



# Standard DK specifications

**The following document specifies the form in which DK's standard data will be supplied and how the data should be archived. This document also illustrates what you, the Printer, will need to do with the files to ensure the pages supplied are processed correctly.**

**All quotations and price scale agreements should be based on the assumption of receiving data in this way (unless otherwise agreed with Dorling Kindersley) and the acceptance of the job assumes acceptance by the Printer of the guidelines and responsibilities specified below. If material is received in any other form please notify the relevant DK Production Controller.**

## PDF's for the insides of books

The for each page inside the publication DK will supply two kinds of PDF files. These are typically 1 x composite CMYK PDF plus 1 x pre-separated TEXT BLACK PDF:-



### Composite CMYK PDF

This composite PDF file contains all CMYK coloured graphic/picture elements which are common to all language editions. No graphic elements specific to any one edition (e.g. text) are included in this PDF. This PDF is produced by printing composite data from QuarkXpress.



### Pre-separated TEXT BLACK PDF

This PDF file contains all the text and graphics unique to each language edition (e.g. UK, US, French & Italian). No CMYK common colour elements are included in this PDF file. This file is produced by printing a separation of the spot colour named 'TEXT BLACK' (TB) from QuarkXpress.

### No. of pages per PDF file

The number of pages per PDF file may vary from title to title. Some PDF's may be supplied containing multiple pages and others may include one page per document. PDF's will always be supplied as pages and not spreads. There may be some instances whereby the printer receives a four page composite CMYK PDF for pages 1-4 and the corresponding UK pre-separated TB PDF's, for pages 1-4, is supplied as four individual PDF's.

### Media Sizes

DK Standard PDF's will always include a 'Trim Box' which defines the correct trimmed page size. Although the 'Trim Box' will remain at a consistent size for the same publication, the 'Media Box' may vary in size (as shown below). The 'Trim Box' should therefore be used as a reference point when combining colour and text PDF's. Media Box sizes should remain at a consistent size for any one edition, but between editions the Media Box size may vary.

NOTE: Although the Media Box dimensions differ in this example this should not be seen as a problem because the 'Trim Box' exists. Only when the 'Trim box' differs in size between the PDF's should this be seen as a problem.

Composite CMYK PDF      UK pre-separated TEXT BLACK PDF      US pre-separated TEXT BLACK PDF

### Trapping

**Composite CMYK PDF:-** All these PDF's are supplied with their 'Trapping Key' set to 'Unknown' or 'No' this is due to Xpress's inability to transfer trap settings when printing composite. Therefore the printer is responsible for re-applying any spreads or chokes required to avoid mis-registration on press.

**Pre-separated TEXT BLACK PDF:-** As these files are pre-separated (output as a 'separation' from Xpress) all graphic elements inside the PDF are by default set to knockout. It is the printers responsibility to re-set all items inside this kind of PDF to 'Overprint', prior to them being combined with the composite CMYK PDF.

### Screening

All data is to be output using a conventional halftone screen frequency of 175 lpi (unless agreed otherwise).

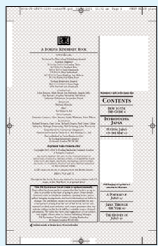
It is the printers responsibility to ensure appropriate screen angles are used to avoid the possibility of screen clash/moire.

## White masks in pre-separated TEXT BLACK PDF

Inside all pre-separated TEXT BLACK PDF files the following changes should be made to the TEXT BLACK PDF prior to being combined with the composite CMYK PDF:-

- i) White masks must be removed.
- ii) Colours are re-mapped from the 'Grey' colour space to equivalent values of process Black.
- iii) All elements are set from 'knockout' to 'Overprint' to ensure no holes are created through the common C,M,Y plates.

## Final effect with white masks remaining in the TEXT BLACK PDF



Pre-separated TEXT BLACK PDF including white masks.



Composite CMYK PDF.



**INCORRECT:**

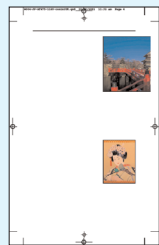
The combined PDF does not have any pictures present due to the white mask from the TB PDF masking them out.



## Final effect with white masks removed from the TEXT BLACK PDF



Pre-separated TEXT BLACK PDF with white masks removed.



Composite CMYK PDF.

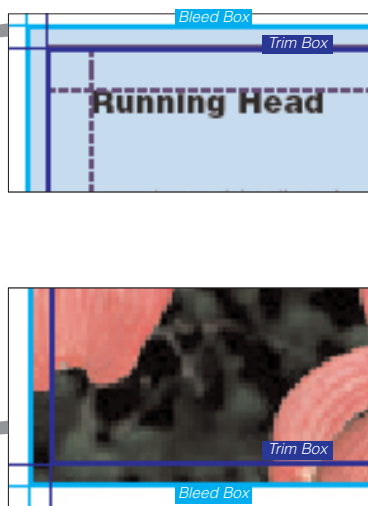
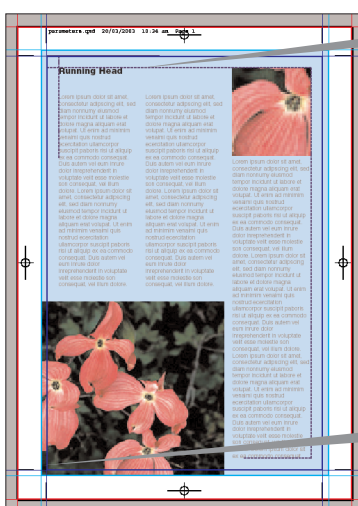


**CORRECT:**

Because the white masks have been removed from the TB PDF all images appear correct in the final combined PDF.



## Document parameters



Non Bleeding items are positioned at least 6 mm inside the trim area.

3 mm is applied to any page items that require bleed.

## PDF Test prior to final disk date

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It is standard practice for DK to supply the printer with several sample PDF's approximately two weeks prior to the final disk date. These test PDF's will be created to DK standard specifications and will be representative of the final data supplied.

In addition to the PDF's the printer will receive a colour correct contract proof for each of the chosen test pages. The purpose of supplying this proof is so that the printer can output a contract proof themselves to check whether there are any noticeable colour discrepancies between what the publisher expects and what the printer is able to achieve.

Production controllers must be notified when the colour balance on the supplied contract proof cannot be achieved by the printer.

On receiving the test PDF files it is necessary for the printer to combine/process them and return the following types of proof, for each page supplied:-

- i) 1 x colour proof
- ii) 1 x progressive proof
- iii) 1 x contract (*This kind of proof is only required when a colour match cannot be achieved*)

Any technical information which may help resolve the issue should also be passed back to the controller.

## Final Proofing

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For all new language editions we require a colour plotter proof for final approval which includes colour and text. This proof must be representative of the final printed book and should be collated in book form.

## Corrections

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If there are less than five pages of corrections, the corrected pages can be approved electronically.

If more than five pages require correcting, revised plotter proofs of those pages should be returned for approval.

## Archive

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It is necessary for the printer to archive an up-to-date copy of each PDF provided:-

- i) a copy of the up-to-date composite CMYK PDF (without text)
- ii) a copy of the up-to-date pre-separated TEXT BLACK PDF for each language edition.