

# Printing in the CCS Lab: The Golden Rule

**The Golden Rule is that when printing images to the black and white copier, unless they are from the web, always convert the image to a PDF file.**

If you are using Photoshop:

- a) Make sure to save your original document separately in whatever format you like for archival reasons.
- b) Flatten your document to reduce file size.
- c) If you are using Photoshop, simply save your image as a pdf by going to **File > Save As** and choosing **Photoshop PDF** from the drop-down menu.
- d) **Print pdf from Acrobat or Preview.**

If you are using Illustrator:

- a) Save your Illustrator File.
- b) Open up InDesign, and start a new document (see instruction in previous section) at the size that you want your Illustrator file printed at.
- c) Place your Illustrator file into the InDesign document by going to to **File > Place**.
- d) Resize your Illustrator file to fit the document.
- e) Export the InDesign file to a pdf. (see instruction in previous section)
- f) **Print pdf from Acrobat or Preview.**

If you are using InDesign:

- a) See the instruction in the previous section for exporting single sheets or spreads to pdf.
- b) **Print pdf from Acrobat or Preview.**

## Why is there such a desperate need to print images in pdf form?

PDF files are the best suited for communicating the information about the document to the printer. First, a pdf file uses various **compressors** that greatly reduces file size. Secondly, pdf files contains **postscript-like language**. **Postscript** is the “language” that computers use to tell printers where to lay the ink down on the page, i.e print. Since pdf files already contain postscript language, the computer and printers have to do a lot less time communicating to the printer. They can talk the talk!

## Troubleshooting

q) **Why is it not a problem to send photoshop (.psd) files, or tiffs, to the color copier?**

- a) The color copier is much more powerful, so it can handle larger, more complicated files faster.

q) **Why are web images not a problem, but my comic pages are?**

- a) Web resolution is 72 dpi, while most cartoonists work their pages around 600-1200 dpi. It's a huge difference for the printer to handle.

q) **Why is it that some computers won't send documents to the copier from Acrobat at all, but they will from Preview? Or vice versa, sending files from Acrobat, and not at all from preview?**

- a) Files are sent to the copier via a wireless airport. Wireless technology is still, unfortunately, imperfect, so you'll find some programs on some computers won't agree with airport settings, wireless cards, etc. The best we can do is simply try the other program. There is no loss in quality for using one program, rather than another, to send documents to the copier.

