

PROOFING AND TYPES OF PROOFS

Proofing is the all-important process of checking the content and color of your job before going to the press. There are a number of proofing options available to you, for that all important check before going to the press.

Proofs should be viewed as if they are the finished printed product. Once the job reaches the press and then mistakes are spotted the practice of correcting these can be an expensive process.

It is possible that files output through different computers can cause text to reflow, so its always worth checking for this also.

Digital Proofing

Digital proofing is the process of proofing which is generated by computer rather a physical object such as film, plates or bromides.

Hi Resolution Sherpa Proof

This is a 720dpi, high resolution imposed digital proof and is great to use as a guide for color and as an accurate indication of exactly what goes where. Although the color in a high resolution proof is a far more accurate guide than that produced by a low resolution proof, if exact color replication at the proofing stage is critical (such as for color correction) then you may wish to consider a Hi Resolution Direct to Sherpa Proof.

Laser Proof

A toner based digital proofing system, Suitable for checking file compatibility between your system and the printers. If files are perceived as having potential problems, the first step is generally to produce lasers for client checking before imposing proofs for sherpa output.

Blueline

A printer's photographic proof from film where all colors show as shades of a single color on white paper. All corrections should have been made prior to seeing a dyeline. Also referred to as a dyeline. The use of bluelines has been mostly superseded by digital proofing processes.

PDF

With the onset of digital printing PDF proofs have become very common. Although not good for viewing color, PDF proofs can be viewed onscreen for content and placement.