

How to submit a job?

Navigate to facilities.sdsu.edu and scroll to the bottom of the page.

Find the “Our Services” link grid and click on the box that says “Reprographic Services”.

Locate the “PDF Job Ticket” box and open the editable PDF. Enter all relevant information as well as any additional notes for the order.

Once it is complete, click the red “Submit Form” button.

The form is titled "SDSU Reprographic Services" and includes the address "5555 Canyon Blvd Drive | San Diego, CA 92182-8520 | 619-594-4521 | repro@sdsu.edu". It is divided into several sections: "CLIENT INFORMATION" (Department, Oracle #, P.O. #, Contact Name, Telephone, Email), "SHIPPING INFORMATION" (Deliver To, Building, Room #, Mail Code, Other Shipping Address), "JOB DESCRIPTION" (Quantity, Title/Description, Item 1-4, Special Instructions, Artwork supplied via, Proofs), "PAPER" (Stock Description, Final Print Size, Folded Size), "BINDERY" (Fold Size, Drill, Staple, Holes, Bindery Options), and "INK COLORS" (Full Color, Black & White, Other). There are "CLEAR FORM" and "SUBMIT FORM" buttons at the bottom right.

How long will it take for you to complete my order?

Every job is different. Let us know when you need your job completed and we'll let you know if it can be done. We ask you to give us 5-7 business days from final proof approval.

How do I submit my artwork?

Files can be emailed to repro@sdsu.edu if the files are smaller than 15MB. Files larger than 15MB can be uploaded to your Google Drive and the link can be shared with repro@sdsu.edu.

Please note: All artwork must follow SDSU branding guidelines. See brand.sdsu.edu for more details.

ORDER PROCESS

SUBMIT JOB TICKET

1

Fill out the editable PDF with all the information relating to your order.

SEND ARTWORK TO REPRO@SDSU.EDU

2

Artwork should be sent as a Press Quality PDF with bleeds and no crop marks.

PROOF

3

We will send a PDF proof for you to approve. With your approval, the job will be put into production.

DELIVERY

4

Your order will be delivered to you once it is complete.

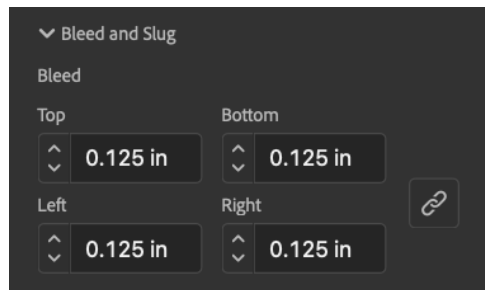
How do I add bleeds to my file?

If your file contains a background color or a design that extends to the end of the page, your file needs bleeds.

ADOBE INDESIGN/ILLUSTRATOR

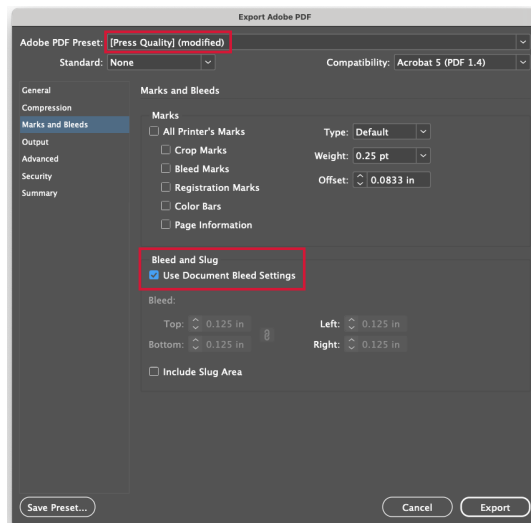
DOCUMENT SETUP

When setting up your document, add a 0.125 inch bleed. This will add a border around your artboard to which you must extend your design.



EXPORTING YOUR DOCUMENT

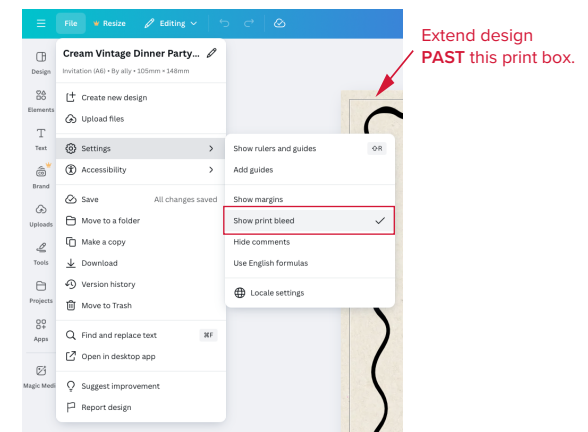
Export your document as an Adobe PDF, and select [Press Quality] as the preset. Next, navigate to the Marks and Bleeds tab and check the “Use Document Bleed Settings” box. Export the file.



CANVA

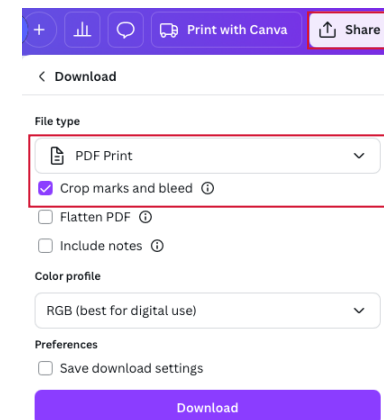
DOCUMENT SETUP

Once you choose your template, navigate to File > Settings > Show Print Bleed. This will add a box showing the print area, and you must extend your design past this box.



EXPORTING YOUR DOCUMENT

Find the Share button on the top right corner to open up the download menu. Select PDF Print and check the box for Crop Marks and Bleed. If you have Canva Pro, change the color profile to CMYK.



When should I use 100% black, rich/true black, and registration?

Standard black and rich black may look the same on a screen – but not in print. Please use this guide to ensure you use the right color for your design.

For backgrounds and large solid areas of black, use rich black.

Rich Black
C: 40%
M: 10%
Y: 10%
K: 100%

Rich black provides greater depth, richness, and a “fuller” appearance. The added colors prevent the black from appearing translucent or washed out.

For body text and small details, use 100% black.

100% Black
C: 0%
M: 0%
Y: 0%
K: 100%

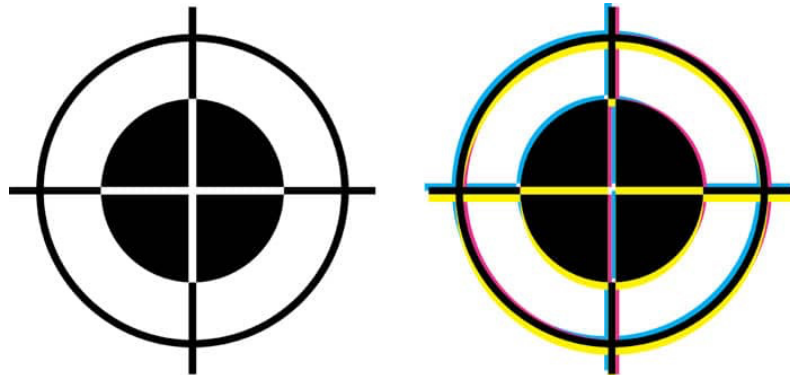
100% Black (K)

Rich Black (CMYK)

Aa Aa

“Ghosting” can occur when using rich black for lettering.

REGISTRATION



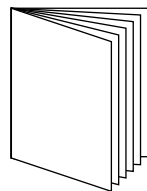
Registration is used for crop marks, trim marks, and registration marks. Using all ink colors helps printers align the different ink plates during the printing process.

This black should be avoided in artwork, as this much ink will saturate the paper it's printed on, bleed into the paper, take too long to dry, and will likely smudge.

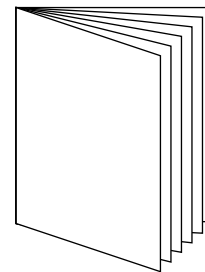
Sizing

Below are the most common sizes for Catalogs & Booklets, Brochures, and Postcards. These are guidelines, not limitations.

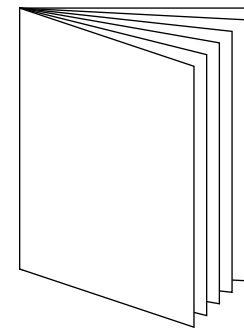
CATALOGS & BOOKLETS



5 1/2" x 8 1/2"

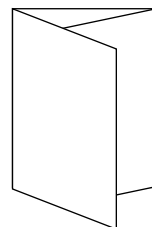


8 1/2" x 11"

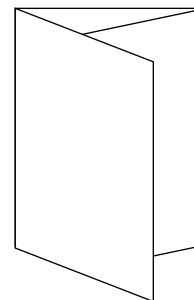


11" x 17"

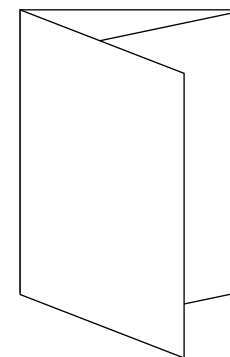
BROCHURES



8 1/2" x 11"



8 1/2" x 14"



11" x 17"

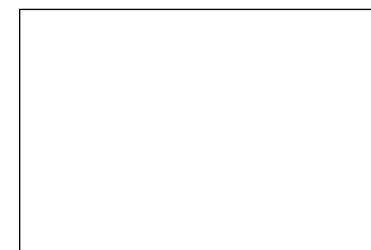
POSTCARDS



4" x 6"



5" x 7"



5 1/2" x 8 1/2"

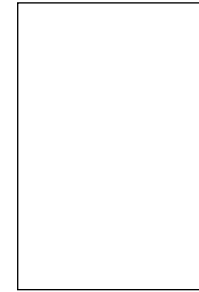
Posters

Posters can be mounted on foam core (interior) or Coraplast (exterior).

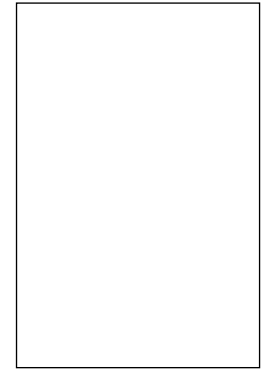
Optional gloss lamination can be applied.



11" x 17"



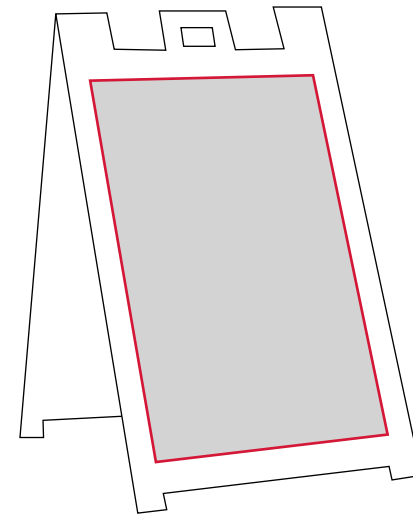
18" x 24"



24" x 36"

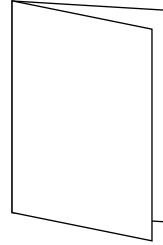
A-Frames

24" x 36" is a standard size for A-Frame faces.

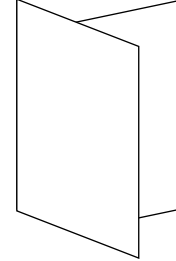


24" x 36"

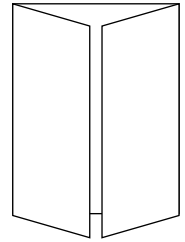
Folding Options



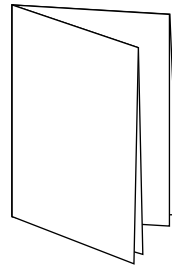
1/2 Fold



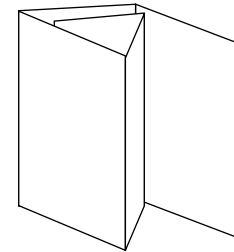
Letter/Brochure Fold



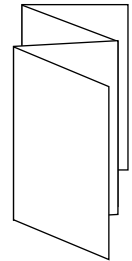
Gate Fold



Right Angle Fold



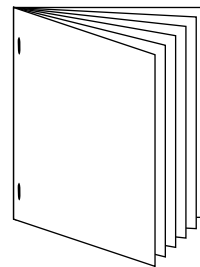
Barrel Fold



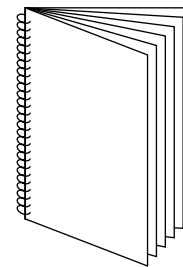
Accordion Fold

Binding Options

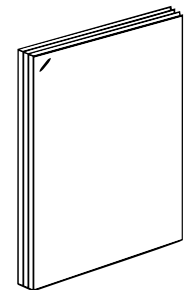
Saddle stitch binding must be in multiples of 4 pages, and less than 60 total pages.



Saddle Stitch



Coil Bind



Upper Left Staple

Glossary

General Printing Terms

Bleed – Printing that extends beyond the trim edge of the page, ensuring no unprinted edges when trimmed.

Trim Size – The final size of a printed piece after cutting.

Crop Marks – Lines printed outside the trim area showing where the piece should be cut.

Imposition – Arrangement of pages on a printer's sheet so they fold and trim in the correct order.

Registration – Alignment of multiple colors or printing plates.

Proof – A sample print used for approval before the full run.

Run – A single print job (e.g., “print run of 5,000 brochures”).

Paper & Substrates

Stock – The paper or material being printed on.

Coated Paper – Paper with a smooth finish (gloss, silk, matte).

Uncoated Paper – Paper without coating; more porous and natural looking.

Cover Stock – Heavier weight paper used for covers.

Bond Paper – Standard office/printer paper.

Color & Ink

CMYK – Cyan, Magenta, Yellow, Black; standard process colors for full-color printing.

Pantone (PMS) – A standardized color matching system for spot colors.

RGB – Red, Green, Blue; digital screen color model, not for print.

Printing Processes

Offset Printing – Traditional lithographic printing using plates and ink transferred via a rubber blanket.

Digital Printing – Direct-to-paper printing without plates; good for short runs.

Letterpress – Relief printing method pressing inked raised surfaces into paper.

Wide-format – Digital printing on oversized media; used for large banners, posters, murals, and signs

Finishing & Binding

Die-Cut – Custom shapes cut out of printed materials.

Foil Stamping – Applying metallic or colored foil with heat and pressure.

Lamination – Applying a plastic coating for durability.

UV Coating – A high-gloss or matte finish cured with ultraviolet light.

Saddle Stitching – Binding with staples through the fold.

Perfect Binding – Gluing pages to a spine, as in paperback books.

Spiral Binding – Using a wire or plastic coil to bind pages.

Technical & Prepress

DPI (Dots per Inch) – Resolution of printed images.

PPI (Pixels per Inch) – Resolution of digital images before printing.

Vector – Graphics defined mathematically, scalable without losing quality.

Raster – Pixel-based images (JPEG, PNG, TIFF).

Rich Black – A deep black made by adding CMY inks to black.

Preflight – Checking digital files for errors before printing.