



STYLE IT UP

ADDING DIGITAL EFFECTS TO YOUR WORK



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What sets you apart
from everyone else?

IT'S
YOUR **STYLE**

ADDING YOUR FAVORITE KICKS
OR A PAIR OF EARRINGS
**MAKES YOU
UNIQUELY YOU.**





Want to make your work stand out in the crowd? Dress it up with digital effects. It's easy to do and will give your designs that extra push to go from "MEH" to

"OH YEAH!"

Not sure what to do? We'll show you how. Setting up the files for digital effects is easy. Once you've tackled it, you can start impressing everyone with spot UV, foils, white toner—the sky and your potential profits are the limit!

DIGITAL EFFECTS BASICS

It's just what it sounds like—the digital application of special effects.

They can be single or combined for even more awesomeness and, like your favorite sweatshirt, they are really good for layering, so you can add tactile effects to your work.

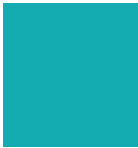
And if you want to get super personal (because this is a digital process) everything can be done with variable data too.





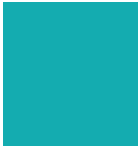


TYPES OF DIGITAL EFFECTS



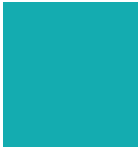
Spot UV

Add shine and thickness to a single section, multiple sections, or even create raised patterns. Possibilities are only limited by your imagination. The effect is achieved by applying a glossy coating that is then cured by ultraviolet (UV) light.



Metallic foil

Ooooooh, shiny! Foil techniques used to cost \$\$\$ but thanks to digital, you can now add bling to your work for a fraction of the cost and turnaround time.

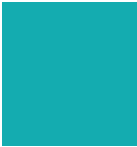


Toner over foil

Shimmering florals. Golden-hued palm prints. It can happen. This effect is achieved by applying one layer of metallic foil then adding second layer of CMYK toner.

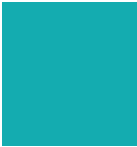


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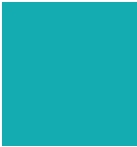
White toner and solids

We can all agree that white over colored paper has an amazing effect. Dark paper stock is the trend of the moment. Push the boundaries even further by layering the effects of white solids + process color or dark paper + white + foil. The combinations are endless.



Clear toner

This stuff does double duty. It can add a silky finish or gloss effect and also add a scratch resistant protective coating.



Spot colors

Anyone who works with brands and packaging knows that spot color accuracy is essential but difficult reproduce authentically with CMYK toners and ink. CMYK + spot color = happy brand owners.

DESIGN CONSIDERATIONS

Kind of like planning your outfit around your favorite jacket... when you know you're going to be using digital effects in your design, it's best to work backwards.

Here are a few things to keep in mind as you get ready to work on your design:



Ask your printer before you get started!

Find out their capabilities, requirements, and preferences. They often have great and love to be included in the creative process.



Determine your _____ with paper stock.

Some digital applications are designed for coated gloss or coated dull stock only.



Like accessorizing, when it comes to spot UV and foil, **less is more.**



You aren't limited to silver and gold foil. Get creative.



Vector art is generally the best place for foil rather than applying it within images where it tends to get lost.



Avoid extensive use of foil in text. It reflects too much light and is difficult to read.



Keep dimensional varnish and foil effects away from folds. It's a waste of a perfectly good design and money.

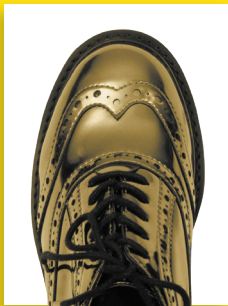


FILE PREP: THINK AND WORK IN LAYERS

Layers are critical in keeping you organized, AND in providing your printer the files they need to give you what you want.

Start by thinking about what it will look and feel like, then count up the number of elements you want to add. That's the number of effect layers you'll need e.g. CMYK printed image + foil + spot UV thickness = 3.

For each of these layers, you will contain all the information needed for that particular effect.



FILE PREP: SETTING UP AN EFFECT LAYER

1

Create a new layer. Give it an appropriate name for the effect you're trying to achieve, e.g. rose gold.

2

Create a spot color swatch from the swatch panel. Go to the swatch panel. Select **Create New Swatch** and give it the name you've selected. Make sure you've selected Spot Color as the color type. Even though your desired color is rose gold, you're going to want to pick something with **HIGH VISIBILITY** to stand out against your design.

3

Select the text or objects that this effect will be applied to and apply the swatch color.

4

Save and repeat steps 1-4 for any other effects.

FINISH UP: SENDING YOUR FILE TO THE PRINTER

Typically, you could just send off a PDF to your printer and be done with it, but with effects the process is a bit more nuanced.

If you're going to send a PDF containing separate print layers, you'll want to use a ***High Quality Print Preset***, but in the ***Export Adobe PDF*** dialog box, be sure to change ***Compatibility*** to ***Acrobat 6 (PDF 1.5)***. The PDF 1.5 specification will support everything that is needed for print production, including the layers.



Your best bet is to send along the native files as well. When supplying native files, it's important to supply ALL of the files including fonts, images, vector art, etc. In InDesign, there is a **File > Package** menu option that automatically collects all the linked files together into one folder and along with a PDF file. Zip it up and send it off to the printer.

The bottom line with sending files is to always check with your printer on how they would like to receive files. Most will probably appreciate having both the native files AND a PDF file.



Digital print technology is constantly changing, and that means there can only be more awesome things to come. Now that you see how easy it is to set up a file for digital enhancements, you can push the boundaries of style and start adding special effects to your work.

Learn more about troubleshooting files, color management, industry certifications, and more at the Printing Industries of America iLearning Center. **www.printing.org/ilearning**



Search printers in your area to see who has digital effects capabilities. Visit **www.printaccess.com** today!



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