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Technical bulletin

Outputting Files from QuarkXPress 7 for Prinergy and Prinergy Evo

This technical bulletin describes the best practices for outputting *QuarkXPress* 7 files. It also provides testing observations with *Kodak Prinergy* 3.1 software.

What's New in QuarkXPress 7?

- **Transparency**: You can now create transparent-looking effects, such as drop shadows and knock-backs. When outputting PDF files from *QuarkXPress*, the transparency is flattened to PDF 1.3. There is no native PDF 1.4 transparency output from *QuarkXPress*, so *Prinergy* will not need to flatten *QuarkXPress* 7 pages.
- **TrimBox**: TrimBox information is correct for both *Adobe PostScript* and PDF output. In *QuarkXPress* 6.5, PDF output did not have TrimBox information; the TrimBox information was interpreted from *PostScript* files that were submitted to the *Prinergy* software.
- **Blends**: Blends are represented by one high-quality shading object. In *QuarkXPress* 6.5, blend objects were represented by many small adjacent boxes, which could sometimes result in banding on high-resolution output.
- **PDF/X-1 and PDF/X-3**: You can output PDF files with PDF/X-1 or PDF/X-3 certification.
- **Color Setups**: Input setups allow you to specify source profiles. Output Setups include characteristics such as mode (composite or separated), model (for example, DeviceN), and the ICC profile to apply—for example, generic Quark CMYK or US Web Coated (SWOP) v2. After you define the color control options, you can select them in the output style Color pane.
- **Job jackets/JDF**: You can use "job jackets" to constrain document attributes at the design stage, and you can export job jackets to other software applications.

Creating PDF and PostScript Files

In earlier versions of *QuarkXPress*, there were clear benefits to outputting *PostScript* files rather than PDF files. In most cases with *QuarkXPress* 7, PDF output is as good as *PostScript* output. However, *PostScript* output can give a better final result in the following situations:

- When placing a PSD file with an alpha mask
- When a transparency interacting with a placed PDF file results in medium-quality JPEG compressed images

Setting Up Output Styles

As in earlier versions of *QuarkXPress*, you can set up output styles for PDF and *PostScript* files (for example, fat composite or thin separated).

1. Select **Edit > Output Styles**.
2. In the **Verification** list, select **None**, **PDF/X-1**, or **PDF/X-3**.
3. On the **Pages**, **Metadata**, and **Hyperlinks** tabs, select the options that you want.
4. On the **Compression** tab:
    - For color and grayscale images, in the **Compression** box, select **Manual ZIP (8-bit)**, and in the **Resolution** box, select **300**.
    - For monochrome images, in the **Compression** box, select **CCITT G4**, and under **Resolution**, select the **Compress Text and Line Art** option.
5. On the **Color** tab:
    a. In the **Mode** box, select **Composite**.
    b. In the **Setup** box, select **Composite CMYK and Spot** or a similar DeviceN color setup. (To access color setups in *QuarkXPress*, select **Edit > Color Setups > Output**.)
6. On the **Fonts** tab, select the **Download all fonts** option.
7. On the **Marks** tab, in the **Registration marks mode** box, select **Centered**.
8. On the **Bleed** tab, select **0.25 inch**.
9. On the **Transparency** tab:
    a. In the **Transparency flattening resolution** box, select **300** dpi (or a higher resolution if required), or:
    If job quality requires higher resolution, select **600** dpi, and then do one of the following steps in *Prinergy*:
        - Do not use the *Prinergy* software to downsample the image (in the **Optimize** pane). Instead, retain the 600 dpi resolution from *QuarkXPress*. (This provides a better quality result than using *Prinergy* to downsample.)
        - Use *Prinergy* to downsample the 600 dpi image to 300 dpi. (The 300 dpi anti-aliased result will render better than the 300 dpi result that you get from *QuarkXPress*.)
    b. Ensure that the **Ignore transparency flattening** check box is cleared. (Required).
10. On the **OPI** tab, select the options that you want.

    For a thin workflow, select the following options:
    - Select the **OPI Active** option.
    - Do not select the **TIFF Include Images** option.
    - Do not select the **Low Resolution** option.
    - Do not select the **EPS Include Images** option.
11. On the **JDF** tab, select the options that you want.

Outputting a PDF File

1. In the *QuarkXPress* software, open the document.
2. Select **File** > **Export** > **Layout as PDF**.
3. Select the PDF style that you want to use.

Outputting a PostScript File

Quark recommends selecting **File > Export > Layout as PDF** to generate *PostScript*, instead of using the Print dialog box.

1. In the *QuarkXPress* software, open the document.
2. Select **Preferences** > **PDF** > **Create PostScript file for Later Distilling.**
3. Select **File** > **Export** > **Layout as PDF**.

Known Issues and Observations

Transparency

- When flattening, *QuarkXPress* 7 rasterizes objects that are below a transparent object. For example, transparency over a vector EPS file will result in a rasterized version of the vector data with the visual effect of the transparency. Because of this, for placed EPS files with very fine features (such as small text), you should increase the *QuarkXPress* flattening resolution in the output style.
- Using transparency and artificial font styles (such as artificial bold, italic, outline, shadow) may not result in the correct output. *QuarkXPress* 7 warns you about this when outputting.
- Using transparency with overprints (set in *QuarkXPress* or in placed EPS files) does not work. Overprint objects often disappear or knock out on output, when there is a transparent object on top of them.

Transparency With OPI

- OPI seems to work well with transparency when using bitmap-based TIFF and raster EPS images. When an image interacts with transparency, the *QuarkXPress* software renders the affected portion of the image with its transparency effect, using the highest resolution data available. *QuarkXPress* places the rendered version of the image on top of the OPI placement, so when you trigger OPI, it places the unaffected image below the effected portion of the image.
- Vector EPS files work with OPI but are rasterized in areas where they interact with transparency.
- OPI does not work for file formats with low-resolution FPO/proxy and DCS previews. The *QuarkXPress* software renders the transparent effect using the low-resolution preview in the FPO and DCS, because the high-resolution data is not available. These image types will be low-resolution in areas where they interact with transparency, even after the high-resolution OPI swap has taken place.

Placed PDF Files

As in earlier versions of the *QuarkXPress* software, placing PDF files may not work correctly. Objects inside the PDF file that use overprints or native unflattened PDF 1.4 transparency often don't output correctly from *QuarkXPress*. If you need to retain the overprints and transparency effects in a PDF file to be placed:

1. Open the PDF file in the *Adobe Acrobat* software.
2. Save the file in EPS format.
3. Place the EPS file (not the PDF file) in *QuarkXPress*.

Note: Placing a large transparent object over a PDF file forces the *QuarkXPress* flattener to rasterize the PDF, often with better results.

Color Recommendations

Use a DeviceN color setup, such as **Composite CMYK and Spot**, when working with spot colors. However, this setting will convert LAB and RGB images to CMYK. *Quark's* color management will convert RGB to CMYK using the ICC profile specified in the color setup. If it is important to preserve LAB and RGB images in their original color spaces, select the **As Is** output option.

Colorized TIFF Files

- Colorized TIFF files used with OPI result in lost background color. Instead, create the effect in *Adobe Photoshop* or output fat *PostScript*.
- Multi-ink colorized TIFF files do not output correctly. In a fat workflow, multi-ink colorized TIFF files are missing from the final PDF file. In a thin workflow, they are converted to CMYK on thin PDF output or are colored incorrectly in thin *PostScript* output.

TrimBox from PostScript

PostScript generated from the Print dialog results in incorrect TrimBox geometry after refine in *Prinergy*. This is fixed in *Prinergy* 3.1.0.3.

"Font download failed" Errors

Some users report RIP error "Font download failed" when processing files from *QuarkXPress* 7 in *Prinergy* 3.0. This issue is not present in *Prinergy* 3.1. A workaround is to turn on "convert text outlines" on problematic jobs in *Prinergy* 3.0.

About Kodak Graphic Communications Group (GCG)

The leading provider of graphic communications solutions worldwide, Kodak's Graphic Communications Group (GCG) offers image capture systems; professional color, copydot, and high-speed document scanning systems; inkjet printing and proofing systems; workflow and color management software; thermal imaging devices for film, plates, and proofs; high-quality proofing media, printing plates, and recording film; on-demand color and black-and-white printing systems; data storage products; and professional services. Creo joined the GCG in June 2005, when it became a wholly owned subsidiary of Kodak. With corporate headquarters located in Rochester, N.Y., Kodak (NYSE: EK) had sales of $13.5 billion in 2004 and is committed to a digitally oriented growth strategy.

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