

Xerox iGen > Production > Designer Checklist

Tips on how to get your image right

Creating Your File

Most files that were prepared for offset printing can be used for the Xerox iGen 3. There are a few adjustments that may need to be done for optimal results.

- File no bigger than 14" x 20"
- Used 100% black for "super-black"
- Avoided large areas of solid colors
- If solid color used, then added noise filter on TIFF
- CMYK was used at all times
- Pantone colors were converted to CMYK
- Transparency not used or converted/flattened
- Large fonts are outlined as artwork (not editable)
- Overprint text, verify black text over color or image
- Manually trap vector artwork
- Avoided high-contrast gradients (or none)
- Gradient(s) starts and end with color (not white)
- Fonts are above 6 point

Saving Your PDF

Save PDF's using Adobe's InDesign or Distiller only.

- Crop Marks are inside PDF
- Used TIFF and EPS images when creating PDF
- Used Maximum JPEG encoding
- Images are at least 300dpi
- Included bleeds to accommodate page size
- Set trapping to "none"
- Flattened Photoshop files before importing
- Used "Export" or "Save As" to create PDF
- Embedded fonts in PDF
- Used correct color profiles:
 - RGB: sRGB - IEC61966-2.1
 - CMYK: Xerox iGen DocuSP - iGen3 V3.6
- Carefully previewed PDF file in Acrobat Reader
- Printed PDF file on printer to pre-proof

Preparing Your Mailing List

- Each campaign database is exported separately
- All relevant fields have data
- Exported to tab-delimited format
- Addresses have been verified by USPS
- Confirm data is current
- Verified integrity of file in MS Word or Excel
- Printed and scanned list for errors
- File is dated for easy reference:
i.e. "customers_married20060101.txt"

Preparing Your Campaign

A successful campaign will depend on how much you know about your audience. The better the data, the more you can do with it.

- Create timelines for campaign
- Identify your goals
- Promote a relevant offer for audience
- Personalize multiple variables of campaign
- Make offer easy to initiate (web, 800#, reply card)
- Ensure the message and action is obvious
- Does your target audience "get it"
- Define target cost per response
- Create multiple offers for various profiles
- Identify passions for each profile
- Setup integrated tracking systems
- Check spelling and grammar
- Design campaign by skilled marketing team

Sending Files

When you are ready to send the files, send a simple email to get the instructions automatically sent:

- info@pyramidgraphics.net