

## Number 3

pre-media - publishing - content management - pod



**While we do accept Word files here at NetPublications, here are some of the problems you may encounter when using Microsoft Word.**

### **FONT PROBLEMS**

Font conflicts are the single most frequent problem with Microsoft Word. Word will automatically and without warning substitute your document fonts with fonts that happen to be active on the local workstation. So while your file looks right on your computer, it may look entirely different on another computer. With that said you should know that in most cases, Word's font substitution works rather well, and the software usually substitute fonts that look relatively close to the specified font. Sometimes the difference is so small that you might not be able to tell the difference.

So what's wrong with fonts that look "just a little bit different?" In most cases, the substituted fonts do not have the exact character spacing as the specified font. This small spacing difference, over many pages, will usually add up to a very different document. So unless the fonts on each workstation are an exact match, you will most likely have multiple font problems when submitting your job to any printer.

### **BLEEDS**

Bleed is when the printed area which extends off the trimmed area. It is not possible to print all the way to the edge of the paper sheet. To achieve this effect it is necessary to print a larger area than is required and then trim the paper down. Word does not give you the ability to create bleeds. If any type of bleed is required, then additional work will be required at the prepress stage.

### **COLOR**

While Word allows you to specify the color of type and graphics, it does so only in RGB. Word does not offer the option to specify process colors (CMYK) or spot colors. This means that while we can print the document, the color change could be significant. Finally, in the normal course of preparing jobs to be printed, experienced prepress operators sometimes need to tweak files to make them work. Word files are very touchy, and in most cases operators are unable to make necessary corrections without causing reflow throughout the document. Often, the files need to be returned to the client for correction.

## **SUMMING UP**

So what's the solution? Using a page layout program such as QuarkXPress, PageMaker or InDesign will help to solve all of these problems. We have talented, dedicated employees with many years of experience with these applications and can assist you with your project.

While QuarkXPress, PageMaker and InDesign have strong word processing facilities, you can continue to use Word to compose the manuscript. Once you're ready to work on the layout, simply copy and paste or import the Word document into the page layout document, and finish the document there. The use of PDF files also alleviates some of the above problem. If you can convert your file to a pdf and it still looks the same you should have no problems printing with a digital printer.

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