


# essential Student printing guide



WEB STUDIO & BUSINESS STORE @ DIGIPRINT

A nighttime photograph of a modern university building with large glass windows, illuminated from within. The building is reflected in a body of water in the foreground. The sky is dark, and there are some light flares from the building's lights.

# Student Printing Services

photography: Sam Short. Bath Uni student

# Welcome to the digiprint student printing guide.

At digiprint we take pride in the fact that we are a trusted and experienced printer for every student printing requirement.

Of course we are or have been students ourselves so the pressures of tight deadlines and importance to get things right first time come as second nature to us.

In fact we have a policy to support college and uni students by ensuring that we employ them whilst studying in Bath. The photography in this guide was even provided by Bath Uni student Sam Short. We also ensure that whenever possible we help or assist with projects or fundraising events to support the student community.

We are a young dynamic team of skilled digital printers and our main design team are all graduates in various design specialities. We also run an apprentice scheme for 16-19 year olds.

You can be sure that your poster, report, dissertation or even gig flyers look great and reflect the hard work you have put into making them when you come to digiprint.

Please find enclosed within this guide some great discounts, special offers and lots of helpful advice to ensure things go smoothly when placing your order.



# Students' Union

- 24/7 service
- 100+ bar
- 100+ clubs
- 100+ societies
- 100+ sports
- 100+ events
- 100+ activities
- 100+ services
- 100+ facilities
- 100+ opportunities
- 100+ experiences
- 100+ memories
- 100+ friendships
- 100+ connections
- 100+ possibilities
- 100+ dreams
- 100+ hopes
- 100+ aspirations
- 100+ ambitions
- 100+ goals
- 100+ dreams
- 100+ hopes
- 100+ aspirations
- 100+ ambitions
- 100+ goals

# what can digiprint do then?

we can print, bind or finish...  
dissertations & presentations  
reports & stickers  
notes & scrapbooks  
large posters & displays  
banners & plan drawings  
leaflets & postcards  
t-shirts & promo... + much more!

We can copy, print and bind any document for you.

Our standard paper sizes are **A4** - 210x297mm and **A3** - 297x420mm

If you require a document made to your own special size then there will be additional charges for trimming.

Crop marks and bleed are also vital.

send all print work as a **print ready pdf**

We can also print single-sided large format posters:

**A2** - 420x594<sub>mm</sub>

**A1** - 594x841<sub>mm</sub>

**A0** - 841x1189<sub>mm</sub>

**2A0** - 1189x1682<sub>mm</sub>

**poster size**

**STOCK  
IMAGES &  
FONTS**

**USEFUL  
WEBSITES  
& TIPS**

# **Artwork Advice**

**TOP  
DESIGN  
TIPS**

relieves the last minute stress!

# USEFUL DESIGN WEBSITES



[dreamstime.com](https://www.dreamstime.com)

Stock images and vectors with a free image selection.



[dafont.com](https://www.dafont.com)

Massive stock of quirky and new fonts to choose.



[textureking.com](https://www.textureking.com)

Free Stock Textures grunge, dirt, plaster, concrete, rust etc.



[Student Designers.com](https://www.studentdesigners.com)

network for design students to share work, receive feedback and learn from up-and-coming designers.





# our designers top tips for printing

## Page Bleed

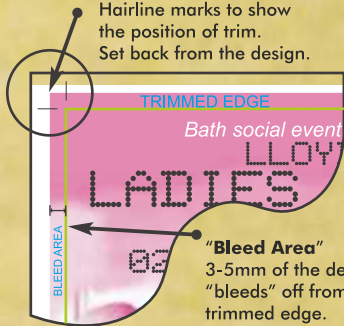
One of the biggest errors we see is not enough bleed on a document. 'Bleed' is basically the artwork that extends beyond the boundaries of your document. It is vital if you wish to have the appearance of 'borderless' printing. Ideally the bleed needs to be an extra 3-5mm past the edges of your document. Its there so that when we print your artwork onto oversized paper, we can efficiently trim it back to the desired size.

**Crop Marks** are small registration lines at the edge of the document to indicate where we need to trim the final design. Make sure the crops do not touch and are away from the corners of the document, otherwise you may end up with unwanted black dots in the corner.

A '**Quiet Zone**' is a 5mm border in from the outer edge of you document where no text, design elements or logos sit. Again, this is to help us when trimming your document to size. A guillotine has a standard 1mm discrepancy, as do print presses, so to ensure none of your artwork gets sliced and diced we would recommend that you keep at least 5mm in from the edge. It just visually looks better as well.

### "Crop Marks"

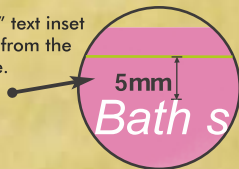
Hairline marks to show the position of trim. Set back from the design.



### "Bleed Area"

3-5mm of the design "bleeds" off from the trimmed edge.

"Quiet Zone" text inset at least 5mm from the trimmed edge.





# our designers top tips for printing

## Low image resolution

Printing an image or logo to be proud of, it needs to be at between 300-400 dots per inch (dpi). Anything less than this will result in a blurry and un-professional finish. Often we see images that are 72 dpi with a customer requiring the image to be made larger. This can be fine for on-screen view, but there is simply not enough 'information' within the image to make it clear once it has been scaled up.

Make sure you either buy good high quality stock images or take your own with a decent camera. Internet google images will not be good enough and you may also find yourself in breach of copyright. We can also source images for you.

**CMYK**, Cyan, Magenta, Yellow and Key, are the four purest colours that make up the extensive colour range available to print. If a document or photo is set to RGB, the 3 pure colours that make up the on-screen colour range, they will not necessarily convert to perfect match when printing. This can result in an expensive error. All you need to remember is convert all images to CMYK, and make sure that your colour palette is set to CMYK. This way you will have a much better idea of what your print is going to look like.

internet resolution 72dpi



print resolution 400dpi





# our designers top tips for printing

## Bad taste artwork

Honestly, if it's not a good quality design then don't waste your money printing it! We all come into contact with 100's of well thought-out designs daily, as well as an equal number of rushed and poorly designed items.

Make sure your design stands out for all the right reasons.

Remember - your audience may never get to speak directly with you to understand how great your ideas are. Owning a mac does not automatically make you a designer either, and photoshop is not a design tool, it is photo editing software only and not great for graphic design projects. Understandably not everyone has an artist flair, so if you would like your existing design tweaked, or would like advice we are more than happy to help out for a very low price.

We hate WordArt!  
and Comic Sans!

...unfortunately we see this every week

## Saving your work as a CMYK PDF

The PDF format embeds all text and images to one layer. Despite the fact we stock over 2000 different fonts, there is always a chance we may not have the one that you've just spent hours carefully selecting. Another problem we may encounter is if we have a different version of the program you have been working in - not only could you loose your font, your beautiful layout maybe in danger. So, to avoid this disappointment save your artwork as a PDF and be sure to flatten layers and embed your text.


**CutePDF™** ideas for PDF

Tip! try CutePDF if you do not have Adobe



photography: Sam Short. Bath Uni student



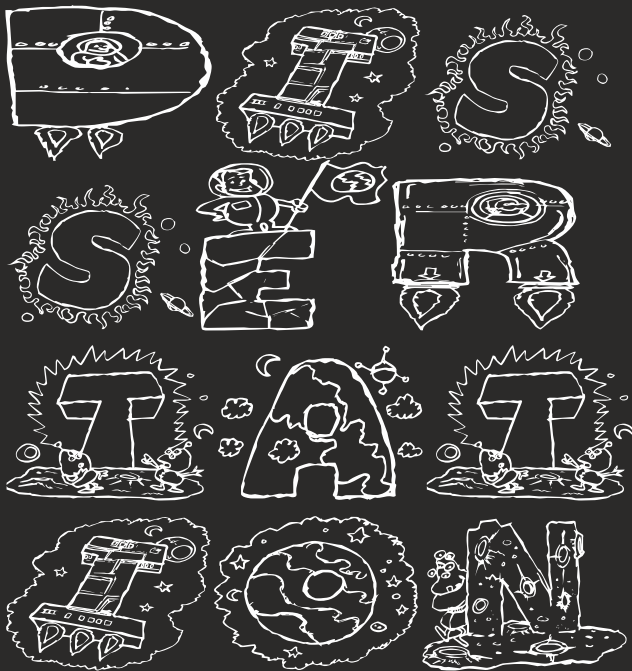
**student  
love** 



*i heart...*



photography: Sam Short. Bath Uni student



24 hr service  
and we take  
care of it

(no bookings - first come - first served)



we take care of the monsters

photography: Sam Short. Bath Uni student





# BIG POSTERS

**TOP  
SELLER**

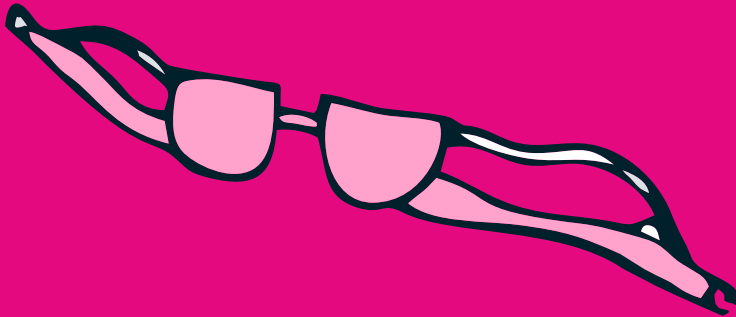
*protect your prints*

PRINT SIZE	<b>MATT POSTERS</b> <sup>G</sup>		<b>MATT HEAVY</b> <sup>G</sup>		<b>SATIN PHOTO</b> <sup>G</sup>		<b>+ ADD ENCAPSULATE</b> <sup>G</sup>	
	1st Copy	Extra Each	1st Copy	Extra Each	1st Copy	Extra Each	Gloss Encapsulate	Extra Each
<b>A2</b> (420x594mm)	<b>£10</b>	£6	<b>£15</b>	£11	<b>£17</b>	£13	<b>£8</b>	<b>£6</b>
<b>A1</b> (594x841mm)	<b>£14</b>	£9	<b>£19</b>	£14	<b>£21</b>	£16	<b>£10</b>	<b>£8</b>
<b>A0</b> (1 metre square) (841x1189mm)	<b>£22</b>	£17	<b>£30</b>	£24	<b>£34</b>	£28	<b>£15</b>	<b>£13</b>
<b>2A0</b> (1189x1682mm)			<b>£47</b>	£40	<b>£53</b>	£46		

best prices in Bath for quality posters



WEB STUDIO & BUSINESS STORE @ DIGIPRINT



# give us a shameless plug on:

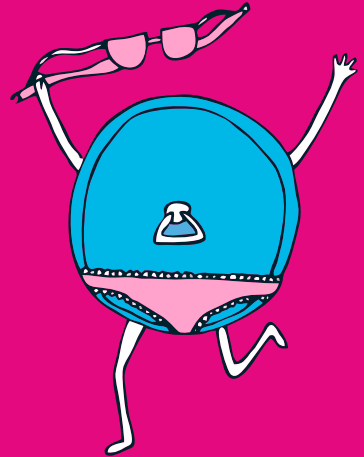
Twitter, Facebook, insta  
Uni or College literature  
TV or Radio  
Union or Bars  
google reviews  
or any other fun medium

and you could win your  
dissertation printed free!

## best shameless plug each term could win

up to £50 worth of printing and binding for your dissertation.

don't forget you must provide evidence of your plug that we can verify.





photography: Sam Short. Bath Uni student

# Facebook Twitter Instagram

for regular discounts and offers





DIGIPRINT CAN

**SPONSOR  
YOUR GIG  
OR EVENT**

**do you have an:**

- ◇ **event?**
- ◇ **gig?**
- ◇ **promotion?**
- ◇ **charity?**
- ◇ **fund raiser?**
- ◇ **production?**

**we ALSO PRINT  
BANNERS**

Speak to the manager to see if we can print sponsor any printed marketing items you may require with big discounts!



photography: Sam Short. Bath Uni student



# ...and finally some things to remember...

It is always best to check how busy we are before you book a slot in our active print schedule. We advise at least 24 hours to print.

We can get very busy, very early, the day before a hand-in so try to inform us early that your group may be coming in for prints.

Try to build in some contingency time when printing.  
We may encounter file errors or other unforeseen issues.

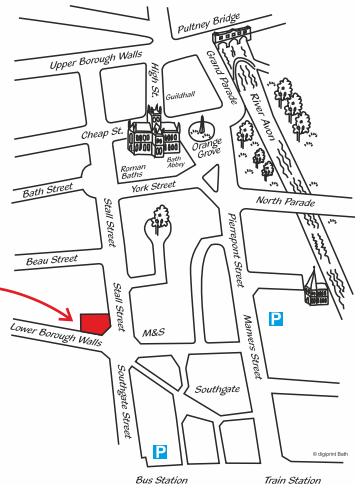
Make sure you save your work as a print ready PDF and as one file would be preferable. Individual files will cost you more.



01225 424 821  
sales@digiprintbath.com



19 Lower Borough Walls,  
Southgate. Bath  
2 floors of print production



[www.digiprintgroup.com](http://www.digiprintgroup.com)