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## PRODUCTION PROCESS OVERVIEW

After the conceptual work has been done — the client has approved the design and you are ready to sit down at the computer — the production phase begins. Here is an overview of the process to keep in mind as you progress with your work.

**1. Design Phase** (client has given the go-ahead)

### 2. File Production

Consult with Sergio and/or Johanna and Amy on how the job should be set up.

Confirm the schedule and paper order with Colin.

Construct your files. (Read through all production requirements for reminder.)

**3. Client's Final Approval** (The client must sign off on design and content in writing.)

### 4. Content/Typographical Proofing

Print a copy of the file(s) and create a dummy that as accurate as possible.

Proof the copy and the layout. Ask Colin and a classmate to also proofread them. Ask Regina to also check your prints.

Make any necessary changes and have them proofed again.

**5. Regina's Final Approval** (Get Regina's written approval of your final design and copy.)

### 6. Prepress and Technical Proofing

Amy will guide you through prepress and separations. Make any necessary corrections.

### 7. Amy's Final Approval

Get Amy's written approval of the digital files and the separations.

## OFFSET PRINTING

### 8. Output the Film and Proof It

Fill out an "Output Request Form".

Amy will guide you through film output and proofing.

### 9. Prepare the Package for the Printer

Assemble the film envelope and label it.

Make sure the docket is filled out fully and correctly.

Tell Colin that the film is ready.

### 10. Printing

Sergio will pick up or receive the film and print the job. You may then coordinate a press check if necessary.

## DOCUTECH PRINTING

### 8. Send File

Fill out an "Output Request Form".

Amy will guide you through the process sending the file to the Docutech crew.

### 9. Prepare the Package for the Printer

Make sure the docket is filled out fully and correctly.

Tell Colin that the package is ready.

### 10. Printing

Colin will call the Docutech crew, who will receive the job docket and your file and print it.

### 12. Finishing

The crew at the Mission campus will do the finishing (cutting, binding, etc.) and *they may ask for your help*. If necessary, the job may be sent out for finishing.

### 11. Delivery

Once the job has been printed, it must be delivered to the client. Colin will handle this, and will also give us our samples of the finished job. Be sure you get samples!

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## PRODUCTION REQUIREMENTS

Part of your final grade will include any production and prepress involvement. (See the syllabus for more information.) For projects in which you are involved in production, you will be evaluated on the following criteria.

### COOPERATION & COMMUNICATION

Cooperation and communication are as vital to the design/production shop as the end product. Without them, jobs get lost, feelings get hurt, people burn out, jobs don't get done on time, and clients are unhappy. Do your best to be forthcoming with cooperation and communication during all phases of design and production. Don't wait to be asked, get these things done!

#### Teamwork

All members of a team that are producing a job make the job their number one priority:

- They keep each other informed.
- They keep all materials and files available at all times.
- They keep on schedule.
- They do not hesitate to ask for help or to offer help to one another.
- They do not hesitate to ask the teachers, staff and class for help as becomes appropriate.
- They do not let personal issues or interpersonal difficulties get in the way, by taking steps to resolve these issues.
- The computer lab is kept neat and all school and student property is treated with respect.

#### When Production Begins

- The client has signed off on the final design *before* production begins.
- For offset jobs, Sergio is consulted on the construction of the layout file. For Docutech jobs, the Docutech crew is consulted on the construction of the layout file.
- Amy is consulted on the production from the start.
- You have confirmed with Colin the size of the document, number of pieces, the inks and paper to be used, the deadline, the finishing and the number of sample pieces needed.

#### During Production

- Colin is notified immediately of any changes to the document size, deadline, number of pieces, type of paper, inks, finishing or anything that could affect the printing process or delivery.
- Specific directions given to you by Amy are followed.
- You pay attention to the film output/Docutech file delivery deadline and act accordingly.
- The client has signed off on the design and content *before* you request film output/Docutech file delivery.
- Regina has signed off on the job *before* you request film output/Docutech file delivery.

#### On the Day of Film Output/Docutech File Delivery

- Schedule film output time or Docutech file delivery time with Amy.
- Keep a close eye on the clock; if you think you will not keep your output/delivery time, inform Amy immediately.
- For film output, the processor is turned on at the beginning of class or before
- Follow the procedures on the output request form
- Amy has signed off on the separations and dummy before the job is output to film.
- Collect the job files into a folder and organize on the server.

#### During Film Output/Docutech File Delivery

- Say completely involved with the film output process.
- Say in class and available until he or she has the film output, trimmed, proofed and wrapped, or the file has been delivered to the Docutech crew *and* the docket has been filled out for the printer, *even if it means staying late after class hours*.

#### Once Film Has Been Output/Delivered to Docutech

- Take responsibility for making sure the job docket is filled out. Colin can help you with this.
- Take charge of getting the film envelope and all its necessary parts ready to go. Colin can help you with this.
- Tell Colin that the film and docket are ready, or that file has been sent and the docket is ready.
- Finally, revisit on the server to make sure the files are named and organized logically. Print a copy of the window.

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## PRODUCTION REQUIREMENTS, CONT.

### CRAFTSMANSHIP

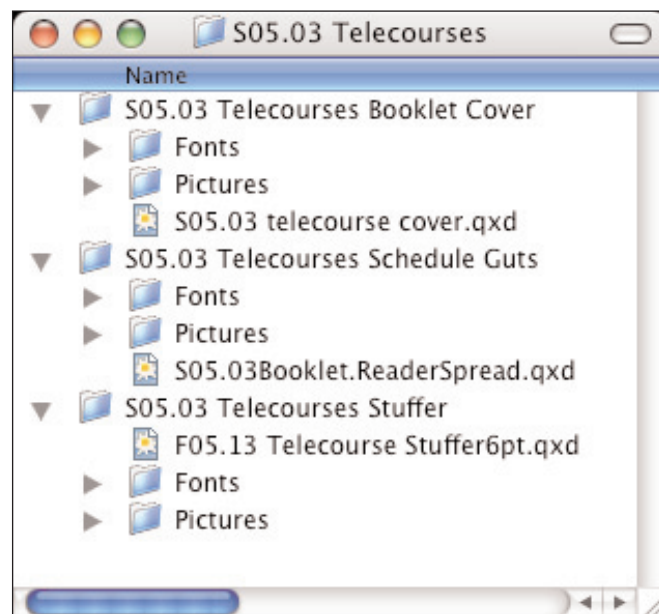
Craftsmanship is just as important to work created on the computer as to work created by hand. The files must be set up correctly in order for you to be sure that the file will print correctly, and for you to be sure that anyone opening your file will be able to work on it without having to spend a lot of time figuring out what you did. If you take the time to set up all your preliminary files as if they were final files, it can save you time in having to rebuild the final files and will reinforce good working habits. The following are marks of good craftsmanship.

- The limitations and strengths of the printing process have been considered during the design phase.
- Layout files have been constructed carefully using the correct fonts, colors, graphics, etc.
- Colors have been chosen from a spot color guide or process color guide, not on-screen or from laser/inkjet output.
- Layout files are constructed well so that they will go to press correctly and include any necessary bleeds and trim and fold marks
- Any scanned images are scanned in the correct size, color and resolution, and have not been recolored or resized in the layout file.
- All images are used legally.
- Layout files are “pre-flight checked” before film is requested.
- Final layout files or images are created from existing files or recreated from scratch as is appropriate.
- You do not have to completely re-do the layout because you didn’t consult with Amy in the first place!

### FILE MANAGEMENT

File management is vital for a smooth work flow. Without it, you can waste time – your own and others – in decoding cryptic file names, or even worse, finding missing files. Chronic disorganization can cause missed deadlines, bad printing and unhappy co-workers, so take the time to do it right from the start. You will be graded specifically on your ability to do this and will be required to submit prints of the windows of the files for which you are responsible

- You keep the job files on the server in this semester’s folder, inside a folder marked with the name and number (including the semester) of the job.
- You keep the most up-to-date job files on the server at all times, except while you are working on them.
- The job files are clearly named, the job number is included on the main layout filename(s).
- Only the files that are necessary for the job are in the folder; all extra files (aside from any backups) have been removed.
- The supporting graphics files for the layout are kept in a sub-folder which is clearly marked.
- Old versions of the layout file (backups) are indicated as OLD and kept in a sub-folder which is clearly marked.
- You do **not** work off the server; always copy files to the desktop when you are working on them, and then copy them back when you are done.
- A copy of the most up-to-date job files are also backed up on your removable disk or drive.



An excellent example of well-organized files