used for position only (FPO). When the document goes to a digital “RIP” for production on a digital device, the original image must be available within the file so that the high-resolution image can be used for printing.

There is a crossover issue on graphics and fonts: EPS graphics sometimes include “embedded” fonts. In order for the graphic to print properly, the font used in the graphic must also be provided. Another solution is for the font to be converted into “curves or outlines” in the drawing program in which it was created. This is strongly recommended, however once inserted, the type becomes a graphic and cannot be easily edited. If you need four-color process printing, be sure all spot colors are converted to CMYK process colors. When saving files for output to digital devices, the file formats for optimum printing results are EPS and TIFF.

Some of the most commonly used programs to accomplish layout are:

- QuarkXPress 4.11
- Pagemaker 6.5
- InDesign 1.5