

TIPS

Are you familiar with the Ryman Printshop System?

If not, or if you need a refresher, please refer to this guide to ensure your designs achieve optimal quality.

There are two options for placing an order:

- You can utilize our design templates, which require no prior knowledge. Please note that not all products offer templates.
- Alternatively, you can use our upload facilities to set up or have your print-ready design prepared for you.
- Contact your local branch.

PRINT READY

In printing, a “print-ready” file refers to a design that includes all the necessary specifications for high-resolution printing, without requiring any further modification. Essentially, we can use the file “as is” to produce the desired printed materials.

DESIGN TEMPLATES

For most products, we offer a diverse selection of designs that you can customize to meet your specific needs. It’s important to note that what you see on the screen is what will be printed, so please ensure that your text and design are exactly as you want them, as changes cannot be made once the order has been placed.

UPLOADS

If you have your own artwork that meets our specific requirements, our system is easy to use. However, please note that each product and size have unique specifications, so the file you upload must match them precisely. To avoid issues, please carefully review your file and ensure there are no discrepancies, as any errors will usually prompt an error message from the system.

We recommend converting your file to PDF format as it offers the highest level of compatibility between various design programs and our system. In the case of multi-page products, such as double-sided business cards, a PDF is required.

Common Errors when uploading files: -

Size – The size of your artwork does not match the size you selected.

Incorrect number of pages supplied – The number of pages in your artwork doesn’t match the number of pages for the selected product.

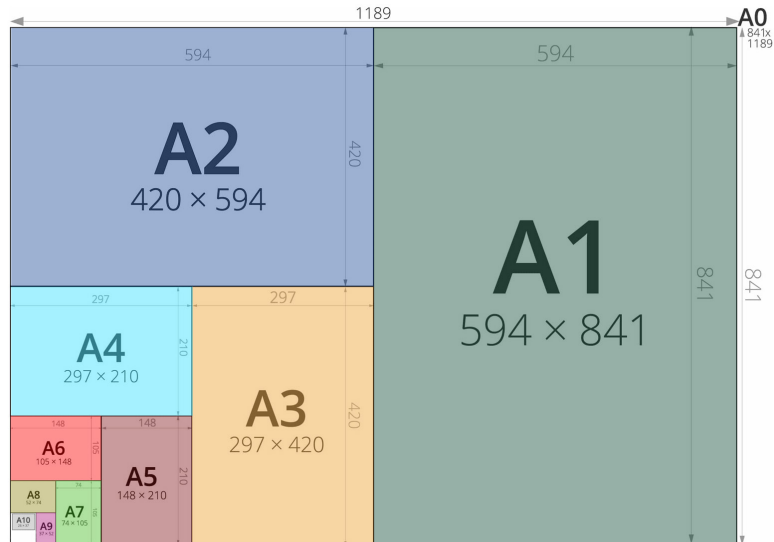
Objects touching the edge of the page do not bleed enough / Document requires bleed – Add correct amount of bleed to artwork.

File cannot be resized to match product size – Your artwork is not proportional to the size of the chosen product. Resizing the disproportionate image to fit the product size will cause distortion and stretching of the artwork.

Paper Sizes – Using popular A sizes is recommended to avoid issues with resizing. Uploading non-standard sizes may cause your artwork to shrink or expand depending on the product size selected. For example, an A3 artwork can be printed as an A4 without any problems.

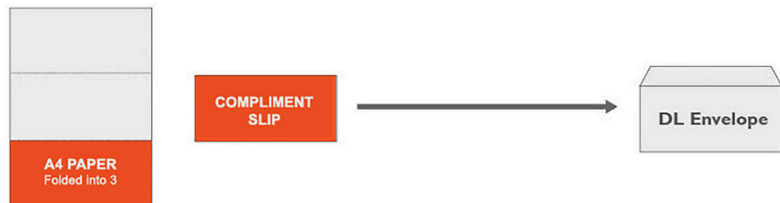
A Sizes:

- A6 Size: 105mm x 148mm
- A5 Size: 148mm x 210mm
- A4 Size: 210mm x 297mm
- A3 Size: 297mm x 420mm
- A2 Size: 420mm x 594mm
- A1 Size: 593mm x 841mm
- A0 Size: 841mm x 1189mm



Envelope Sizes:

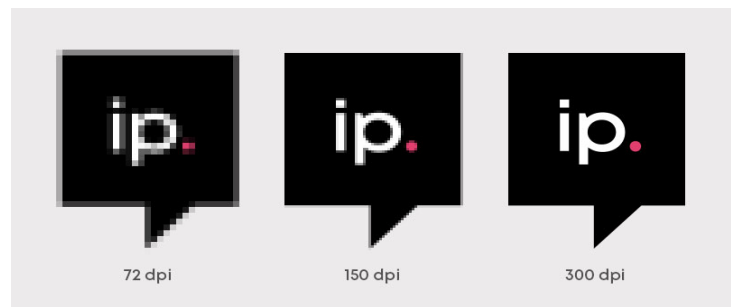
- C5 Envelope: 162mm x 229mm
- C4 Envelope: 229mm x 324mm
- DL Envelope: 110mm x 220mm



Number of Pages – It's crucial that your file contains the exact number of pages that you have ordered.

Resolution of images is less than 150 ppi - Print resolution refers to the number of pixels that make up an image and is measured in dots per square inch (dpi). Increasing the image resolution adds more pixels (or dots) per square inch, resulting in greater detail in the image.

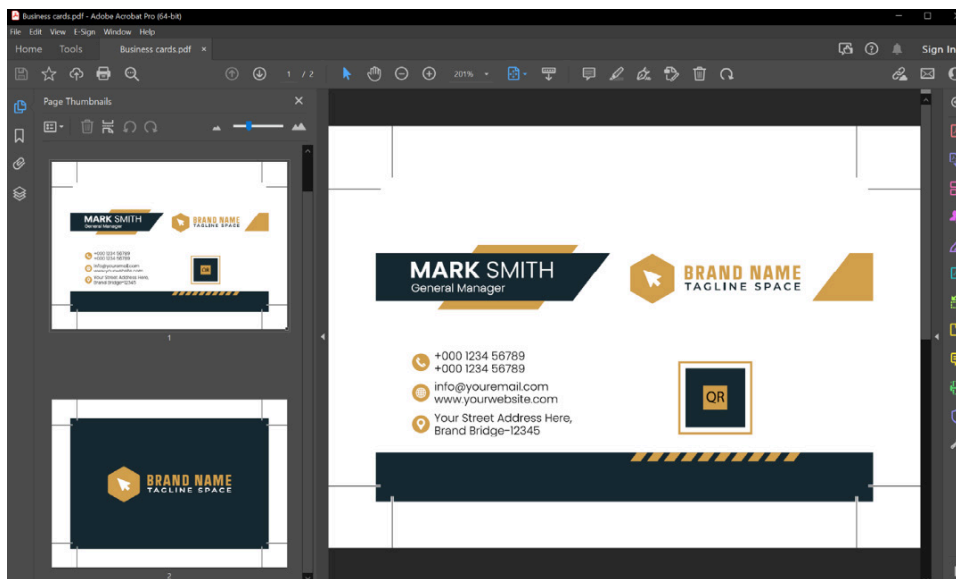
For example, 300dpi resolution means there are 300 tiny dots in each square inch. The result? Loads of detail – which is what makes your finished image look high quality.



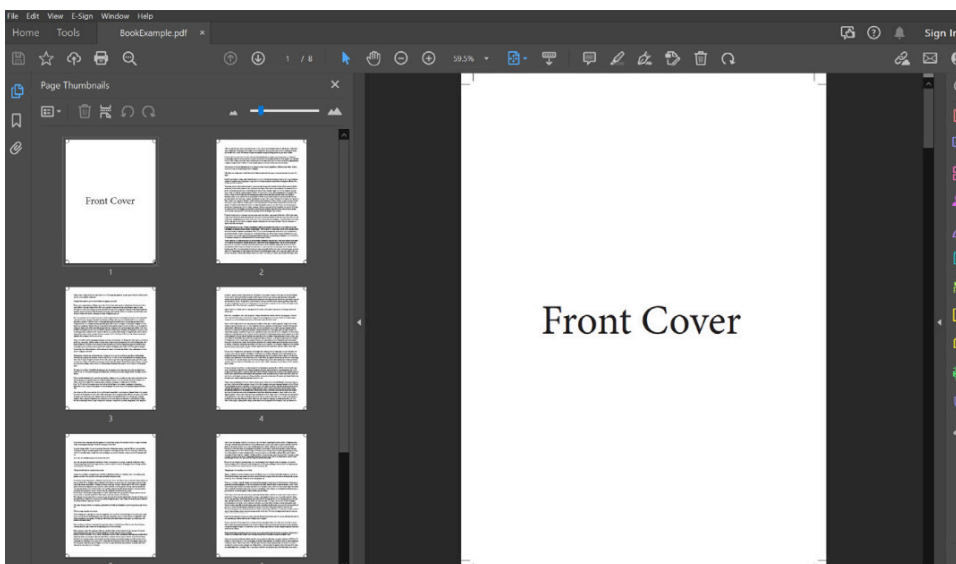
The higher the print resolution, the higher the quality. That's why when you come to set up artwork for print, you should always start with an image resolution of 300dpi.

****See how to check for Resolution at end of Document**

Order of Pages/sides – Please send your artwork as single pages combined into one PDF. For a two-sided business card, send the front and back as separate pages, and for a 12-page brochure, send pages 1, 2, 3, etc. as separate pages in the PDF.



Double sides Business card in 1 PDF



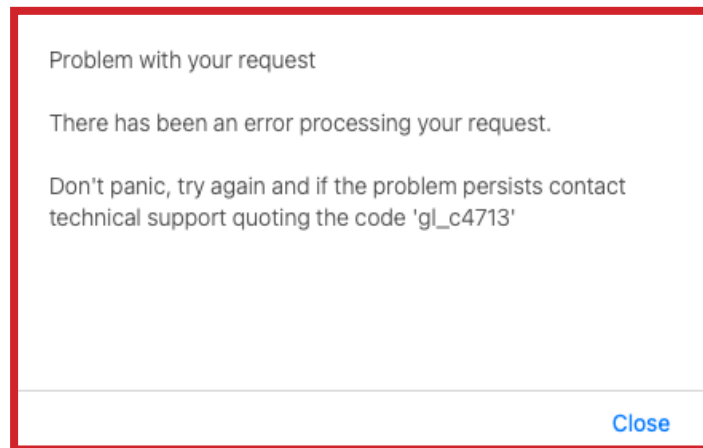
Multi Page Booklet in 1 PDF

Bleed** – In order to avoid white lines appearing around the border of your printed product, it is important to set up your document with bleeds. Bleed involves adding an additional 3mm of image or background colour beyond the trim area of your printing piece. This allows your project to be printed on an oversized sheet that can be cut down to size with the appearance that the image is extending off the edge of the paper.

**** Please check below for full details of Bleed and artwork Preparation**

Producing best quality artwork – Creating high-quality designs requires expertise in design and programming. To ensure that your print materials look great, we suggest using our design templates or following our print specifications in various software programs. For optimal results, we highly recommend working with a graphic artist who is aware of the specifications of Ryman printshop. By doing so, your artwork will be perfectly suited for our printing services.

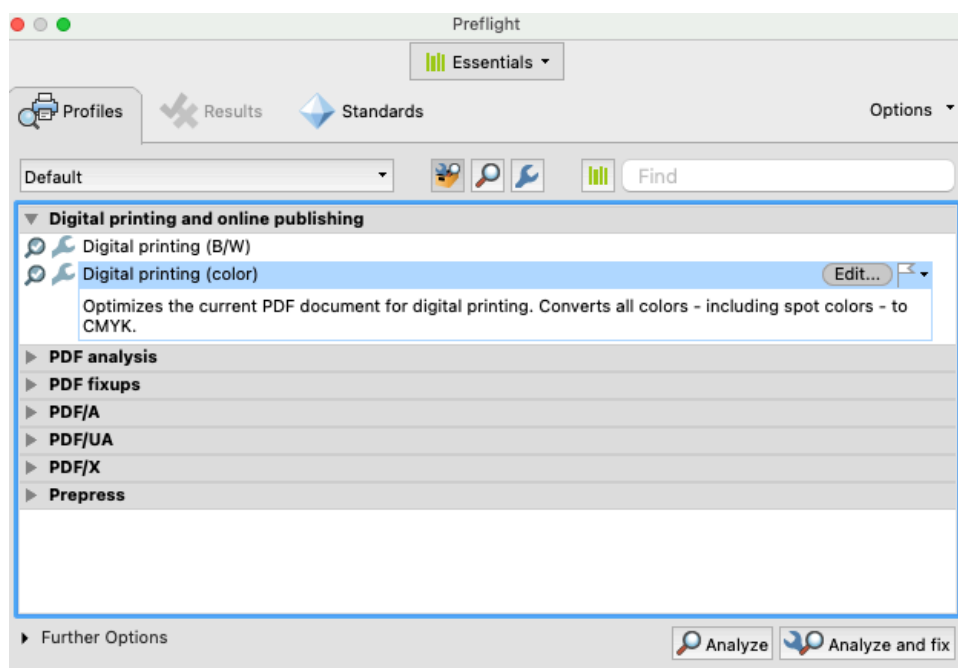
If you receive a pop up similar to the below image advising that there is a problem with your request it may be due to your PDF file being corrupted which can happen for multiple reasons.



To rectify any issues present in your PDF file, Adobe Acrobat Pro is the recommended program. Refer to the instructions below to analyze and resolve any problems within your PDF file.

1. Opened the file in Acrobat
2. Selected the “Print Production” icon on the right hand side.
3. Selected the “Preflight” option in the print production menu.
4. The Preflight dialog should then be shown.
5. Select the Preflight dialog’s profiles tab (if not already selected)
6. Click on the “Digital printing (color)” profile under “Digital printing and online publishing”
7. Click the “Analyze and fix” button on the bottom right of the dialog.
8. This should then check the PDF and apply fixes, then show a save file dialog.
9. (Note: I had to Analyze and fix twice on this PDF as the first time just seemed to timeout and I didn’t get a save file dialog)
10. Once the file is saved, then try to upload it on the site to see if the issue is resolved.

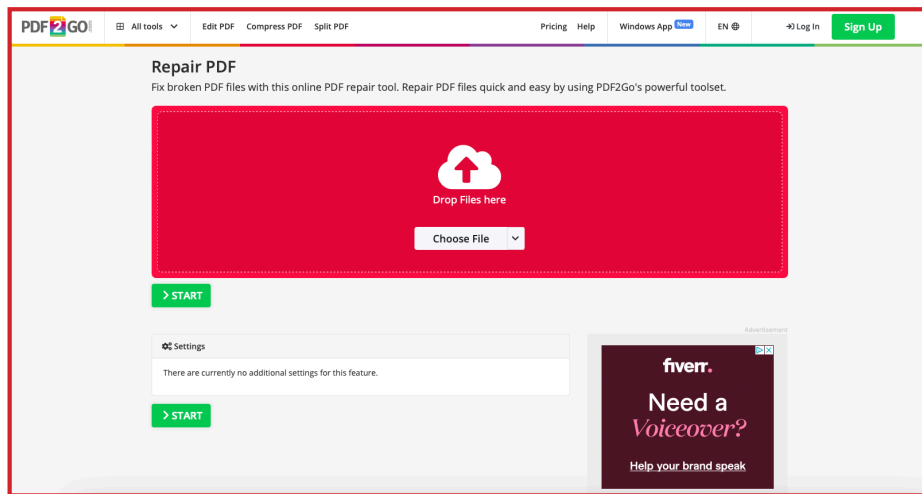
This approach often fixes issues with the less obvious PDF problems.



For users who do not have access to Acrobat, there are several online websites available that offer free PDF analysis and fixing without the need for signing up. You can find recommended websites and instructions below:

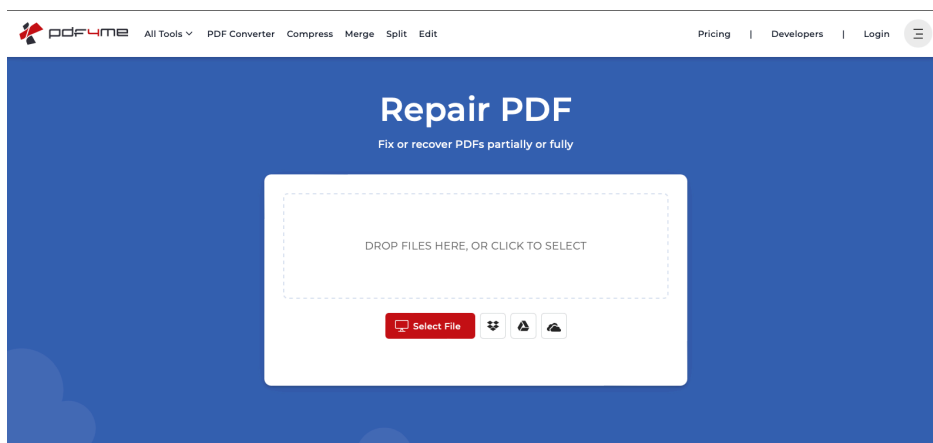
PDF2GO

- Click on “Choose File”
- Select your file from your Computer and upload it to the website
- Click on “Start” (Green Button)
- Once processed the website will automatically download the fixed file to your computer
- If no automatic download occurs, click on the “Download” button
- Once the file is saved, then try to upload it on the site to see if the issue is resolved.



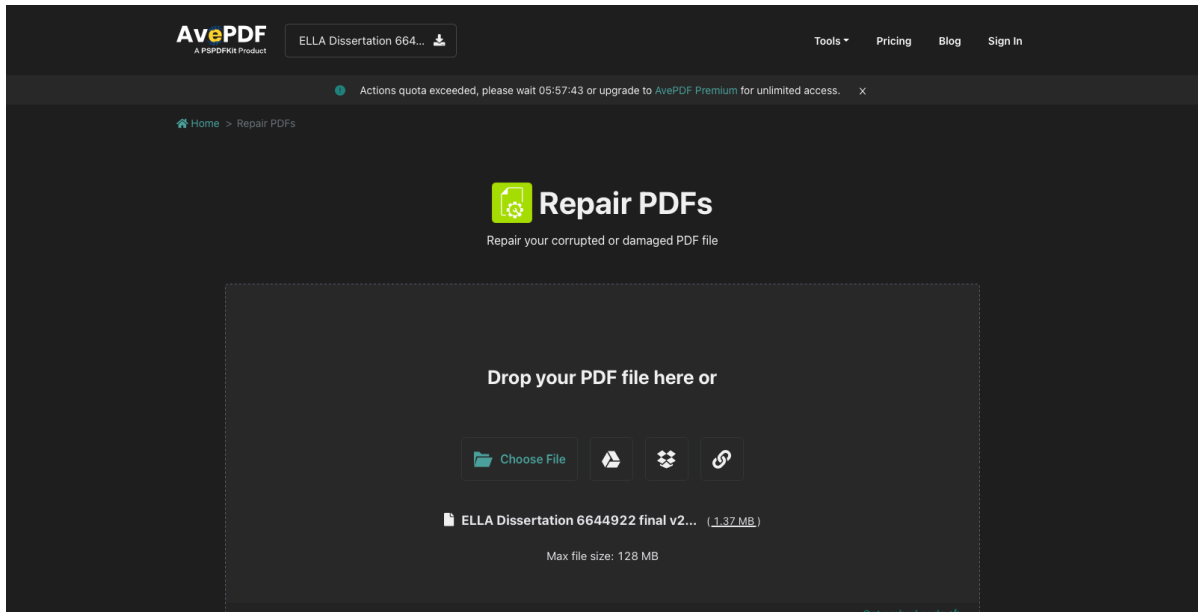
PDF4ME

- Click on “Select File” or drag and drop files into designated area
- Select your file from your Computer and upload it to the website
- Once uploaded to website click on the red button “Start Repair”
- Once processed the website will display the file, which gives you a chance to go through the document to see if anything has changed or altered from your original file
- Once happy with the presented file, you can click on the red button “Download” on the top right of the website
- Once the file is saved, then try to upload it on the site to see if the issue is resolved.



AVEPDF

- Click on “Choose file” or drag and drop files into designated area
- Select your file from your Computer and upload it to the website
- Once the file has been processed and fixed you will see a download button with file size
- Click on “Download”
- Once happy with the presented file, you can click on the red button “Download” on the top right of the website
- Once the file is saved, then try to upload it on the site to see if the issue is resolved.



In the event of ongoing issues with uploads, users are advised to make a trip to the nearest Ryman store.

CMYK vs RGB**

CMYK is a colour model that is widely used in the printing industry. It stands for the four colours that are used in printing - cyan, magenta, yellow, and black.

RGB, on the other hand, stands for red, green, and blue, and is an additive colour model used for electronic displays such as computer screens, televisions, and mobile devices.

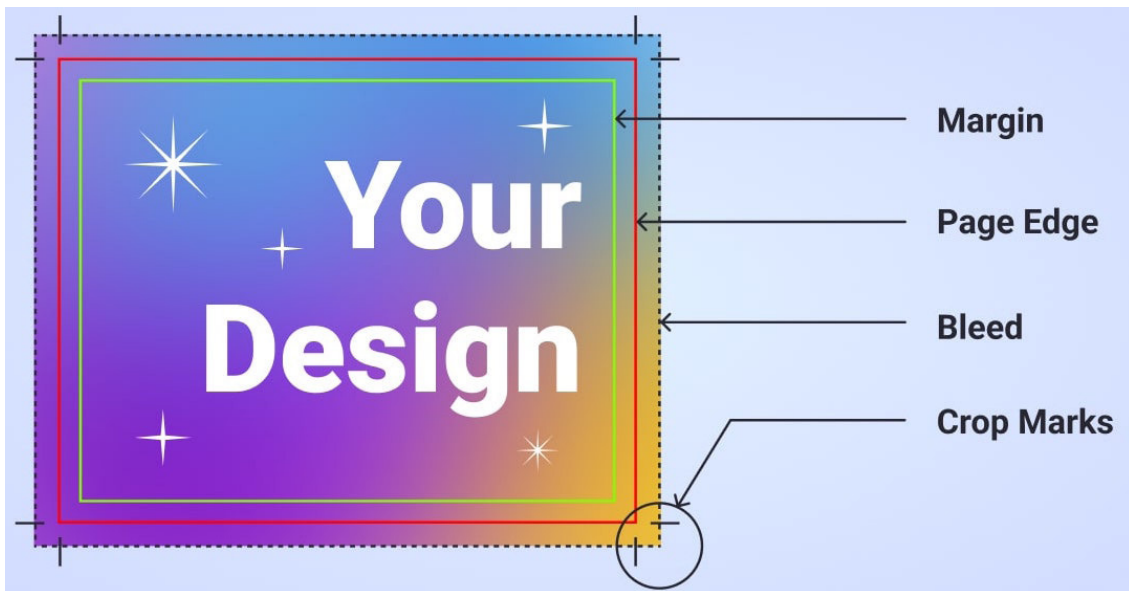
The key difference between the two models is that CMYK is used for printing and RGB is used for electronic displays. This is because the way in which the colours are created and displayed are different in each model. When creating an image for printing, it is important to use the CMYK colour model so that the colours will be accurately reproduced on paper.

**** Please check below for full details of CMYK and how to convert from RGB to CMYK**

****Bleed and Artwork preparation:**

It is best practice to set up your bleeds at the very beginning of your project, so you don't have to adjust at the end. There are a few extra terms you must understand along with bleed are trim, safety, and borders.

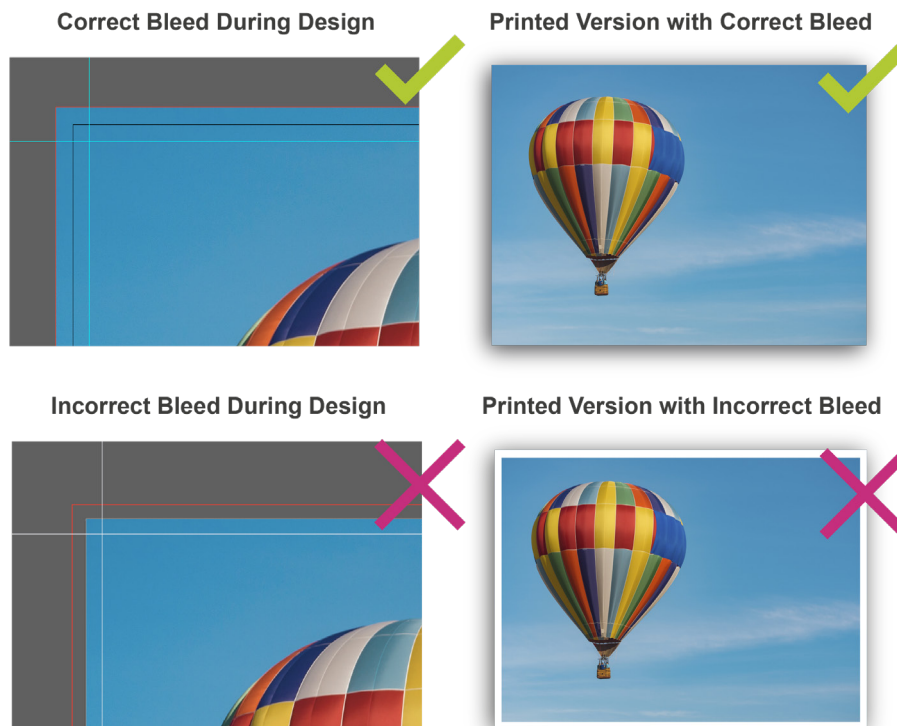
- **Trim Line** (Page Edge): The final size of the document after the last cut is made.
- **Safety** (Margins): The safe area or margin in which to keep all important elements (such as logos and page numbers) within to prevent them from being trimmed off. This margin should be at least 3mm inside the edge of the trim line.
- **Crop Marks** (Cut/Trim Marks): Are small lines placed in the corners of print-ready artwork. They're used to indicate the intended edges of the final print product; in other words, they simply tell the printer where to trim.



Full bleed printing is only possible when the project is printed on larger sheets, then trimmed down to size. Just like you can't print up to the edge on your home printer, neither can we. In the image below, you will see the trimmer pressing down on the stack of paper, then trimming. The amount of give a stack of paper has during this process adds up to a minute deviation either beyond or within the trim line.



This deviation is very small and is relatively simple to plan for during the designing process. Each design program addresses bleed differently, so we have put together some tips for the main programs we see.



- **InDesign:** InDesign is best suited for print. You can up set both bleed and margins in the “Document Setup” box when creating a new document. Simply bring your bleeds and margins up to 3mm for top, bottom, inside, and outside. Your document will have visible lines for you upon creation.
- **Illustrator:** In the initial “Document Setup” window, set your bleeds to 3mm for both top, bottom, inside, and outside. You cannot set up margins in Illustrator, so you will have to use guides once your document is open.
- **Photoshop:** This one is a little trickier. You will have to add 6mm to your final document size in order for your photoshop document to account for bleed. For example, if your document is 210mm x 297mm (A4) then you will need to set the document up in Photoshop to be 216mm x 303mm. The edge of your page will be where you need to extend all bleeding images and graphics to. You can use the rulers to create guides for your trim and safety margins.
- **Publisher:** Publisher is pretty similar to Photoshop when it comes to bleeds. To set your document up to bleed, simply add 6mm to your document size in the Page Setup window.
- **Word:** Unfortunately, you cannot set up a full bleeding document in Word.

Converting your RGB artwork to CMYK

Converting an RGB image to CMYK is necessary when preparing an image for printing, as the colours displayed on a computer screen can be very different from the colours that will be printed on paper. Here are some steps you can follow to convert an RGB image to CMYK:

1. Open your image in a photo editing software like Adobe Photoshop or Illustrator.
2. Go to the “Image” menu and select “Mode.”
3. Choose “CMYK Colour” from the dropdown menu.
4. If prompted, select a CMYK colour profile that matches the printing process you will be using (such as coated or uncoated paper).
5. Make any necessary adjustments to the image to ensure that the colours look the way you want them to in the CMYK colour space.

Keep in mind that the colours in the CMYK version of your image may look different from the RGB version, as the CMYK colour gamut is smaller than the RGB colour gamut. It’s always a good idea to preview your image in CMYK mode before sending it to the printer to ensure that the colours look the way you want them to on paper.

Exporting your document as a PDF

InDesign:

1. Click “File” and then “Export”.
2. Choose Adobe PDF from the Format drop-down menu.
3. Select a location to save your file.
4. Click “Save”.
5. In the Export Adobe PDF window, select the desired preset from the Adobe PDF Preset drop-down menu.
6. Click “Export”.

Illustrator:

1. Click “File” and then “Save As”.
2. Choose Adobe PDF from the Save as type drop-down menu.
3. Select a location to save your file.
4. Click “Save”.
5. In the Adobe PDF Options window, select the desired preset from the Adobe PDF Preset drop-down menu.
6. Click “Save PDF”.

Photoshop:

1. Click “File” and then “Save As”.
2. Choose Photoshop PDF from the Save as type drop-down menu.
3. Select a location to save your file.
4. Click “Save”.
5. In the Save Adobe PDF window, select the desired preset from the Adobe PDF Preset drop-down menu.
6. Click “Save PDF”.

Publisher:

1. Click “File” and then “Export”.
2. Choose PDF from the list of options.
3. Select a location to save your file.
4. Click “Options”.
5. In the PDF Options window, select the desired preset from the Publish Options drop-down menu.
6. Click “OK”.
7. Click “Export”.

Word:

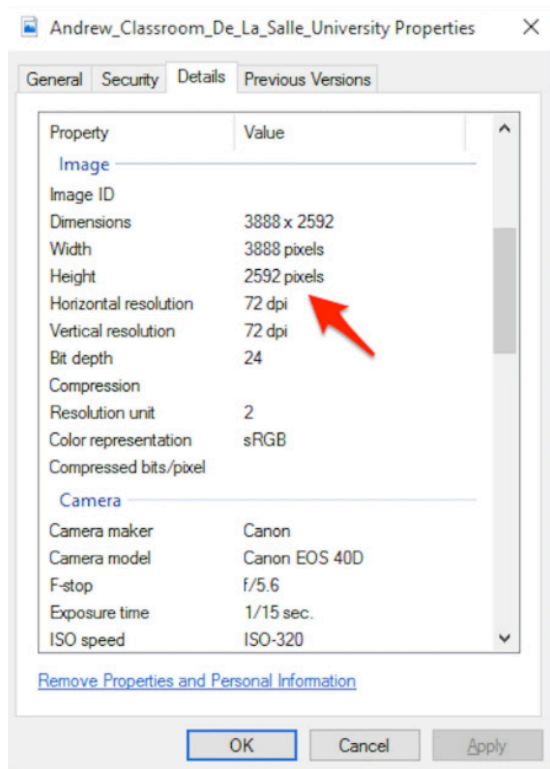
1. Click “File” and then “Save As”.
2. Choose PDF from the Save as type drop-down menu.
3. Select a location to save your file.
4. Click “Options”.
5. In the Options window, select the desired preset from the PDF Options drop-down menu.
6. Click “OK”.
7. Click “Save”.

****How to check if image is the correct pixels (Resolution) –**

PC: Right-click on the image and then select “Properties.” A window will appear with the image’s details. Go to the “Details” tab to see the image’s dimensions and resolution.

Apple Mac: Checking a photo’s resolution on a Mac is similar to a PC. Select the image you want to use and “Right-click” on it. Click on “Get Info”. The image information window will open. You can find the image dimension and resolution under the “More Info” tab.

PC



Apple Mac

