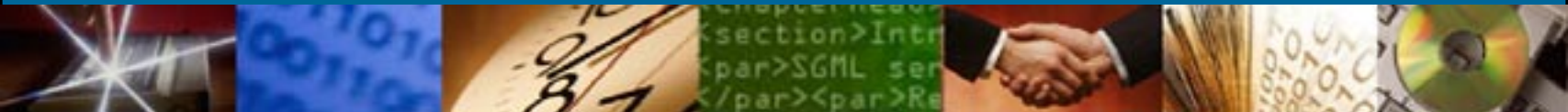


Using PDF to Create a Softproof / Paperless Workflow

PDF Conference West 2003

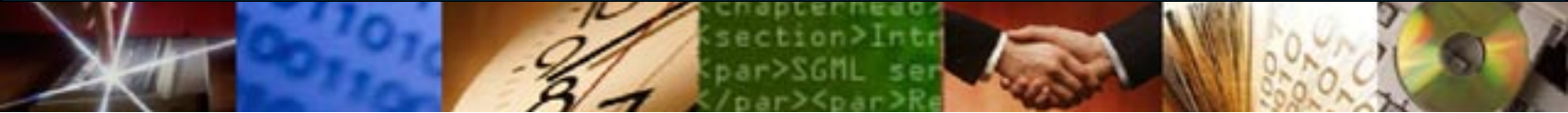
Anaheim, California

November 11, 2003



John Clifford
Technical Support
The GTS Companies
A DIVISION OF TECHBOOKS, INC.

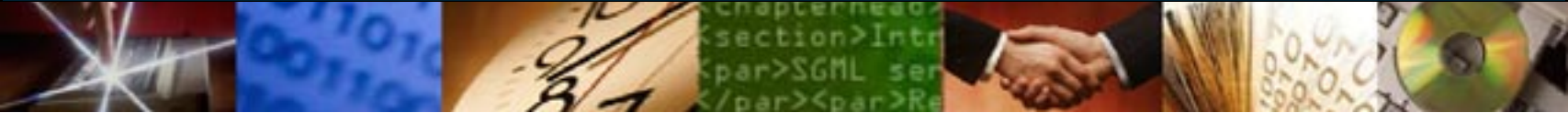
What is meant by Softproof?



What is the proof meant to show? What is the client's expectation from the proof?

- Text problems (typos, styling)
- Image problems (are the images in the right place, with the right caption?)
- Color Breaks (are spot or process colors correct? i.e. is it red when it should be blue?)
- Imposition
- Color accurate

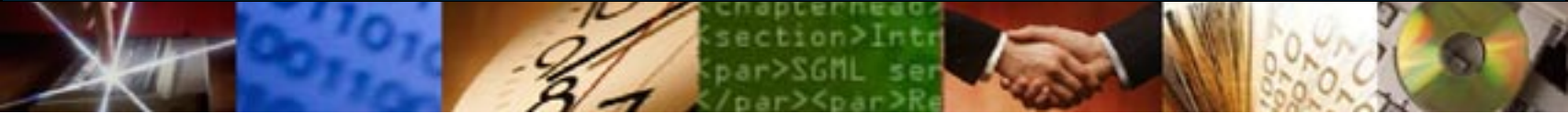
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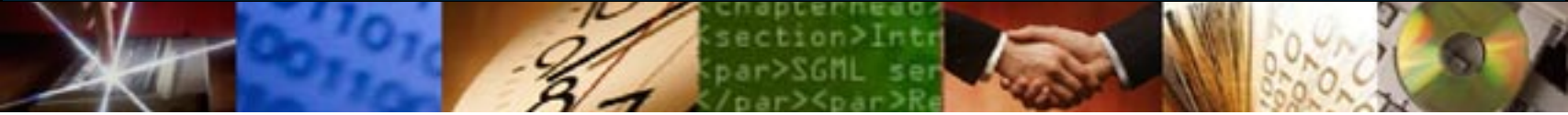
What is meant by Softproof?



What is *your* expectation from the proof?

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- Image problems (are the images in the right place, with the right caption?)
- Color Breaks (are spot or process colors correct? i.e. is it red when it should be blue?)
- Imposition
- Color accuracy
- Production viability

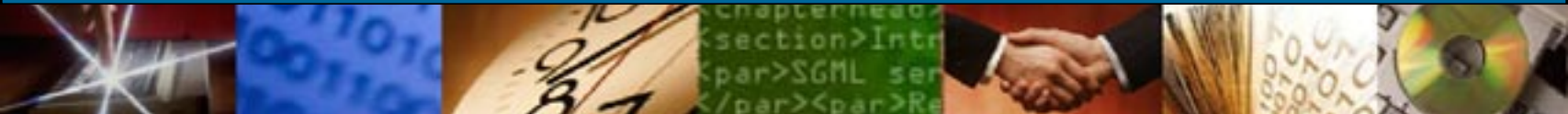
Setting Up The Workflow



Creating a workflow whereby everyone views the softproof with the same expectations and with the same rules.

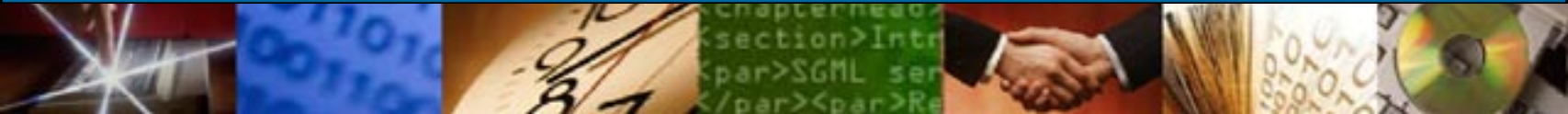
- Softproof is different than traditional proofing
- Softproof is not necessarily press accurate
- Softproofs can be turned into hardproofs by the client (good or bad?)
- Markup on softproofs must be managed for consistency

The GTS Workflow Example



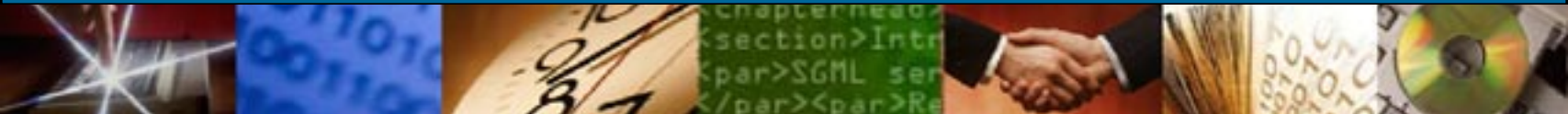
- Softproofs are created using a centralized Distiller (Helios PDF Handshake) at 150 dpi resolution
- Softproofs are marked up by proofreader with queries and any corrections that are allowed to go out on first pass marked up
- Client receives softproofs via email or ftp
- Client uses GTS standards (see handout) to mark up proof for corrections
- Client returns proof to GTS via email or ftp

The GTS Workflow Example



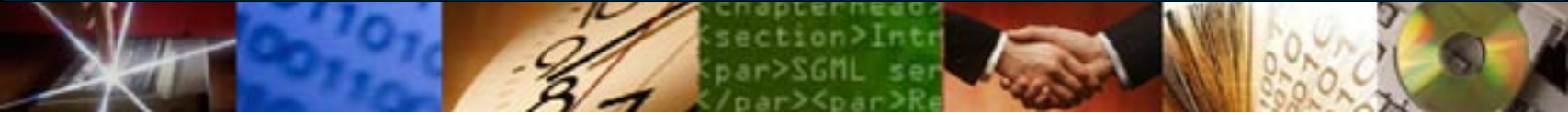
- The Softproof goes to a Quark or InDesign operator who makes any corrections necessary and creates a paper proof (so much for paperless).
- Proof goes to Proofreader who marks up proof and cycles if necessary.
- When all corrections have been made, a Softproof is created and Proofreader marks any remaining queries.
- Client sends Softproof to client via email or ftp

Some Of The Pitfalls



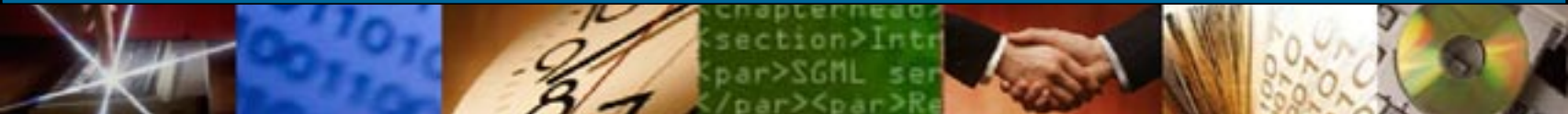
- Paperless can be expensive if you don't have the infrastructure in place to do it
 - Proofreaders must have access to a computer and a copy of the Full acrobat program
 - Desktop operators must have adequate computers to be able to run multiple programs so they can “switch” between proof and live production job
 - Expect that you'll have to create internal paper proofs, especially if you will be using older proofreaders who are uncomfortable using the computer.

Demonstration



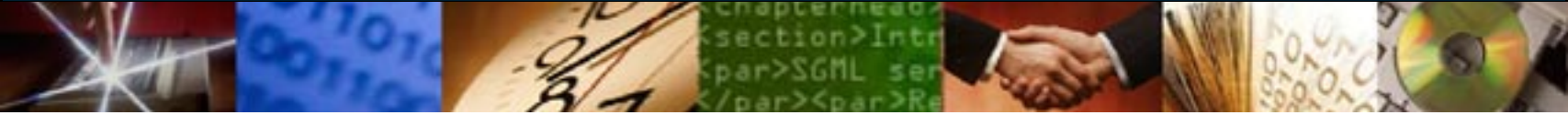
Demonstration of Softproofing Tools
(see handout)

Conclusions



- Softproofing is here. Acrobat is the ideal tool for creating a fully integrated softproof workflow
- Softproof workflows are rarely fully “paperless”
- Softproofing results in speed of delivery of proofs and the ability to get “sign-off” quickly
- There are some advantages in using Acrobat files for proofing final color information prior to sending files to printer
- Costs can include additional equipment, software, and training.

Thank You



John Clifford
Technical Support
The GTS Companies

A DIVISION OF TECHBOOKS, INC.

www.gtscompanies.com

John.Clifford@GTSCompanies.com