

QUICK TIPS FOR PRESS CHECKING

Quick tips for Press Checking

- Double check the paper** you are printing on. Better to catch an error now and order new paper than to find out after the finished job has been delivered.
- Take an overall view.** Does it look and feel the way you intended?
- Check that any amendments** on the proof have been carried out on press.
- Check the copy** on the press sheet. Check that nothing has dropped off. Look for small print, logos and assess all areas of text.
- Check the registration and fit.** Are any colours overlapping causing a dark line or not touching, causing the paper to show?
- Inspect the colour.** Pay attention to spot colour versus 4 colour and to matching up colour on different sections of the press sheet. Particular attention should always be given to flesh tones, to ensure skin looks alive and natural.
- Inspect the colour.** The press operator is the best person to help you achieve the results you want and colour corrections should be articulated in terms of brightness and hues. For example: say you want it warmer, cooler, bluer, greener etc, but remember when you increase one thing, something else usually has to give. Keep in mind that the colour on press may never exactly match the proof. Your goal is to make the images look as good as possible.
- Colour matching.** A bound book may be printed over several flat sheets which ultimately will sit side by side in the finished book. Make notes when altering colour on one sheet so that it matches the subsequent sheets.
- Check for defects.** Circle any hickies, spots, scratches, smudges or ghosting.
- Sign off.** Once you are happy with the outcome give the press operator the OK to proceed. You will be asked to sign and date the sheet. Take a few 'on press sheets' to compare with the final job.
- Thank the press operator.** The 'on press' team are the best people to help you achieve the print results you desire. A little courtesy goes a long way to getting an outstanding job.

These tips have been put together with the help of Paper Specs (USA), Mohawk Paper and K.W. Doggett Fine Paper.