
GWG Poster Print Guidelines

Author **Jason Lisi**
Documentation Officer
jlisi@ryerson.ca

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Ghent
Workgroup

www.gwg.org

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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.

2.2 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:

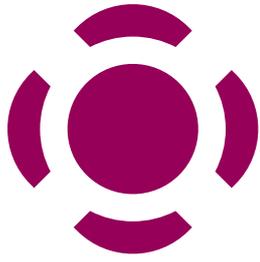
Ghent Workgroup vzw

Sint-Laurentiuslaan 10

B-9041 Gent

Belgium

admin@gwg.org



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