

PRODUCTION CHECKLIST

First, check and approve print proofs BEFORE the printer starts printing.

What to do when you receive print proofs?

Ideally, look at proofs with your printer, at the printing press. They have the ideal conditions and all the people who can answer your questions. Tip: When you receive the sheets, number them before you compare them with any previous ones.

What will you need?

• Loupe (magnifying glass) • Colour proofs of all artwork • Well lit room • Time

Remember, if you see something that niggles you, this is the time to ask the question to your printer. Here are some of the standard things to look out for:

- Check neutral areas for changes in colour

- Fold or cut the sheet if it helps to compare colours on different pages

- Check which areas will subsequently receive a varnish or laminate, and what that will do to the colours

- Check colour consistency from page to page on type

- Check for any spots or markings (can be caused by dust getting into the press)

- Check skin tones – do they look natural

- Are the registration marks lined up?

- Look to see the cutting lines are in the right place

- Finally, stand back from the sheet and look at it as a whole

- Before you sign your approval, make sure you have a copy to keep for yourself that has the same notes as the sheet you give back to the printer

Name of Printer: _____

Contact Person: _____

Mobile number: _____

