

Hours of Operation: Monday - Friday 7am to 4pm

3004 Atkinson Ave. Killeen, TX 76543 Phone: 254-336-0576

Email all files to DL-PrintShop@killeenisd.org



### Paper makes studying stick.

Focus. Retention. Comprehension. They all improve when paper is part of study habits. Research shows that taking notes by hand activates the brain in a way that leads to deeper engagement and better recall. Learn more at howlifeunfolds.com/learn.









### Products & Services

### Cards

- Business Cards
- Greeting Cards
- Holiday Cards
- Invitations
- Post Cards
- Thank You Cards

### <u>Stationary</u>

- Calendars
- Custom Envelopes
- Notepads
- Spiral Notebooks
- Combed Notebooks
- Labels

### **Advertising**

- Banners
- Brochures
- Event Tickets
- Flyers
- Programs
- Posters
- Yard Signs

### <u>Documents</u>

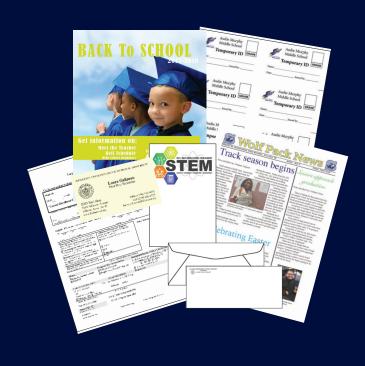
- NCR (Carbonless Copy)
- Awards
- Annual Reports
- Certificates
- Letter Heads

### **Decals**

- Temporary IDs
- Labels
- Stickers
- Window Decals
- Floor Decals

### **Other**

- Handbooks
- Manuals
- Photo Prints
- Magnets
- Signs
- Table Tents
- & More



# Printing: Choose between Desktop, Campus Media Center, & KISD Print Shop

Different printing projects can require different printing methods. For example, printing to a desktop printer is inexpensive if you need only a few copies. Because the cost per copy doesn't decrease with the increase in the number of copies on a desktop printer, printing projects that require many copies can be less expensive when done by the Campus Media Center or the District Print Shop.

Besides cost, consider also quality, schedule, paper, and binding and finishing options.

### Choose among desktop, Campus Media Center, and KISD Print Shop

Use the following table to help you determine which printing method your publication requires. Also discuss your project with the printing professional in the Print Shop. The services that are offered will vary.

Options	Characteristics	Desktop	Campus Media Center	KISD Print Shop
Quantity	1-50 copies	x		
	25-200 copies		x	x
	200 or more copies			x
Schedule	Need it in minutes	x	?	
	37 11 1	call or email d of time)	x	x
	Need it in a day or more	(Please call or email ahead of time)		x
Paper	Limited stock, sizes	x	x	
	Wide range of sizes, weightinishes	hts,		x
Binding, finishing	Limited to pre-cut or pre-made labels	x	x	
	Simple binding, folding		x	
	Special-purpose inks, such as metallic and varnish	h		x
	Capabilities vary widely by printer			x

## Job Setup & Submission



- All files need to be submitted in **both** .pdf format and the original file format (i.e. docx, .xlsx, .pub, .indd, .ai, .psd, etc.)
- O Job will not be started until both print request and print ready .pdf files are received by the Print Shop.
- O The Print Shop will make limited changes to files. If changes are needed a proof will be sent to the contact provided on the Print Request. Once approved, the Print Shop is no longer liable for mistakes
- All files need to have a margin or safe zone of at least 0.325"
- All books must have pages in multiples of 4

\*See the Print Shop Guidelines, located on the KISD website, for additional information

# Request for Printing

**Step-by-Step instructions on How to can be found on the KIS** 

Contact information for person to be contacted if there are any questions

### Must remain Digital & Fillable at all times!!!

**REQUEST FOR PRINTING** Job No. Use Only! Number of pages in **PRINTING** SERVICES @killeenisd.org original document Job Description JOB REQUIREMENTS — Please Fill In or Check All Applicable Categories ☐ Mixed one-and two-sided printing ONE-sided printing (please send sample for us to follow ☐ TWO-sided printing FINISHED SIZE COLOR BLACK & WHITE EMAIL FILES TO DL-PRINTSHOP@KILLEENISD.ORG ☐ WHITE ■ WHITE COLOR (specify) ☐ COLOR (specify) COLOR (specify) COVERS: Front only Back only CARBONLESS ☐ 2-PART (W/Y) ☐ 3-PART (W/Y/P) ☐ 4-PART (W/Y/P/GOLD) Size of document SPECIALTY PAPER (specify) when completely finished CHECK ONE CHECK ONE **-INISHING SERVICES** COMB BINDING PLASTIC COIL ☐ 3 HOLE PUNCHED ONE IN CORNER TWO ON SIDE SADDLE STITCH ☐ PADDING: Number of sheets per pad FOLDING CHECK ONE OTHER BINDERY INSTRUCTIONS □. ADDITIONAL NOTES/SPECIAL INSTRUCTIONS PRINT SHOP USE ONLY: **B&W Impressions:** Any additional information Color Impressions: (i.e. Color cover, black & Materials: Plates: white insides) Ink: Typesetting: New/Revised File Use version already on file at Print Shop Binding: Padding: ☐ TRANSPORTATION DELIVERY **Price Estimate** Boxes: ☐ CUSTOMER PICK UP Final Total: \$

Your 3 Digit Org Number

Date needed (Please allow 2 weeks time for large quantities or jobs that require paper not kept in stock)

Blank Print Request needs to first be saved to computer and then completed in either Adobe Reader or Adobe Acrobat. After being fully completed you will need to save and attach as a fillable pdf form to the TEAMS Check Request.

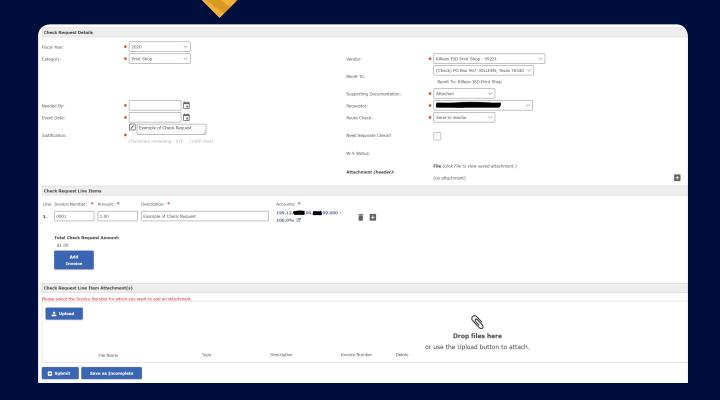
PRINT SHOP USE ONLY!

### For reference use only.

Pricing can be found on the KISD Print Shop Website or in the Printing Services Booklet

# Check Request for Printing

Submit a Print and Check Reques D Print Shop web page.



#### **Check Request Details**

- 1. Fiscal Year:
- 2. Category: Print Shop
- 3. Select Vendor Killeen ISD Print Shop
- 4. Supporting Document Attached
- 5. Needed by: (Date you are needing job completed by) 10. Need Separate Check?- UNCHECK
- 6. Requester
- 7. Event Date: (Date you submit request)
- 8. Route Check Send to Vendor
- 9. Justification: Print Request

#### **Check Request Line Items**

- 1. Invoice Number: (Invoice number will be assigned by print shop after order is received. Please fill in with 0001, 0002, 0003, etc. Each Line must have a different number.)
- 2. Amount: Price Estimate (Use prices on back cover to estimate your job costs)
- 3. Job Description
- 4. Budget Code to be charged

(To add multiple Print Requests to Check Request click Add Invoice)

#### Check Request Line Item Attachment(s)

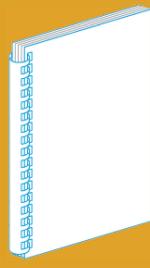
#### NOTE: Each Line needs to have a Print Request Attached to it

- 1. Attach Request for Printing form (Located on the KISD Printing Services website)
- 2. Submit for approval

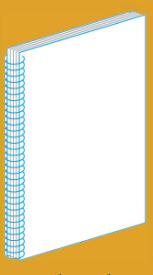
### Choosing the Right Binding





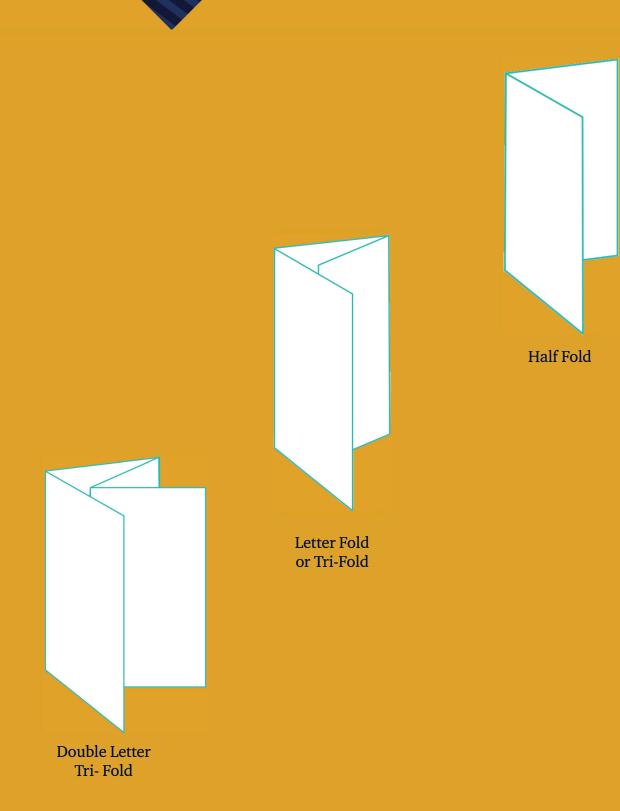


Comb Bound (10-250 Pages)



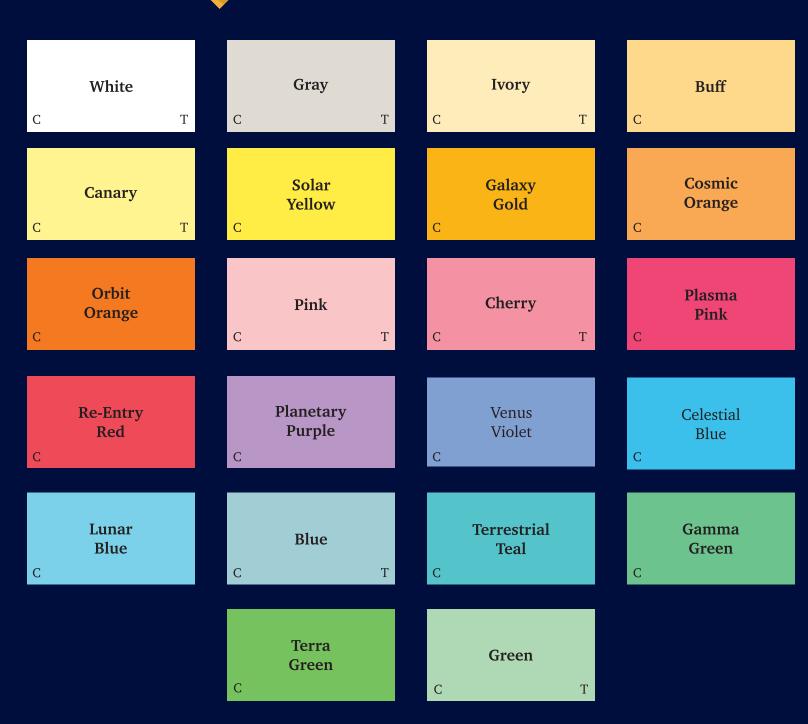
Coil Bound (16-275 Pages)

# Choosing the Right Fold



### Paper Color Choices

Available in C = Cover/Cardstock, T = Text/Standard Paper



The printed color "chips" may not be a completely accurate representation of the paper color. View as a general representation only.

# Print Design Information

### HOW TO SET-UP AND PREPARE YOUR DESIGN FILES FOR PRINT



#### **CORRECT SIZE**

Make sure your file is the correct size before sending to your printer **Common files sizes are:** 2"x3.5", 3"x5", 4"x6", 5"x7", 8"x10", 8.5"x11", 11"x17"

#### **IMAGE RESOLUTION**

All images used within your design must be saved out at 300ppi for the highest quality print results



#### **COLOR PROFILE**

Your file needs to be saved out in **CMYK** in order for the colors get printed correctly





#### **FILE TYPES**

Normally, most print shops will prefer PDF. Also, send files in original format in case changes need to be made for printing



#### **BLEEDS**

If you have any artwork that runs to the edge of the paper, you need to add a .125 bleed to all four sides of your artwork.

### **OUTLINED FONTS**

Outline your fonts in Illustrator or Photoshop, and do the same in InDesign or package your InDesign file to send over



#### **EMBED IMAGES**

In Illustrator, be sure to embed any linked images before sending. In InDesign, you can also package your files and the images will be included





#### **SCALE PROPORTIONALLY**

When changing the size of images and text, remember to keep the original proportions

Additional information can be found on the following pages

# What is a BLEED?

#### **BLEED ZONE:**

Make sure to extend the background images or colors to the edge of the black line.



In printing terminology, the bleed is the extra margin on a print product that is meant to be trimmed off when the product is trimmed to its final size. Bleed basically means that the color and graphics on a product "bleed off the page" to ensure continuity of the color to the edge of your product.

A full bleed is required for all print-ready files. For the correct bleed for your product, please view the list below. For example, most business cards have a 0.1" bleed, so a 2" x 3.5" business card without round corners will have a bleed size of 2.1" x 3.6".

0.1" bleed: most business cards, folded business cards, bookmarks, CD packages, club flyer's, collectors cards, DVD packages, event tickets, most postcards, rack cards, rip business cards, Rolodex cards, stickers, table tents, greeting cards.

0.125" bleed: a-frame signs, banners, brochures, door hangers, envelopes, flyer's, folded hang tags, hang tags, letterheads, notepads, posters, posters (wide), retractable banner stands, window clings, window decals, yard signs.

0.25" bleed: booklets, calendars, catalogs

0.3" bleed: folders

0.1" bleed: All special shapes

# What are guidelines, and how do I prepare them in my artwork?



It is helpful to use guidelines in your artwork for print-ready files. Guidelines such as the safe zone, the trimming zone, and the bleed help designate where your product will be trimmed, as well as help you keep important elements such as text and graphics away from the trimming margin. Please provide us with a bleed all around your artwork, and make sure to keep all critical elements such as text and graphics within the Safe Zone.

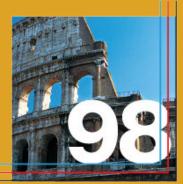
#### **BLEED ZONE:**

Make sure to extend the background images or colors to the edge of the black line.



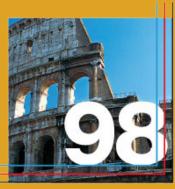
#### TRIMMING ZONE:

Allow a cutting tolerance around your files (same amount as bleed).



### **SAFE ZONE:**

All critical elements (text, images, logos, etc.) must be kept inside the blue line



# Image Resolution

Image Resolution is best understood as a rectangular grid of picture elements (pixels). Resolution is traditionally set in pixels per inch (ppi) also know as dots per inch (dpi). The resolution setting maps an image's pixel dimensions to its physical size. With a pixel dimension of 600 x 600 and a resolution of 300 DPI, the image has a physical size of 2" x2".

The resolution setting is crucial when you want to print. A 1600 pixel x 1200 pixel image printed at 72 ppi, for example, would output at over 22" x 16". However, at 300 ppi, that same image would output at 5.33" x 4", or about the same size as a postcard.

For an image to print properly, the image should be saved at 300 ppi at the final printed size.

**The pixel dimension** of a 4" x 6" image at 300 ppi is:

(4 inches x 300 pixels) inches

by

 $\frac{\text{(6 inches x 300 pixels)}}{\text{inches}} = 1200 \text{ pixels by 1800 pixels}$ 



File printed at 300 ppi



File printed at 100 ppi

\* Your monitor displays between 72 and 96 ppi. To adequately view print resolution on a monitor, you should zoom in 400%.



100 ppi



100 ppi scaled to 300 ppi



300 ppi

Never increase the total pixel dimension of raster image. For example, if you have an image that is  $400 \times 600$  pixels at 100 ppi, and you increase it to  $1200 \times 1800$  pixels by changing from 100 ppi to 300 ppi, the printed image will be fuzzy.

# Which Program Should I Use?



### **Photoshop:**

**Great for** Image editing, compositing, color adjusting and matching, adding special effects and filters to images, processing camera RAW files, creating and editing Web and motion graphics as well as software, web, mobile and UI design.

**Not for** logo design, vector illustration, type or vector logos, any type of print materials that contains more than basic text. Never used for brochure or book layouts.

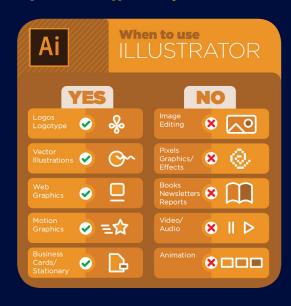
Photoshop Tutorials can be found at: https://helpx.adobe.com/support/photoshop.html

### InDesign:

**Great for** Books, reports, brochures, flyers and all sorts of print materials. InDesign makes large documents easier to format, interactive presentations and PDFs simple to create and can also be your go-to for ebook and digital publishing.

**Not for** image editing, anything beyond the most basic drawing of shapes, never create a logo in InDesign, not for UI/UX design and does not have good support for image filter or effects.

InDesign Tutorials can be found at: https://helpx.adobe.com/support/indesign.html





### **Illustrator:**

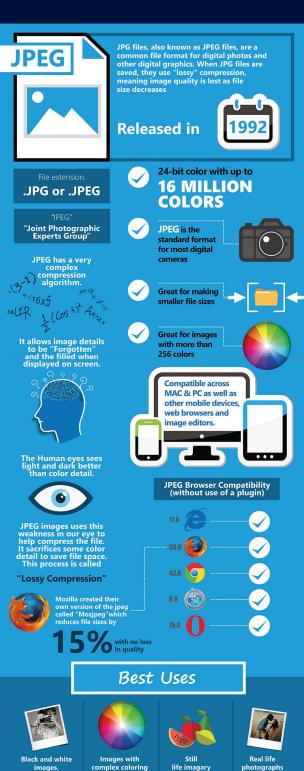
**Great for** Logos and logotype creating and editing, vector graphics and illustrations, infographics and motion graphics. Business cards, letter head, stationery.

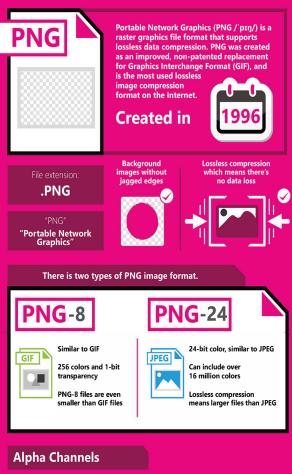
**Not for** image editing or anything pixel based. Large multi-page publications are better suited for InDesign than illustrator. Audio, video and animation are a no-go in Illustrator.

Illustrator Tutorials can be found at: https://helpx.adobe.com/support/illustrator.html

# KNOW IMAGE F

### Image Formats &







Fransparency can be set between opaque and completely ransparent, allowing for a faded look



PNG formats can go on any background and still maintain appearance



Older browsers can have trouble with PNGs because they can't handle Alpha

### Best Uses

**Great for** 



Web images, flat areas of colors, logos, transparent or semitransparent images



ages in the



Complex images like real-life photographs if file size is not an issue.



program GIFs uses degrade image da each ima maximur

Comp

e extension GIFs I so sma

"GIF"
"Graphics Interchange
Format"



incredi

GIFs image format uses 256 COLORS

You can use "Dithering" to make the file even smaller. This process is where two pixel colors combine to make one.

GIF images is that is allows you to preserve



It uses an LZW-compresse format designed to minimize file size.

Best



ple images like drawings, color oarders and ole illustrations.



Animations

# YOUR **ORMATS** When to Use Them

ted by



### IIMATION

mation is bly simple to vith and it is atically izable to most rowsers.
Is by creating a of GIF frames the up the gimage.















TIF is an image format file for high-quality graphics. TIF files are also called .TIFF, which stands for "Tagged Image Format File." TIF files were created in the 1986 as a file format for scanned images in an attempt to get all companies to use one standard file format instead of multiple.

**Created by** Aldus Corp in..



.TIFF

"Tagged Image Format File"

edited in nearly every photo editing software



### **TIFF Compression Types**



emple-Zif-Welch)

ossless compression; apported by TIFF, PDF,

Lossless compression; supported by PDF and TIFF file formats. Like LZW, ZIP compression is most effective for images that contain large areas of single color. **JPEG** 

Lossy compression; supported by JPEG, TIFF, PDF, and PostScript lan-guage file formats. Recommended for continuous-tone images, such as photos.

The reason to use compression, whether it's ZIP, LZW or JPEG, is entirely to do with file size. You'll have files that are smaller without any loss in quality, which means quicker transfers over networks and you can fit more of them on any given amount of disk or server space.

ZIP

Because of its incredible image quality, TIFs is the preferred format for scanning photographs and other complex imagery.



created by Aldus **Corporation in** 1986. In 2009 the patent was acquired by Adobe Systems.



### Best Uses







If images are being



photography



The BMP file format, AKA bitmap image file or device independent bitmap (DIB) file format is a raster graphics image file format used to store bitmap digital images, independently of the display device (such as a graphics adapter, especially on Microsoft Windows and OS/2 operating systems

Created in..



.BMP

"Bitmap Picture"



BMP files may be easily created from existing pixel data stored in an array in memory.



Bitmap files translate well to dot-format output devices such as CRTs and printers.



#### Best Uses





If images are being edited and layers are needed.





### WHAT IMAGE FORMAT TO USE?

There is no universal image format that is best for all scenarios. Every type of image format has their own advantages and disadvantages. Here's a summary of each formats best uses.



WEB GRAPHICS
Probably the most web friendly image format there is. JPEG is great
for images when you need to keep the size small, such as when you
need to upload it online. If you don't mind compromising the quality
of the image a bit, use JPEG.



WEB GRAPHICS / ANIMATION / CLIP ART Out of the three formats (GIF, JPEG & PNG) GIF is the worst choice for web graphics, although file sizes are very small, and they load very fast. Plus, if you want to add animation effects, use GIF. Also great for Clip art.

he best and only choice for professionals when images are d for print. Its ability to read CMYK and YcbCr color, plus its o store such high pixel intensity makes it the only choice for rs, photographers and publishers.

PNG

WEB GRAPHICS / LOGOS & LINE ART PNGs are great for web graphics. If you want to keep the size small, but still retain the image quality, use PNG. Also if you want to use transparencies, the PNG is the format for you.





Black & White Prints	Business Cards (includes layout)
Standard Paper	250 cards\$10.00
8.5x11 single sided\$0.05	500 cards\$12.00
double sided\$0.06	750 cards\$16.00
8.5x14 single sided\$0.05	1000 cards\$18.00
double sided\$0.06	
11x17 single sided\$0.08	Carbonless Paper (per set)
double sided\$0.10	2 part\$0.07
12x18 single sided\$0.09	3 part\$0.08
double sided\$0.11	4 part\$0.12
Cardstock/Cover Paper	Letterhead (minimum 500 sheets)
8.5x11 single sided\$0.06	Black ink\$0.07
double sided\$0.07	Color ink\$0.11
8.5x14 single sided\$0.06	
double sided\$0.07	Envelopes with Black Ink (per envelope)
11x17 single sided\$0.10	A-7 Invitations (min. 250)\$0.06
double sided\$0.12	#10 White (min. 500)\$0.04
12x18 single sided\$0.12	#10 White w/window (min. 500)\$0.04
double sided\$0.14	
	Envelopes with Color Ink (per envelope)
Color Prints	A-7 Invitations (min. 250)\$0.10
Standard Paper	#10 White (min. 500)\$0.08
8.5x11 single sided\$0.09	#10 White w/window (min. 500)\$0.08
double sided\$0.13	
11x17 single sided\$0.16	Temp ID's with Black ink
double sided\$0.26	(cost per sheet, 8 Temp ID's per sheet)
12x18 single sided\$0.17	White paper\$0.18
double sided\$0.27	Blue, Yellow, or Green paper\$0.29
Cardstock/Cover Paper	Temp ID's with Color ink
8.5x11 single sided\$0.10	(cost per sheet, 8 Temp ID's per sheet)
double sided\$0.15	White paper\$0.22
11x17 single sided\$0.18	Blue, Yellow, or Green paper\$0.33
double sided\$0.28	
12x18 single sided\$0.20	Finishing Services
double sided\$0.30	Staple (per staple)\$0.001
20.000	Fold (per sheet)\$0.001
D .	Comb Binding (per comb)\$0.05
Prices may vary based on	Coil/Spiral Binding (per coil)\$0.12
paper type and complexity of job.	Padding (per pad)\$0.05

### Specialty Printing

Wide Format Printing	
Posters (based on \$1.00 per sqft)	
18x24	\$3.00
24x36	
36x48	\$12.00
Posters for Bond Sign Holders	
(based on \$1.25 per sqft)	
22x28	\$5.35
Banners	
24x48	\$8.00
24x72	
36x72	·
36x96	
	·
Paper Options (per sqft)         WallFlair Removable Fabric	\$1.50
WallFlair Removable Vinyl	
Clear Vinyl (w/o white ink)	
Clear Vinyl (w/white ink)	
Glossy Vinyl	
Matte Vinyl	
Colored Vinyl (no print)	
Clear Static Cling (w/o white ink)	
Clear Static Cling (w/ white ink)	
White Static Cling	
Clear View Window (w/o white ink)	
Clear View Window (w/ white ink)	
Glossy Banner	
Light-Weight Banner	
Back-lit Film	
Glossy Canvas	\$2.00
Satin Canvas	
Glossy Sticker	\$1.25
Glossy Photo	
Matte Paper	
Glossy Paper	
TriSolv Premium Paper (Semi-Glossy)	\$1.25

### Die-Cut Paper

(Additional sizes available upon request)

### Door Hangers (per sheet)

Tear	Resistant	White	Paper

2 3/4" x 5 1/2" (6 up)	\$1.04
3 2/3" x 8 1/2" (3 up)	\$1.65
4 1/4" x 11" (2 up)	\$1.65

### **White Gloss Paper**

4	1/8"	x 1	1" (4)	up)	 	 	 .\$0.38	3
4	1/2"	x 8	1/2"	(6 up)	 	 	 \$0.38	8

### White or Colored Cardstock

4 1/4" x 11" (4 up)	\$0.31
3 2/3" x 8 1/2" (6 up)	\$0.31

### Table Tents (per sheet) Note Size of Tent

3 3/4" x 4 1/4" (2 up)	\$0.22
3 3/4" x 8 1/2" (1 up)	\$0.22
5" x 4 1/4" (2 up)	\$0.30
5" x 8 1/2" (1 up)	\$0.30

### Tickets (per sheet) Note Size of Ticket

2 1/8" x 5	1/2" (8 up)	\$0.71
2 3/4" x 8	1/2" (4 up)	\$0.68

### Specialty Papers (per sheet)

12 x	18	Weatherproof	\$1.63
12 x	18	Weatherproof Stickers	\$1.36

Pricing on both pages is for estimating purposes only!

### The Print Shop does not give quotes.

All prices given are estimates. Final price will be determined after job has been completed.

### Prices as of January 2023

For samples, please contact the Printing Department











"The invention of the printing press was one of the most important events in human history."

**Ha-Joon Chang** 

"Education is the most powerful weapon which you can use to change the world."

Nelson Mandela

"Design is thinking made visual."

— Saul Bass

"Change is the law of life and those who look only to the past or present are certain to miss the future."

— John F. Kennedy

"If you drop a book into the toilet, you can fish it out, dry it off and read that book. But if you drop your Kindle in the toilet, you're pretty well done."

- Stephen King