

PRODPP710 - SQA Unit Code F3L7 04

Create digital colour artwork for print



Overview

This standard covers the creation of digital artwork for printing using software such as desk top publishing, word processing, electronic page assembly or graphics illustration.

The standard requires working to instructions to produce artwork that is correctly set and configured for printing.

It requires the use of text and colour images to create artwork that is fit for purpose.

This is what the standard covers

All print starts with a design comprising, as a minimum, text or an image. This standard covers the creation of digital artwork for print by combining text and colour images into a document.

Instructions for the artwork requirements may be given directly by a customer or from a line manager in the workplace. Once the requirements are understood, the work will involve inputting or importing text into a document template or frame, scanning or importing images into the document, laying out the text and graphics to achieve the required appearance, checking and correcting mistakes or defects, and producing a proof for approval.

Performance criteria

Prepare layout of documents for print

You must be able to:

- P1 check that you have all the details you need for the job
- P2 agree the number of colours that will be used to print the job
- P3 identify and, if necessary, locate and retrieve data, text and graphics required for the job
- P4 select or create a template that is appropriate for the style of document
- P5 adjust page size and orientation, margins, columns, headers and footers to produce a balanced presentation throughout the document
- P6 select typefaces appropriate for the style of document or as specified by the customer
- P7 suggest alternatives when typefaces specified are unavailable
- P8 save templates and originals to preserve their integrity and to comply with your organisation's requirements

Set text to agreed typographical specifications

You must be able to:

- P9 correctly use input devices to enter or import text and/or data
- P10 retain required text formatting when importing original text files
- P11 use automated checking facilities to eliminate spelling and other errors where possible
- P12 thoroughly check your document against the job requirements and the typographical specification to confirm that:
 - P12.1 the layout is appropriate
 - P12.2 the correct typefaces have been used
- P13 use hyphenation and justification conventions correctly throughout the document
- P14 use bold, italics, underlines, indents, horizontal and vertical alignment correctly throughout the document
- P15 select and apply printable colours to text where required
- P16 save files to preserve their integrity and to comply with your organisation's requirements

Import and use colour images in digital artwork

You must be able to:

- P17 correctly use input devices to import or capture colour image files
- P18 choose a file format, image resolution and image colour space which is suitable for the printing method to be used to print the document
- P19 if required, set an appropriate amount of space around image boxes or frames, or set text to flow around any clipping paths in imported images
- P20 if necessary or appropriate, resize images to fit the available space on the page
- P21 if necessary or appropriate, rotate, crop, and/or overlay images to create

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effective digital artwork suitable for its purpose and the customer's requirements

- P22 save files to preserve their integrity and to comply with your organisation's requirements

Proof and correct digital artwork for print

You must be able to:

- P23 review the document and, if necessary, use correct proof reader's marks to indicate on the proof text deletions, insertions or typographical style changes
- P24 review the document and identify any faults with images, such as low resolution, poor colour, sizing or text wrapping problems.
- P25 accurately amend existing data or set new data from marked-up copy or proofs
- P26 accurately amend existing images or import new images where required
- P27 suggest alternatives to the appropriate person, when it is not possible to make the required amendments
- P28 save intermediate and final files to preserve their integrity and to comply with your organisation's requirements
- P29 obtain signed approval for the final proof before releasing the work for print

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Knowledge and understanding

Proof and correct digital artwork for print

You need to know and understand:

- K1 the law as it affects printing
 - K1.1 defamation
 - K1.2 copyright & ownership of images
 - K1.3 obscenity
 - K1.4 incitement
 - K1.5 forgery
 - K1.6 data protection
 - K1.7 the printer's imprint
- K2 ethical issues relevant to printing
 - K2.1 confidentiality
 - K2.2 personal issues important to others, e.g. ethnic origin, gender, religion, sexuality
- K3 health & safety
 - K3.1 hazards and risks in your own job, their assessment and the action to take to deal with them - including relevant regulations on the safe handling of equipment and materials, and the safe use of computer equipment.
- K4 the safe handling of customer material
- K5 security & storage
 - K5.1 computer system security and virus protection print with time-sensitive or restricted release dates
 - K5.2 secure means of archiving digital and conventional artwork
- K6 communication
 - K6.1 with colleagues
 - K6.2 with customers
- K7 workplace policy & practice
 - K7.1 the range of work carried out in the workplace
 - K7.2 the key job roles within the printing & graphic communications industry and their main purposes
- K8 the identification & assessment of printing options
 - K8.1 the reasons for selecting one process over another the choice of processes for any particular product the role of images in graphic communication
 - K8.2 changing image styles, fashions & demands in printed products
 - K8.3 the stages in the printing process from pre-press to printed product
- K9 the operation of equipment
 - K9.1 the operation of hardware and software in an artwork design environment
- K10 typography and design

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- K10.1 typefaces & fonts
- K10.2 document checking and proofing document layout
- K11 digital imaging
 - K11.1 sources of original material
 - K11.2 how to find and use archive and on-line sources of digital images colour theory
 - K11.3 the relationship between image size, file size and resolution
- K12 how to deal with digital files
 - K12.1 dealing with embedded information
 - K12.2 file management
 - K12.3 file conversion techniques
- K13 administrative procedures
 - K13.1 recording and reporting
- K14 quality assurance & control
 - K14.1 the main features of quality assurance & quality control systems light standards for viewing and assessing colour print
- K15 materials
 - K15.1 the types & characteristics of paper, board and other commonly used substrates the types & characteristics of inks, coatings & coatings
- K16 proofing
 - K16.1 the principal types of proof and their role in the printing process

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Additional Information

Scope/range

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To achieve this standard requires evidence of competence in laying out several different kinds of documents; dealing with text from different sources, showing correct understanding and application of typographical techniques; dealing with colour images from different sources, showing correct understanding and application of file formats, colour space and resolution; marking up and interpreting marked up proofs using basic proof-readers marks; producing proofs that are properly checked prior to submission for approval.

It is not necessary to have advanced graphic design skills for this standard. The key test of competence is whether the final documents produced for printing are error-free, fit for purpose, have a professional appearance and have been produced in accordance with the directions or instructions given.

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Validity Current

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Relevant occupations Originators compositors and print preps; Printers; Screen printers; Printing machine minders and assistants; Bookbinders and print finishers; Graphic designers

Suite Digital Print Production

Key words Machine; digital; prepress; desktop; publishing; artwork