



## Output Files from QuarkXpress 7 for Prinergy and Prinergy Evo

This technical bulletin describes the best practices for outputting from *QuarkXPress 7* software, and highlights some of *Kodak's* testing observations with *Kodak Prinergy 3.1* software.

### What's New in QuarkXpress 7?

- **Transparency:** *QuarkXPress* now has the ability to create transparent-looking effects like drop shadows and knock-backs. When outputting PDF files from *QuarkXPress*, the transparency is flattened to PDF 1.3. There is no native PDF 1.4 transparency output from *QuarkXPress*.
- **TrimBox:** In *QuarkXpress 6.5*, TrimBox information was only interpreted from *Adobe PostScript* output fed into *Prinergy*; PDF files did not have TrimBox information. With *QuarkXpress 7*, TrimBox information is now correct for both *PostScript* and PDF output.
- **Blends:** In *QuarkXpress 6.5*, blend objects were represented as a series of many small adjacent boxes, which could sometimes result in banding on high-resolution output. With *QuarkXpress 7*, blends are represented as a single high quality shading object.
- **PDF/X-1 and PDF/X-3:** *QuarkXpress 7* now lets you output PDF files with PDF/X-1 or PDF/X-3 certification.
- **Color control:** *QuarkXpress 7* allows users to set up *Color Setups*:
  - The Input setups allow you to specify source profiles
  - The Output profile includes characteristics such as mode (Composite, Separated), model (DeviceN, etc.), and the ICC profile to apply (example, Generic Quark CMYK, or U.S. Web Coated SWOP) v2).Once defined, these Color Setups can be specified on the Output Style's Color pane.
- **Job Jackets/JDF:** *QuarkXpress 7* provides Job Jackets, which can constrain the document's attributes right at the design stage, and then be exported for use by other applications.

### Creating PDF and PostScript Files

- **PDF or PS Output?** In previous versions of *QuarkXpress*, there were clear benefits to using *PostScript* output rather than Quark's PDF output. With *QuarkXpress 7*, these distinctions are less clear; in most cases, PDF output is as good as *PostScript* output.

However, there have been a few rare cases noted, where PS output can give a better final result than the PDF output. In the following situations, run equivalent PS through *Prinergy* to yield better results:

- When placing a PSD file with an alpha mask



- When transparency interacting with a placed PDF results in medium-quality JPEG compressed images
- **Output Style presets:** As with previous versions of *QuarkXpress*, it is possible to set up Output Styles to make it easier to help output a certain style of PDF or PS file (example, fat composite or thin separated). Access Output Styles from the Edit menu in *QuarkXpress*.
- **Recommended settings:** The following settings worked well in testing:
  - **Verification dropdown:** Set as desired. In testing None, PDF/X-1 and PDF/X-3 worked well.
  - **Pages, Metadata, Hyperlinks tabs:** Set as desired
  - **Compression tab:**  
Color and Grayscale images: Compression = Automatic, Resolution = 300  
Monochrome Images: Compression = CCITT G4, Resolution = keep  
Compress Text and Line Art = on.
  - **Color tab:** Mode = Composite, Setup = Composite CMYK and Spot, or a similar DeviceN Color Setup. (Access Color Setups in *QuarkXpress* by clicking Edit > Color Setups > Output.)
  - **Fonts tab:** Download all fonts = on
  - **Marks tab:** Registration marks mode = Set as desired
  - **Bleed tab:** Set as desired
  - **Transparency tab:** Transparency flattening resolution: 300, Ignore transparency flattening = off (very important)

Higher settings, such as 600 dpi, may be appropriate if the quality of the job demands. For example, if small text in a placed image interacts with transparency. If so, note there are two approaches: Create 600 dpi rendered transparency from *QuarkXpress*, and

- a. Let *Prinergy* downsample the 600 dpi image down to 300 dpi. (The 300 dpi antialiased result will render better than the 300 dpi you would get directly from *QuarkXpress*.) Or:
  - b. Don't let *Prinergy* downsample in the Optimize pane, but simply retain the 600 dpi resolution from *QuarkXpress*. This approach will yield the highest quality.
- **OPI tab:** Set as desired. For thin workflow, set OPI Active = on, TIFF Include Images = off, low resolution = off, EPS Include Images = off
  - **JDF tab:** Set as desired.

## To output a PDF file

- Open the document, click **File > Export > Layout as PDF**, and select the appropriate PDF style you want to use.

## To output a PS file

Quark recommends using the "File > Export > Layout as PDF" method of creating PS, rather than the traditional "Print" dialog.

- Open the document, click **Preferences > PDF > Create PostScript file for Later Distilling**, and then click **File > Export > Layout as PDF**.



## Known Issues and Observations

### Transparency

- When flattening, *QuarkXpress 7* will often rasterize objects that are below a transparent object. For example, transparency over a vector EPS file will result in a rasterized version of the vector data with the visual effect of the transparency. Because of this, for placed EPS files with very fine features, such as small text, it may be advisable to increase Quark's flattening resolution (in the Output Style).
- Use of transparency plus artificial font styles (artificial bold, italic, outline, shadow) will sometimes not result in the correct output. *QuarkXpress 7* will warn you about this when outputting the page.
- Use of transparency with overprints (set in Quark, or in placed EPS files) does not work; the overprint objects will often disappear or knockout on output when there is a transparent object on top of them.

### OPI and transparency

- TIFF and EPS: OPI seems to work well with transparency when using bitmap-based images (TIFF, raster EPS). When an image interacts with transparency, *QuarkXpress* will render the effected portion of the image with its transparency effect using the highest resolution data available to it. It will place the rendered version of the image on top of the OPI placement, so when you trigger OPI, it places the unaffected image below the effected portion of the image.
- FPO/proxies, DCS: The above approach does not work for file formats with low-resolution previews, such as FPOs/proxies and DCSs. *QuarkXpress* will render the transparent effect using the low-resolution preview in the FPO and DCS, since the high-resolution data is not available to it. These image types will be low-resolution in areas where they interact with transparency, even after high-resolution OPI swap has taken place.
- Vector EPS files work with OPI, but will be rasterized in areas where they interact with transparency.

### Placed PDF files

- As with previous versions of *QuarkXpress*, placing PDF files will often not work correctly. Objects inside the PDF that use overprints or native unflattened PDF 1.4 transparency will often not output correctly from *QuarkXpress*. If you need to retain overprints and transparency effects of a PDF file to be placed, open the PDF in *Acrobat*, save EPS out, and then place the EPS file, rather than PDF, in *QuarkXpress*.
- Interestingly, placing a large transparent object over the PDF files will force *QuarkXpress'* flattener to rasterize the PDF, often with much better results.

### Color recommendations

- Using a DeviceN Color Setup, such as "Composite CMYK and Spot" is recommended when dealing with spot colors. However, this setting will convert LAB and RGB images to CMYK. If it is important to preserve LAB and RGB images in their original color spaces, select "As Is" output.

### Colorized TIFFs

- Colorized TIFFs used with OPI result in lost background color.



- Multi-ink colorized TIFFs do not output correctly; in a fat workflow, they are missing from the final PDF; in a thin workflow, they are converted to CMYK on thin PDF output, or are colored incorrectly in thin PS output.

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