
GWG Poster Print Guidelines

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Ghent
Workgroup

www.gwg.org

Table of Contents

1	Introduction	3
1.1	About the Ghent Workgroup	3
1.2	About This Document	4
1.3	More Information	4
2	Conventional Print Requirements.....	5
2.1	Technical Details for Conventional Print.....	5
2.2	Technical Details for Large Format Inkjet	6
3	Questions and Further Information	7

1 Introduction

1.1 About the Ghent Workgroup

The Ghent Workgroup (GWG) is a worldwide assembly of graphic arts stakeholders (user associations, vendors, consultants, educational institutions, service providers, and end users) founded in 2001. It was formed in response to increased needs for standardization of the different processes in graphic arts workflows, especially in an increasingly globalized service provider landscape. The rules of the group have been carefully conceived to ensure that the group remains practically oriented, and the priority is focused on the needs of the end users.

The GWG focuses on developing best practice guidelines and specifications for graphic arts workflows. While initially focusing mainly on quality control and preflight for PDF workflows in commercial print, that focus has broadened to also include metadata specifications, workflow test suites and increased support for market segments such as packaging.

All material created by the GWG is disseminated free of charge through the website of the GWG (www.gwg.org) and through the vendors and user associations partaking in the work of the group.

The mission statement of the Ghent Workgroup states that the group will “establish and disseminate process specifications for best practices in graphic arts workflows”. In practice this means that the group:

- Develops and maintains process specifications and associated documentation for best practices in graphic arts workflows.
- Develops and maintains *reference implementations* to ensure the specifications it develops are usable in the real world.
- Actively promotes adoption of its work in both the graphic arts user and vendor communities.
- Streamlines and coordinates the decision process between its members.

While the group started its work developing guidelines for PDF quality control, it has expanded its scope. The group is now involved in magazine, office, and packaging specific specifications, the development of job ticket metadata specifications for delivering PDF files for advertisements, preflighting PDF files, and in developing test suites to ensure workflows and applications are configured and used correctly.

Much of the work of the group is done through teleconferences and e-mail discussions. Three times a year, the members come together for a three-day face-to-face meeting. To streamline the work and decision process, subcommittees have been organized around specific topics do the actual work. To learn more about the different subcommittees, or to find out how you can contribute to this effort, visit the Ghent Workgroup website (www.gwg.org).

1.2 About This Document

This document details the print guidelines for the 2017 GWG Poster, available for free on the GWG website.

1.3 More Information

The GWG website contains a lot of useful information regarding the GWG, its specifications and deliverables, and caters to vendors, associations and end-users alike. It also features a user forum where you can interact with your peers and ask questions.

2 Conventional Print Requirements

Ghent Workgroup
An International Organization
Established in 2002
in Ghent, Belgium

Collaborating to advance the print, publishing and packaging industries

Our MEMBERS include

- Graphic Arts Users
- Educators
- Associations
- Software and Hardware Vendors

A PREMIERE GRAPHIC ARTS THINK-TANK

- Identify goals, share ideas and create solutions
- Unify and standardize PDF creation and preflight settings
- Find better ways to create, exchange and process graphic art files

GOALS

- Provide practical information
- Share your experience
- Create specifications
- Share best practices
- Develop industry solutions

What the Ghent Workgroup can do for you?

- As an Association:**
 - Provide your members with insight into the future development
 - Check the GHG code in your member list of charge
 - Provide your members with access to our website
 - Make a contribution to the industry
- As a Vendor:**
 - Make a contribution to the industry
 - Know knowledge and expertise from international users
 - Be the first to implement solutions in your own software
- As an Industry Member:**
 - Make a contribution to the industry
 - Get directly user knowledge and user experiences
 - Have and use your own voice to improve your business
 - Define and use the code in GHG creation
- As an Educational Institution:**
 - Be a knowledge and knowledge leader
 - Provide practical information
 - Combine well with examples to students
 - Develop relevant and timely curriculum
 - Combine and add new research

Be Part of the SOLUTION!

- Work from inside the industry
- Share your experience
- Work on group decisions
- Create solutions for your market
- Develop industry solutions

Enjoy the Benefits of Membership

- LEARN:**
 - Receive a wealth of membership information
 - Receive first-hand information on standards and settings
 - Get first-hand experience on your development in the industry
 - Get new pointers to related reports
- NETWORK:**
 - Direct user-to-user knowledge and user
 - Get access to international contacts
 - Have direct access to leading vendor members in our industry
- ADVERTISE:**
 - International recognition as a vendor
 - Increased space on the Ghent Workgroup website
 - Use of the GhentWorkgroup logo

Take Action! Ready to join? Contact us at www.gwg.org or admin@gwg.org

Poster Front

9 REASONS why you need PREFLIGHT

Preflight has been around for many years and has proven its value. However not everybody preflights. Some printers still go into production after a manual check, or worse, not checking the files at all. The number of correct catches that don't check files before sending them to a printer is never higher. Preflighting your files can save you a lot of money as many errors can only be detected by preflight software. And those errors do create trouble afterwards! This poster shows you why you need to preflight! It sums up nine of the most common errors that are detected by GWG compliant preflight applications. By the way, preflighting is not expensive or complex.

Check www.gwg.org and find out how you can start checking files tomorrow.

- 01 IMAGE RESOLUTION**
The print output, the image resolution needs to be higher than for viewing a PDF on a screen. If not, you will see artifacts in the image. Some printers prefer PDFs with CMYK images only, some accept RGB. Do what about the image format? Does it have the right resolution? And is it RGB or CMYK?
- 02 UNINTENDED RGB**
Most designers like to work with spot colors (e.g. Pantone®), especially in logos. But in many cases, these logos need to be preflight using only CMYK (this is not an extra "dedicated" ink for the spot color is more expensive, in the logo before converted to CMYK or not? Check the number of spot separations!
- 03 SPOT COLORS**
- 04 FONTS ISSUES**
Many things can go wrong with fonts. If a font is not embedded, the RIP or workflow will need to replace it with a similar one. Exactly how similar that replacement font will be is never certain. Another frequent issue is very small print, or even larger print when it's output on different separations...
Do this text look as in the? Or was the font substituted?
- 05 WHITE TEXT**
How do you define white text? That's an interesting question. If you use the wrong settings, it will come out wrong or even disappear. Do you use white text in the Black list folder? And how do you define a deep (DTP) black, one that won't cause trouble on a printing press?
- 06 DEEP BLACK**
- 07 TRANSPARENCY**
This text is 50% transparent (50% opacity). If the RIP doesn't support transparency, one text will appear as black.
Do this text look as in the? Or was the font substituted?
- 08 LAYERS**
- 09 BLENDING COLOR SPACE**
CMYK should be used for print. But will the bar look as a solid block of green when viewed on a mobile device or on the web? It would make the appearance of the bar match with the exploration above in print and only go wrong when viewed online or so, using the digital version.
Is the color #808080 or is it used by different parameters for the color? If different color codes are used, RGB would cause a very bright print.

HOW TO GUIDE
try the following
GOTO
www.gwg.org/9-reasons-to-preflight
to download the test file

STEP 01
Open the test file in a recent version of Adobe Acrobat Reader. You will see one error that will cause a problem in print. If you use the test file on a mobile device or on the web, you will see the same error. The error is the same for all versions of the test file. The error is the same for all versions of the test file. The error is the same for all versions of the test file.

STEP 02
Open the test file in the GHG compliant preflight application of your choice and with the correct preflight application. You will see one error that will cause a problem in print. If you use the test file on a mobile device or on the web, you will see the same error. The error is the same for all versions of the test file. The error is the same for all versions of the test file. The error is the same for all versions of the test file.

Need to check your full workflow? Use the Ghent PDF Output Suite!

This content was developed by USC (www.usc.nl)

Poster Back

2.1 Technical Details for Conventional Print

Size:	A2 420 x 594 mm 16.5 x 23.4 in
Color:	4/4 Process
Bleed:	Yes 3.175 mm 0.125 in
File Format:	PDF
Trapping Required:	Yes
Linescreen:	150 or 175 lpi
Recommended Substrate:	Gloss or Matte Coated Two Sides 270 g/m ² 100 lb

2.2 Technical Details for Large Format Inkjet

Size:	A2 420 x 594 mm 16.5 x 23.4 in
Color:	4/4 Process or 2 Pages 4/0
Bleed:	Yes 3.175 mm 0.125 in
File Format:	PDF
Trapping Required:	No
Resolution:	Minimum 720 x 1440 dpi
Recommended Substrate:	Heavy weight Coated 240 g/m ² 90 lb

3 Questions and Further Information

For questions, comments or concerns about this document, please contact the GWG:

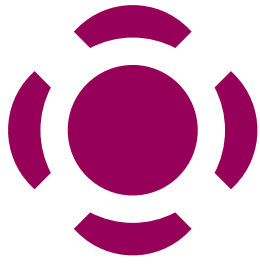
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