

Customer Solutions



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Not Just Ink On Paper.

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Evaluating Digital Proofs

► PRE-PRESS PRESS POST-PRESS MAILING SPECIALTY

Digital Proofing has advanced at an incredible pace over the last few years. Some technologies, such as dye-sublimation, had quality issues and were not accepted by the printing industry. Others, such as Kodak Approval were highly accurate, but proved to be too expensive. Ink-Jet proofing, however, has gradually gained acceptance, and is today a leading proofing technology. It strikes the perfect balance between accuracy and cost, and will be the dominant technology of digital proofing for some time.

For years, design professionals relied on conventional proofs (from film) to verify content and evaluate color. With Digital Proofing, that well-understood process has now changed. It is important to understand what to look for in each of the two types of digital proofs; the Digital Contract Proof and the Digital Imposition Proof.

Content

The Digital Imposition Proof is produced with precisely the same data that is used to produce the final high-resolution film or plate. The Digital Contract Proof is produced via a separate and independent workflow. While the two workflows share many qualities, each may render the proofs slightly differently. On rare occasions, the content of the Digital Contract Proof can vary from that of the Digital Imposition Proof. The Digital Imposition Proof is the most accurate, and must be used to verify content. "Content" includes all type, images, inter-element spacing, etc., but not color.

Color

The Digital Contract Proof is calibrated and adjusted for accurate color, and will therefore most closely match the press sheet. The Digital Imposition Proof is not calibrated or adjusted for color, will not demonstrate accurate color, and will not match the press sheet. In fact, the colors on a Digital Imposition Proof may vary from proof-to-proof. The Digital Contract Proof should be used to evaluate color; the Digital Imposition Proof should not be used to evaluate color.

Page Order

The Digital Imposition Proof is trimmed, folded, and bound as required to represent the final printed piece. It is therefore the most appropriate proof to verify the order of the pages (imposition). The Digital Contract Proof is delivered flat, and therefore cannot easily be used to verify page order. The Digital Imposition Proof must be used to verify page order.

Bleeds

Because the Digital Contract Proof is delivered flat and is "ruled-out" (the trim is defined with thin black lines), it is the ideal proof to verify bleeds. The Digital Imposition Proof is delivered with the bleed areas trimmed-off, making it impossible to verify bleeds. The Digital Contract Proof must be used to verify Bleeds.

Summary:

Verify Content with the Digital Imposition Proof
Verify Page Order with the Digital Imposition Proof
Evaluate Color with the Digital Contract Proof
Verify Bleeds with the Digital Contract Proof

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