

PRESS CHECK CHECKLIST



ISO proofs, soft proofs, PDF's – they're all great, but if you really want to make sure your job is going to blow people's minds, take a ride out to Special T Print for good ol' fashioned Press Check and see your masterpiece in progress.



Special T Print

10/20 St Albans Rd,
Kingsgrove 2208 NSW
M info@speicaltprint.com.au
T +612 9438 2524
W specialtprint.com.au

◇ PAPER STOCK

- Is it the correct stock you have specified?
- Is it the correct gsm?
- Check the stock for any abnormal qualities

◇ COLOUR

- Check for even density throughout
- Is there any mottling?
- Ask to keep density consistent throughout the run
- Compare to proof and any ink swatches you have
- Evaluate trapping

◇ IMAGERY

- Evaluate sharpness and quality
- How are the skin tones looking?
- Are they positioned correctly?
- Is the cropping correct?

◇ TYPOGRAPHY

- Review legibility
- Check headlines, captions and body text reflow
- Font weights are used correctly
- Corrections have been made since the last proof
- Visually is the type crisp or looking hairy?
- Any missing or broken type?

◇ REGISTRATION

- May need to get that magnifying loupe out
- Make sure the CMYK plates are in line
- Are two colours overlapping?
- Analyse the edges of images
- Any knockout or screened type.\
- Check overall alignment

◇ IMPERFECTIONS

- Check for odd scratches
- Check for any hickies
- Check for spots and ghosting

◇ FOLDS, SCORES, PERFS

- Fold down/cut trim to size
- Check elements appear as planned
- Folds and perforations are positioned correctly

◇ FINISHES AND SPECIALS

- Check the quality of production
- Has it been used the way you specified
- Is the quality consistent throughout