Imprimatur

ˌim-prə-ˈmä-ˌtu̇r
from *imprimere* (Latin): “let it be printed”
License to print or publish

Printing maps in today’s digital world

Kate Leroux & Bruce Daniel

Video:

Bruce on the value of printed maps

Starting point

- Map is designed
- In Illustrator
- Want to print on paper
  - Nicer than home printer
- Understand color theory basics
  - Additive (RGB) vs. subtractive (CMYK)

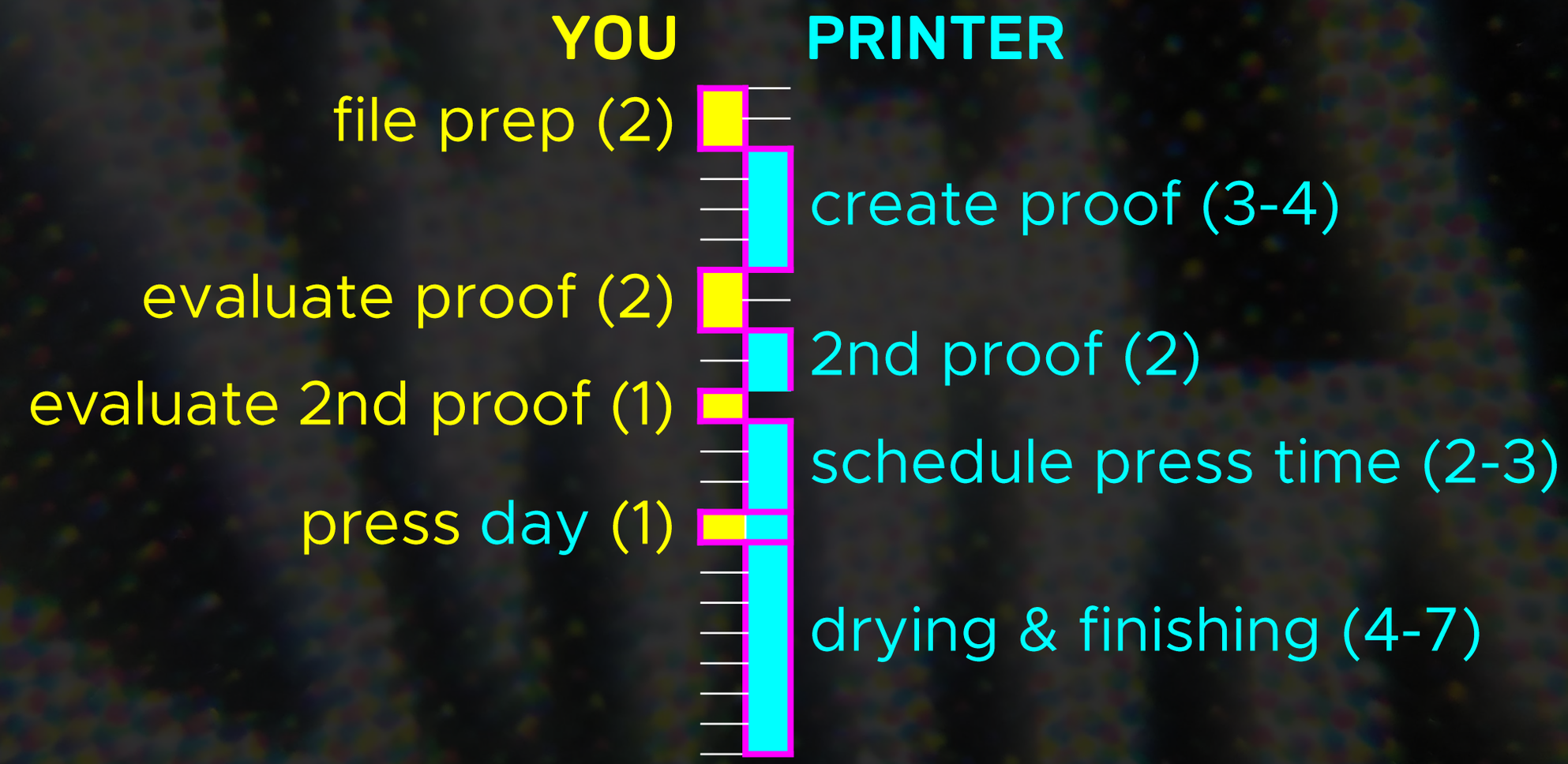
What will it set you back?

- $750 - $1000
- 17-22 days or so

You can hope for two:

good / cheap / fast

Example timeline (17-22 days)



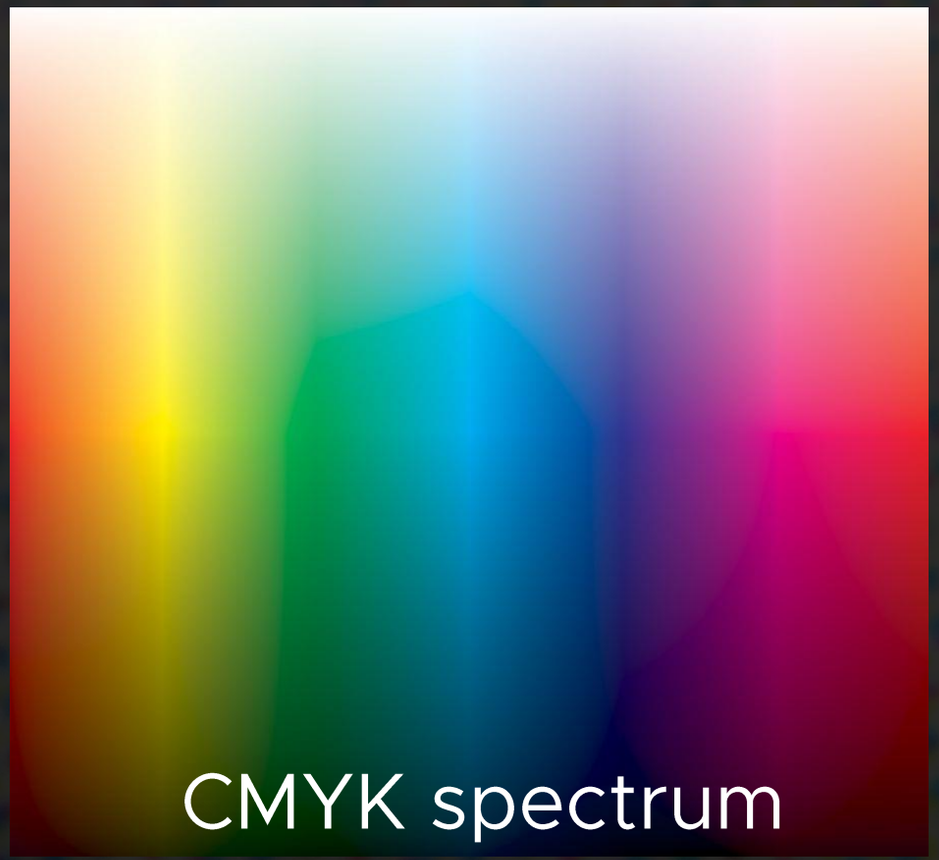
Printing methods

	Quantity	Color	Dot pattern
Large format	one-off	CMYK ink + spot colors	stochastic
Digital press	small run	CMYK toner + spot colors	stochastic or rosette
4-color offset • Internet printers • Sheet fed • Web press	small or large run	CMYK ink + spot colors + more	rosette

Image: printcolormanagement.weebly.com

RGB → CMYK: approach





RGB → CMYK: checklist

- Step back and squint
- Look for where color “pops”
- Consider oranges, purples, and fluorescents
- Turn brightness down
- Make screen warmer

File prep: checklist

- Illustrator version
- High-resolution effects
- Convert to CMYK
- Flatten most layers
- Convert fonts to outlines
- Blacks 100% K
- 100% overprint
- 1/8” bleed from edge of paper

Full checklist:
http://bit.ly/PrintPrep

Proof review: approach

- There will be mistakes
- Ask for same dot/fill pattern as the final print
- Stopping a press is more expensive than another proof

Proof review: checklist

- Look
- Look again
- Look upside down
- Look through a loupe
- Have other people look
- Check effects
- Verify all elements



MicroPhoneLens.com



Press day

Press day: approach

- Connect with the press person
- Don’t match the proof but your vision
- Resist the urge to say “yes” too fast

Press day: checklist

- Good overall look
- Correct paper
- Sides consistent
- Sides aligned & oriented correctly
- Pages consistent
- Clean & sharp colors
- Registration tight
- Color balance good
- Fold is correct

Check in many types of light


$4.95
The Asheville Map™
& DIGITAL GUIDE

Questions?

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Slides: bit.ly/MapPrinting

Checklist: bit.ly/PrintPrep