

Publishing Your Document

There are tips that can make printing or publishing your document easier.

Prior to Printing: Style, Editing, Revision

A single-author report is relatively simple to edit, however reports which have been prepared and have had input from a number of different stakeholders can be more difficult to edit in preparation for publishing. The following points may help make the process easier...

Visual Style

Prior to starting the document, a format should be chosen which is easy to apply, easy to read, and, most importantly, easy to work with.

A lot of work can be avoided if a template is adopted from the beginning of the project. This is particularly important if more than one person or agency is working on the document, as merging different styles can often cause confusion and be extremely time consuming to sort out.

Style Guides

If your organisation has a style guide, it is recommended that one member of the team use the style guide to create a template, which can then be circulated to the rest of the team.

Creating a template

Open or create the document you wish to use as a template.

Note: To use the template provided with this document, **copy and paste** the template appended to this document to a new document.

On the **File** menu, click **Save As**.

In the **Save as type** box, click **Document Template**.

The default folder is the **Templates** folder in the **Save in** box. To save the template so that it will appear on a tab other than **General**, switch to the corresponding subfolder within the **Templates** folder.

In the **File name** box, type a name for the new template, and then click **Save**.

In the new template, add the text and graphics you want to appear in all new documents that you base on the template, and delete any items you don't want to appear.

Make the changes you want to the margin settings, page size and orientation, styles, and other formats.

On the **Standard** toolbar, click **Save**, and then click **Close** on the **File** menu.

Using a template

On the **File** menu, click **New...**

In the **New Document** task pane, under **New from template**, click **General Templates**.

Choose the name of the document you want to work from. Your document will be based on this template.

Language Style

Equally important is agreement on the language and language style to be used in the document. Basic things, such as determining if the report is in past or present tense, selecting official names and titles (which require capitals throughout the document), and selecting language style (will colloquialisms be used etc) are all time-consuming changes to make once the document has been produced.

Progressive editing

Ensure that excerpts of the report are circulated to the stakeholders on a regular basis. This gives all stakeholders an opportunity to be part of the evolution of the document and have the chance to make comments and suggestions along the way. Make sure that any final changes to the document do not come as a surprise to any member of the writing and editing team.

Allow time

Remember that with a large number of people involved, proofing will take weeks, rather than days, and will depend on the goodwill of many to work long hours and late at night to meet deadlines.

Copyright Issues

Make sure that any information that you have taken from other sources, such as data from government agencies or information taken from other publications, are referenced. There are strict Copyright Laws that limit how much of someone else's work can be used in a document without their permission. Check the rules with your local library if you are using more than a few sentences from another publication.

Quotes

Make sure that *all* quotes have been checked back with the people being quoted and that have been signed off, either by email or in writing. Double-check that every quote has been correctly attributed to the person who said it.

ISBN

If your document is published in New Zealand, you will need to apply for an International Standard Book Number (ISBN).

You need to request an [ISBN](#) from the National Library prior to publication, as it needs to be printed on the document or periodical.

Where to place an ISBN

- On the reverse of the title page

- On the lower section of the outside back cover or on the bottom of the back of the dust jacket, or any other protective case or wrapper
- On the foot of the title page if there is no space elsewhere
- The number must be printed as given, for example ISBN 0-473-03101-9 or ISBN 1-877176-67-2.
- An ISBN may be incorporated into a barcode.

Layout and Design: Basics

Pictures

Pictures, particularly colour pictures, can enhance a document and make it more pleasant to read.

Sourcing pictures

If possible, try and use pictures from your local community. Consider using

- Specific area landmarks e.g. shopping precincts, beaches, notable architecture
- Pictures of local murals
- Work by local artists
- Work by local schoolchildren
- Consider the type of “typical” housing style (e.g. state house, villa, brick & tile) in your area and use photos of this
- Photos of local people or “personalities”

Note

If you are going to include photos of people in your publication, don’t forget to ask for their permission to use their image. To avoid any later problems, signed permission (e.g. a consent form) is best.

If you are going to use pictures in your publication, you will need to bear these points in mind:

Resolution

Pictures which are going to be published in a physical document need to be 300dpi or greater. Using pictures which are taken from the internet are not suitable, as these are typically only 72 or 96dpi.

To ensure that your pictures are 300dpi or greater, you can scan them in to your computer (making sure that the resolution is set to 300dpi), or use a programme such as Adobe Photoshop to check the dpi.

Hint: Large pictures which are 72dpi (250k or greater, at least 10x10cm) may be converted to 300dpi using a photo graphics programme. The quality will

not be as high as an original 300dpi image, but the image will be printed without pixilation.

Colour

4 colour CMYK colour pictures must be used for printing. RGB pictures are for computer screens only. Many service bureaus or printing applications will ignore RGB pictures and they will be printed as black boxes.

PrinterSpeak: Pictures

Printers are very fond of jargon. See [here](http://www.appleweb.co.uk/jargon.htm)³² for a comprehensive list of printer jargon.

DPI: Printing term that describes the number of **dots per inch** that are used to create an image. 72dpi is standard web resolution; 300dpi is standard printing resolution.

Pixilation: This is what happens when you try and print a 72dpi picture. The picture looks as though it is made up of small squares (or pixels) and will detract from, rather than enhance, your document.

CMYK: An abbreviation for **cyan, magenta, yellow** and **black**, which are the colours used in a four colour printing process. Suitable for printing.

RGB: **R**ed, **G**reen and **B**lue, the colour language for screens (monitors, television, cameras). Not suitable for printing.

JPEG: JPEG is a standard image compression mechanism. JPEG files (with the file extension *.jpg) are not usually suitable for printing, as the image quality is sacrificed in exchange for a reduction in the file's size. Not suitable for printing.

GIF: **G**raphic **I**nterchange **F**ormat. Yet another image format type generated specifically for computer use. The resolution is 72 dpi making it undesirable for printing purposes.

TIFF: This is an industry standard file format developed for the purpose of storing high-resolution bit-mapped, grey-scale, and colour images. Suitable for printing.

Getting Documents Ready for Printing

Ideally, the finished document (particularly if it is a colour document), should be sent to a graphic designer for layout. They will layout the document in a printer-suitable format, and will be able to liaise with the printer with regards to any problems.

If your budget does not provide for the services of a graphic designer, then these points will ensure that you have as little hassle as possible.

Suitable file formats.

Microsoft Word is NOT a standard pre-press programme, and most printers will not accept Word documents unless it is for a text only document.

³² <http://www.appleweb.co.uk/jargon.htm>

Generally acceptable software

- Quark Xpress 4.2 (or earlier version)
- Adobe InDesign 3.0 (or earlier version)
- Adobe Illustrator 11.0 (or earlier version)
- Adobe Photoshop 8.0 (or earlier version)
- Adobe Acrobat 7 (or earlier version)
- PDF
- Microsoft Word (text files only)

Check with your Printer first

- Adobe Pagemaker
- Corel Draw
- Microsoft Publisher
- Microsoft Powerpoint
- Microsoft Excel
- Microsoft Word (other than plain text)

Creating PDF Files

If you do not have access to a desktop publisher, then most printers will accept files in PDF format. There are many programmes which will allow you to generate a PDF file directly from a Word document, of which the most popular is the free [PrimoPDF](http://www.primopdf.com/)³³

Check with your printer before saving to PDF files for any special instructions (saving files as .eps, not saving as read-only).

Fonts

If you are sending files to the printer yourself, make sure you use only true-type fonts (Arial, Times, Helvetica) as many downloaded fonts will not embed into the document and will disappear altogether in the finished product.

If you want to use unusual fonts, ensure all text is converted to paths/outlines or supply fonts with the file.

Note

Most printers will not accept PC fonts.

Do not use type smaller than 8pt.

Graphics

Check all graphics are 300dpi or greater.

³³ <http://www.primopdf.com/>

Common Pitfalls

Errors

It is your responsibility to ensure a document is sent to the printers free of proofing errors. Printers take *no* responsibility for proofing errors in a finished document.

Errors can be very expensive to correct once the document is prepared for pre-press, particularly if the document has been output to film ready for offset printing.

Naming conventions

Your document may be processed by different applications running on various operating systems. Each operating system or application has its own rules that file names should adhere to. By sticking to the lowest common denominator, you avoid problems with files that get renamed or cannot be read.

- Use filenames that are no longer than 25 characters and stick to the standard 26 characters of the alphabet and numerals from 0 to 9.
- Use an underscore instead of a space if you want to separate words in a filename e.g. hccs_community_report
- Try and include the name of your organisation somewhere in the file name so the printer can identify your file easily.

File rubbish

Make sure the file (CD, Zip disc) you give your printer is clean of superfluous material.

Copy of files

A sure-fire way to make sure a printer will lose your files is to give them your only copy. Make a back-up file, and also provide the printer with a hard copy (in colour if your finished job is colour).

Label disks

Always label your files (CD, zip disc) with your name and contact information.

Types of Printing

Digital Printing: Printing technology (laser printer, inkjet printer, digital press, etc) that can produce printed sheets directly from a computer file. Used commonly for on-demand or short-run colour printing. Digital printing is recommended if you plan to produce 500 copies or less.

Offset Printing: Printing from film or plates produced from a postscript file. Although the set-up costs can be high, actual printing costs are relatively inexpensive. Commonly used for large print runs.

Web Offset: Similar to offset printing, but the paper is on one large roll (as opposed to sheet-fed used in offset printing). Primarily used for large runs of magazines and newspapers

Printing Check List

- Final version has been sent to stakeholders for checking
- All copyright sources are correctly referenced
- An ISBN number has been obtained
- All quotes have been checked and signed off
- A spell check has been done
- Resolution of all pictures is 300dpi
- All pictures are CMYK.
- Fonts are converted to paths/outlines or supplied with file.
- Any logos used are supplied with file (300dpi, CMYK)
- A proof has been supplied (colour if necessary)
- All files that make up the document (e.g. all images, logos, fonts) are included on the disc
- You have kept a copy of the files

After Printing

Legal deposit

Legal Deposit is the principal mechanism that ensures the National Library of New Zealand has a comprehensive collection of material related to New Zealand and New Zealanders.

After printing, you are required to deposit two copies of your publication with the National Library.