

Prescap Projects: guidelines for Products

Deadlines and planning

If a product has a tight deadline - work backwards from the deadline and timetable all the dates you need to complete things. The Projects Director (and the group too) must see the final product before going to print so make sure you allow time for this in your program.

Allow some time in the project to discuss the product with the group. Discuss: -Images - text -design and layout etc. If possible let your group see a mock-up before going to print or make a mock-up during the project.

Copyright.

Prescap hold the copyright for project work on behalf of the group who produced it. If you wish to use examples (ie in your portfolio) please agree it with us first.

All products MUST feature the text:

Copyright PRESCAP (month and year).

If we use images from one of your projects we will credit the group and the artist where appropriate (ie the Arts Council Annual Review and Prescap's Annual Exhibition and Website).

Contact Details

Please include Prescap's contact details on finished products.

We usually use the wording 'A partnership project between (client) and PRESCAP (Preston Community Arts Project), funded by (name of funder/s). Project facilitated by PRESCAP and delivered by (artist)'.

We also try and include our mission statement: Prescap provides a catalyst enabling people to explore, realise and value their full potential through creativity.

The best thing is to discuss with the Projects Director as all products are different.

Print Ready Artwork

The print ready fee covers writing to CD and printing proofs for meetings and for Printers. If you need to print proofs at Prescap don't forget to sort out your budget (Project Manager and Graphics person should confer) to cover paper and inks. We can't print your proofs for you, we don't have the time!

Products Checklist

- Printers order form (if applicable)
- CD of Artwork
- Proof for colour/design match
- Group agrees work
- Client agrees work
- Prescap agrees work
- Written permission for images of young people
- All logos correct
- Text/credits correct, don't forget newly added copyright text!
- Payment arranged

Images of People

If you are going to use images of any individuals in your finished product (especially photos of children and young people), make sure you have permission from the individual or a parent/guardian.

Make sure they know where their child's face may be used (ie billboard or postcard). Prescap has a permission form for this.

Get permission to name individuals before going to print with any artwork or product. We like to credit the artwork to the group whenever possible but it is important that you check first. Some of the groups we work with are in sensitive areas or sensitive subjects.

If you can't get permission to use recognisable pics of people you may be able to disguise faces or use images that don't include any faces.

Acknowledgements

Have you included all the acknowledgements needed on your product? We have copies of logos etc for most of our major funders that we can put on CD for you. Funders get understandable upset if they are not credited properly

Don't forget PRESCAP logo. We have colour, b+w, greyscale, with and without background. Take your pick.

Payment

Don't forget that arranging payment for an expensive print job will take few days and some printers require payment in advance. Check this out beforehand with your project manager or with the Projects Director. Prescap needs an estimate for a print job to issue a cheque.

Artists Work

It is not usually appropriate to use your own work as part of the product for a project unless the group specifically asks that you should or they have directed what you have produced for them.

Prescap Projects: guidelines for Printers

As Prescap now produces many products - postcards, leaflets, magazines etc - as part of our project work, here is a checklist and reminder of the things to consider when working on a product.

This list applies specifically to Prescap's main printer - RCS - so other Printers may vary, please check this out. This list will be useful when dealing with a new Printer as a reminder of what you need to ask in order to gather the right information.

PLEASE NOTE: all new Printers must be passed by Prescap to ensure that the quality of their work and prices are comparable. We have had disappointments in the past!

CHECKLIST

Programmes:	Photoshop and Coreldraw
Image Resolution:	300dpi
Colour Mode:	CMYK
File Format for Images:	.psd (photoshop) .tif (Tiff) .eps (encapsulated post script)

(Check the Printer is OK with the file format you use, ie PC or Mac.)

SEND TO THE PRINTER

CD of Artwork (include any fonts you have used)
Hard copy proof of the artwork printed full size, in colour with crop marks

Books and Booklets

RCS colour printers count pages of a book as follows: each side as 1 page, each sheet as 2 pages, pp on a quote means per page. Do speak to RCS and clearly explain the number of pages in your book, as the wrong page information could be an expensive mistake.

Gamut

Monitor screen can display colours that CMYK printers cannot reproduce as they create the colours in a completely different way. When you convert your file to CMYK check the gamut (you can do this in Photoshop). If there are colours that cannot be reproduced they will be reduced into the colours that can be. This can leave your work looking flatter and less colourful than on the screen.

Safe Printing Area

Leave at least 5mm around your design as a safe printing area to ensure that no bits of information are lost when the product is cut to size. when you have added bleed don't forget to make sure everything is 8mm from the edge. If in doubt it's better to be safe than sorry and have one of the logos cut in half! Nudge them in to make sure!

Bleed

A product that features an image or graphic that extends to the edge of the paper need to have 'bleed' allowed for. This allows the Printer to cut to size without the risk of leaving any white edges showing. Extend the whole design by 3mm on each side. Products with a white border around the image don't need bleed added.

Photoshop Artwork

Send us an unflattened as well as a flattened image. If we need to make any small changes its much easier this way.

Printing and printed Proofs

You need to send a printed proof to the Printer as well as the artwork on disc. This is so that the Printer knows what you expect it to look like. Print the proof full size with crop marks on comparable paper if possible (ie glossy if the job is glossy). Prescap has an A3 printer that you can use to print full size proofs that won't fit on A4 paper - please arrange in advance if you need A3 coated paper. Different monitors and printers can make a big difference to how artwork looks. Inkjet printer inks contain flourescents that make files look brighter when printed at home than they will look when printed by a commercial printer. If in any doubt please cost in getting a proof done by the commercial printer before the job is agreed (and allow time for this in your planning).

When sending Coreldraw artwork to printers, please take note and beware that the colours on your proofs may not be reproduced accurately. A green colour becomes a khaki green and yellows become a mustard colour. This is because Coreldraw uses different pantone colours. You need to select colours that the printer uses.