

DC Comics

Guidelines for preparing digital files for print

General Instructions:

All books are separated into four colors, CMYK. All color files must be prepared accordingly.

- Hard copy color proofs **must** be provided and must be labeled with the page number.
- Please follow DC's file naming conventions. See attached sheet.
(ie. Superman Adventures#27 cover art is: SMA Cv27.tif.ps)
- If scanned artwork is at an angle, please re-scan artwork before computer coloring.
(Rotating results in inferior line quality).
- Copy original files onto Macintosh media (DC prefers CDs or Zip disks).
- Keep all files archived on permanent media (CDs, MOs, or DATs) until book is printed.
- Label all disks clearly with colorist's name, address and phone number.
- If there is more than one job on a disk, place each job in a separate folder.
- Provide a printout of the directory window with each disk.

Preparing files in Photoshop:

1. All tools and utilities **must** have anti-alias set to **OFF**.
2. Under Preferences:

Separation Setup: <ul style="list-style-type: none"> • Select UCR. • Black Ink limit 100% • Total Ink Limit 300% 	Printing Inks Setup: <ul style="list-style-type: none"> • SWOP coated for Prestige Format Books. (Dot Gain 20%) • SWOP uncoated for Mando Format Books. (Dot Gain 25%) • SWOP newsprint for Newsstand Books. (Dot Gain 30%)
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3. Scan original artwork (11"W x 17"H) at a reduction of 67%. Crop the bitmap scan to include the bleed area.
4. The Bitmap file should be approximately **7" x 10.5" and must have a resolution of 451dpi**
(ie. 6 5/8"Trim+ 1/8Bleed +1/8bleed = 6 7/8"Wide 10 3/16"Trim+1/8bleed+1/8bleed= 10 7/16"High).
5. When converting from Bitmap to CMYK, you must first convert to Grayscale using a Size Ratio of 1, then convert from Grayscale to CMYK.
6. Mode **must** be set to CMYK.
7. After all coloring has been completed the lettering must be finalized. All black line art including caption and balloon outlines **must** be a uniform black, however black lettering should have no under color.
 - 1) Black line art **must** be the uniform default black (62 Cyan, 49 Magenta, 48 Yellow, 100 Black).
 - 2) Black lettering in balloons **must** be 100% black, no back-up color should be behind lettering.
In colored caption boxes, color should be continuous underneath black lettering.
8. Save all files as TIFF format.
To save as TIFF Format:
 - Please remove any paths saved in file.
 - Please remove any extra channels in file.
 - Save as TIFF format with LZW compression checked.

Assemble Book using Quark XPress:

1. Use the Quark master template supplied by DC Comics.
2. Import all final images into Quark and name file according to title, issue number and number of pages.
(ie. *Superman Adventures #27*, 22 interior pages is: SMA27.pp1-22.qx)
3. Remove all unused colors from Quark's color palette.
4. Print color proofs from within the Quark document with the Registration feature turned on.
5. Any modifications to Photoshop images regarding rotating should have been done by re-scanning the B&W artwork. Do **not** rotate Grayscale or color separated line-art in the Photoshop application. Rotating and cropping of Illustrator files should be done in the Illustrator application.
6. Do **not** apply styles to fonts locally using Font: Style: Menu. (ie. Do not bold a Garamond typeface by using the **⌘**-key & B. You **must** select Garamond Bold from the pop-up menu in the Measurements palette.)
7. **Adobe** fonts are preferred. If another font is used, it **must** be included on the disk and printed out on the hard copy proof. (Both printer and screen fonts must be included, if the font does not have separate printer and screen fonts please do **not** use it.)
8. When sending out the job, **always** send all the Photoshop files, the Quark file, and any DC paperwork or supplied reference materials.

Sending Corrected Files:

1. Send only **revised** files. Use (.R1) designation at the end of the file name.
(ie: SMA Cv27.tif.ps would become: SMA Cv27.tif.ps.R1)
2. Include a revised color proof with **ALL** previous color proofs.

Compliance with this document is **mandatory**. DC will deduct from your invoice any charges it incurs as a result of incorrectly formatted submissions. This document supersedes all previous documents.

For more information, or advise with digital files please call Mark Mazz at (212) 636-5929.