

# Graphics/Layout Production Checklist

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Series Title/Number \_\_\_\_\_ Author \_\_\_\_\_

Editor \_\_\_\_\_ Graphics Specialist \_\_\_\_\_

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## Graphics — *Photographs*

\_\_\_\_\_ Photoshop format

\_\_\_\_\_ eps

\_\_\_\_\_ tiff

\_\_\_\_\_ psd

\_\_\_\_\_ Layers

\_\_\_\_\_ Flattened

\_\_\_\_\_ Unflattened

\_\_\_\_\_ All unnecessary layers removed

\_\_\_\_\_ Color space

\_\_\_\_\_ CMYK

\_\_\_\_\_ RGB (*used for Web only*)

\_\_\_\_\_ Duotone

\_\_\_\_\_ Spot color used

\_\_\_\_\_ Size adjustments required

\_\_\_\_\_ Enlargement

\_\_\_\_\_ Reduction

\_\_\_\_\_ Cropping

\_\_\_\_\_ Resolution

\_\_\_\_\_ 300 dpi or more for raster-type images (at final size)

\_\_\_\_\_ 600 dpi or more for line art (at final size)

\_\_\_\_\_ Touch up

\_\_\_\_\_ Color correction

\_\_\_\_\_ Contrast

\_\_\_\_\_ Lightness/darkness

\_\_\_\_\_ Scratches/dust

\_\_\_\_\_ Other

\_\_\_\_\_ Fonts

\_\_\_\_\_ Adobe Type 1 fonts (*do not use True Type fonts*)

\_\_\_\_\_ Preflight

\_\_\_\_\_ Remove all unused swatches and patterns from Swatches Palette

\_\_\_\_\_ Check that all layers are unlocked and not hidden

## Comments

## Graphics — *Illustrations*

### \_\_\_\_\_ Format

- \_\_\_\_\_ Illustrator.ai
- \_\_\_\_\_ Illustrator.eps
- \_\_\_\_\_ Acrobat PDF
- \_\_\_\_\_ Other

### \_\_\_\_\_ Layers

- \_\_\_\_\_ Flattened
- \_\_\_\_\_ Unflattened
- \_\_\_\_\_ All unnecessary layers removed

### \_\_\_\_\_ Color space

- \_\_\_\_\_ CMYK
- \_\_\_\_\_ RGB (*used for Web only*)
- \_\_\_\_\_ Spot color used

### \_\_\_\_\_ Size adjustments required

- \_\_\_\_\_ Enlargement
- \_\_\_\_\_ Reduction
- \_\_\_\_\_ Cropping

### \_\_\_\_\_ Touch up

- \_\_\_\_\_ Line weights
- \_\_\_\_\_ Line styles
- \_\_\_\_\_ Type styles
- \_\_\_\_\_ Patterns
- \_\_\_\_\_ Other

### \_\_\_\_\_ Special effects

- \_\_\_\_\_ Transparencies
- \_\_\_\_\_ Blends
- \_\_\_\_\_ Gradients
- \_\_\_\_\_ Other

### \_\_\_\_\_ Fonts

- \_\_\_\_\_ Adobe Type 1 fonts (*do not use True Type fonts*)

### \_\_\_\_\_ Preflight

- \_\_\_\_\_ **Check for stray points (Select/Object/Stray Points)**
- \_\_\_\_\_ **Remove all unused swatches and patterns from Swatches Palette**
- \_\_\_\_\_ **Check all categories in Document Info Palette**
- \_\_\_\_\_ **Check that all layers are unlocked and not hidden**

## ***Comments***

## Graphics — *Tables*

### \_\_\_\_\_ Format

- \_\_\_\_\_ Microsoft Word
- \_\_\_\_\_ Microsoft Excel
- \_\_\_\_\_ Illustrator.eps
- \_\_\_\_\_ Acrobat PDF
- \_\_\_\_\_ Other

### \_\_\_\_\_ Color space

- \_\_\_\_\_ CMYK
- \_\_\_\_\_ RGB (*used for Web only*)
- \_\_\_\_\_ Spot color used

### \_\_\_\_\_ Size adjustments required

- \_\_\_\_\_ Enlargement
- \_\_\_\_\_ Reduction
- \_\_\_\_\_ Cropping

### \_\_\_\_\_ Touch up

- \_\_\_\_\_ Line weights
- \_\_\_\_\_ Line styles
- \_\_\_\_\_ Type styles
- \_\_\_\_\_ Other

### \_\_\_\_\_ Fonts

- \_\_\_\_\_ Adobe Type 1 fonts (*do not use True Type fonts*)

### \_\_\_\_\_ **Preflight (*if Adobe Illustrator file*)**

- \_\_\_\_\_ **Check for stray points (Select/Object/Stray Points)**
- \_\_\_\_\_ **Remove all unused swatches and patterns from Swatches Palette**
- \_\_\_\_\_ **Check all categories in Document Info Palette**
- \_\_\_\_\_ **Check that all layers are unlocked and not hidden**

## ***Comments***

## Page Layout

### \_\_\_\_\_ Format

- \_\_\_\_\_ InDesign
  - \_\_\_\_\_ (USGS Template)
- \_\_\_\_\_ Illustrator
- \_\_\_\_\_ Other

### \_\_\_\_\_ Layers

- \_\_\_\_\_ Flattened
- \_\_\_\_\_ Unflattened

### \_\_\_\_\_ Color space

- \_\_\_\_\_ CMYK
- \_\_\_\_\_ RGB (*used for Web only*)
- \_\_\_\_\_ Spot color used

### \_\_\_\_\_ Graphics

- \_\_\_\_\_ Links
- \_\_\_\_\_ Embedded

### \_\_\_\_\_ Special effects

- \_\_\_\_\_ Transparencies
- \_\_\_\_\_ Blends
- \_\_\_\_\_ Gradients
- \_\_\_\_\_ Other

### Fonts

- \_\_\_\_\_ Adobe Type 1 fonts (*do not use True Type fonts*)

### Layout

#### \_\_\_\_\_ *General*

- \_\_\_\_\_ Text file embedded, not linked
- \_\_\_\_\_ Character formatting retained (*italics, bolds, symbols, etc.*)
- \_\_\_\_\_ File contains only paragraph and character styles in USGS template (*all imported styles removed*)
- \_\_\_\_\_ Appropriate running heads (*furnished by editor*)

#### \_\_\_\_\_ *Cover*

- \_\_\_\_\_ Visual Identity used correctly
- \_\_\_\_\_ Spine width correct (*including maps in back if appropriate*)
- \_\_\_\_\_ Text on spine (*furnished by editor*)
- \_\_\_\_\_ Recycle symbol
- \_\_\_\_\_ Bar code
- \_\_\_\_\_ Cover art correct dpi (*300 dpi for photos; 600 dpi for line art*)

#### \_\_\_\_\_ *Front*

- \_\_\_\_\_ Correct information on Back Title Page
- \_\_\_\_\_ Correct formatting in Table of Contents
- \_\_\_\_\_ Correct page numbers in Table of Contents
- \_\_\_\_\_ Correct number of blank pages (*no blank pages in digital only files*)

#### \_\_\_\_\_ *Body*

- \_\_\_\_\_ Columns balanced; tops of columns aligned
- \_\_\_\_\_ No orphans, widows, or hyphenated words at end of columns
- \_\_\_\_\_ No headings close to bottom of page

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**Preflight**

- \_\_\_\_\_ Remove all unused swatches and patterns from Swatches Palette
- \_\_\_\_\_ Remove all unused Paragraph and Character Styles and any styles that are not part of the template
- \_\_\_\_\_ Check that all layers are unlocked and not hidden
- \_\_\_\_\_ Run preflight program (File/Preflight) and fix all problem areas

***Comments***

## Post Production

- \_\_\_\_\_ Prepare files for printer (*see “File Names and Organization” section below*)
  - \_\_\_\_\_ Make certain all files have been through preflight
  - \_\_\_\_\_ Gather fonts and files in appropriate file structure
  - \_\_\_\_\_ Burn and label CD
  - \_\_\_\_\_ Provide GPO Form 952
  - \_\_\_\_\_ Print final hardcopies (*double-sided; showing bleeds and crop marks if necessary*)
  
- \_\_\_\_\_ Prepare appropriate files for 508 (*see “File Names and Organization” section below*)
  - \_\_\_\_\_ Provide InDesign file
  - \_\_\_\_\_ Provide PDF
  - \_\_\_\_\_ Provide Word file
  - \_\_\_\_\_ Provide all graphic, illustration, photo, and table files necessary to print and view the job
  
- \_\_\_\_\_ Archive files (*see “Archiving Procedures” section on page 8*)

## Comments

## File Names and Organization

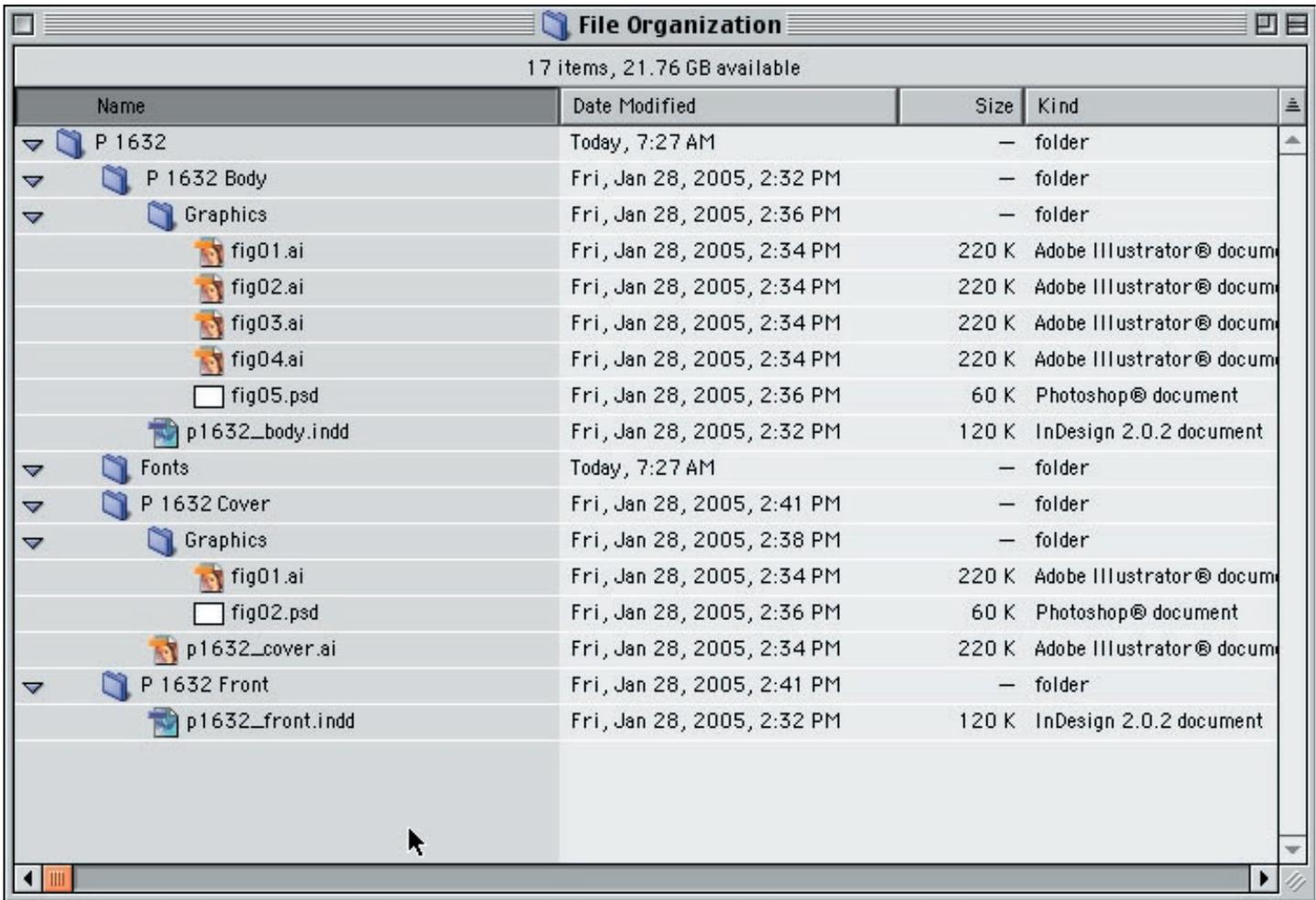
The following method of file naming and structure helps to organize your files as you are working on a job, enable anyone who needs to take over a job to quickly understand what files are where, makes it easier for the printing contractor to see how a job is organized and find the necessary files, and creates a more standard and organized archive file. Once you get used to organizing your jobs this way, it makes your life much easier when you need to prepare the job for printing.

**1. MAIN LEVEL FOLDER** When starting a job, create a folder that will contain all the necessary files for that job (keep extraneous files and draft versions in a separate folder). Name this folder the name of the job (P 1699, SIR 2004-5001, etc.), not the name of the author. You can use caps and spaces in naming the folders if you like.

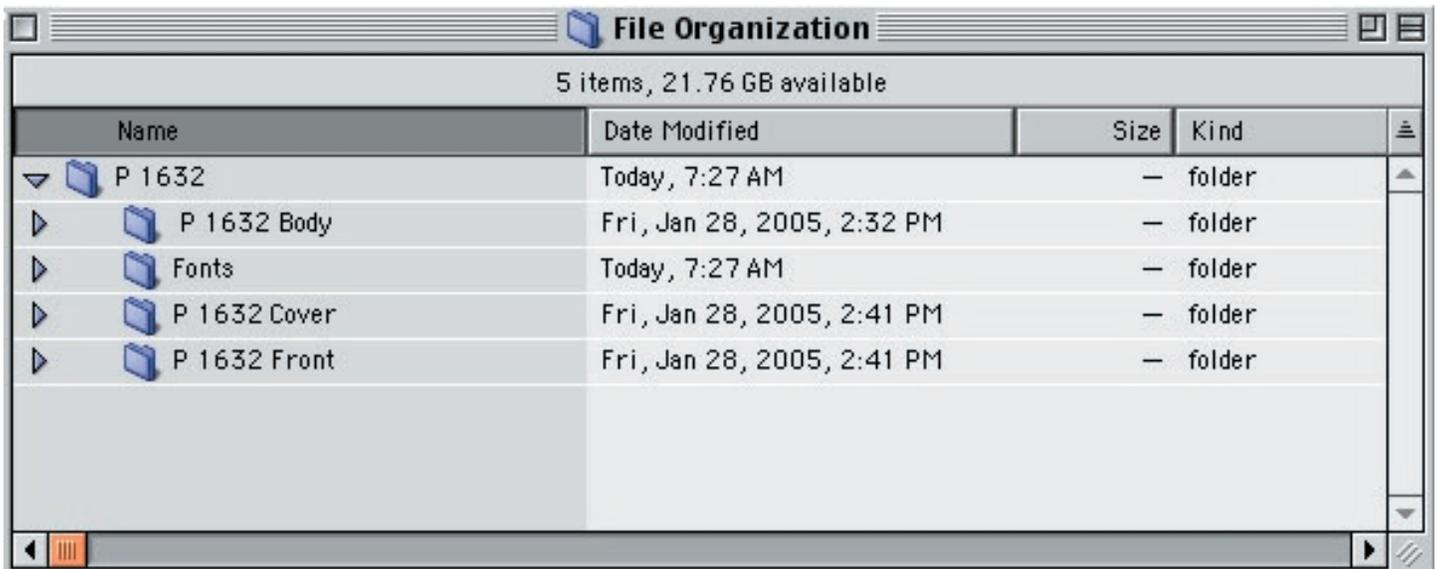
**2. 1st LEVEL SUB FOLDERS** Create separate sub folders within this main folder for the different parts of your job if you have them ( P 1699 Front, P 1699 Body, P 1699 Back, P 1699 Cover, P 1699 CD, etc.). Again, you can use caps and spaces in naming these sub folders.

**3. 2nd LEVEL SUB FOLDERS** Each of these 1st level sub folders should contain the appropriate main layout file (p1699\_body.indd, p1699\_cover.ai, etc.) and a separate folder for graphics. If you have a lot of photos or tables along with illustrations, you may want to create separate folders for each category, but you can put all graphics in a single folder called Graphics if you prefer. Note that when you name actual files (not folders) you should avoid capital letters and spaces in your file names (fig01.ai, fig02.eps, fig03.psd, etc.). Caps and spaces in file names can create problems in the XML/HTML process.

**4. FONTS FOLDERS** When preparing the files to go to the printer, you should add a Fonts Folder in the Main Level Folder that includes all fonts used in the entire job. If you are using InDesign, you can use the “Package” feature to gather your files and fonts for you in a separate folder. With Illustrator, you need to do this manually.



Window showing all the files named and placed in appropriate folders, with the folders expanded.



Window showing the folders closed. This folder and file structure makes it easy for someone new to quickly see how your job is organized.

## CPG Archiving Procedures

1. Upon completion of all CPG production on a publication, the person responsible for final distribution of the electronic data files will be responsible for archiving the digital files. For example, the graphics specialist who did the final typesetting and illustration work for a text editor would be responsible for archiving that publication. If a map editor did all of the production work, he or she would be responsible for creating the archive disc.

2. Files will be archived on CD-R or DVD-R media. The archive discs should contain all of the final versions of the production files used to create the publication, preferably in clearly organized and labeled folders. If there is any variation to normal procedures, a README file explaining the contents and their structure should be included in pure ASCII text format, making it easier for anyone to locate and access files from the archive disc in the future.

Publications needing more archive space than the 700MB (some discs hold 650MB) that can be accommodated on a single CD-ROM should overflow to a second disc or more, if necessary. These discs should be clearly labeled "One of Two, Two of Two, etc.". Only when a single file exceeds the capacity of a CD-R should archiving to a DVD-R media be considered. In this case, PC users should arrange to have Jim Hoffman burn the archive DVD-R media for them. Mac users may choose to do this themselves if they have a Superdrive installed on their desktops. Superdrives use DVD+R media. However, this is the only instance when DVDs should be used because not everyone is equipped with a DVD-ROM drive.

3. All archive discs should be stored in jewel cases. All discs should be labeled on the CD using a red fine point Sharpie pen. Label the series name and number along with the platform and operating system used to create the files (for example, SIM-3456, Mac OS X) on the disc and both jewel case liner spines. Pre-made jewel case liners will be purchased so that this same information can be written on both spines of the CD case.

4. All archive discs will be duplicated so that there are two copies of all completed publications. Both copies will be given to Amanda. She will file one copy in the CPG archive library and send the second copy to an associated Pubs Group for off-site safe-keeping. After final distribution, any copies of the production files should be removed from the file servers to reduce storage pressure on the CPG network.

5. Anyone who has been archiving their own files and have not been giving Amanda copies of the discs to file in our CPG archive library should make duplicates for Amanda so that our library can be as complete as possible. If anyone becomes aware of a publication that is not in our archive library, please let Amanda know so that we can create archive files if possible. However, some publications that were created prior to our digital workflow may not be available to make a digital archive file.