

[illegible]

must
Print re
100% M
100% Y



- Artwork overlays out of fit see original artwork.

CHECK REGISTER!

AVOIDING AMBIGUOUS INSTRUCTIONS

time-consuming. It is not always necessary for a reproff to be proofed in the same way as the first proof. For example, the first proof may be a wet proof of which several sets have been done, but a Cromalin may suffice for the reproff and will be cheaper. If the change concerns only size or position and not colour, then the reproff can be an ozalid.

see
transparency

This type of instruction is not so much ambiguous as non-committal. As much as possible the designer should always specify what is actually *wrong* with the proof. To say "See transparency" without any qualifications is simply sloppy.

improve quality

Another woolly instruction which will have the repro house wondering what the designer means—is the instruction referring to the films not matching, the colour density not being right or one of all of the colours being overdone?

look's too warm

Does the designer mean the proof looks too magenta or too yellow?

you haven't
caught the mood
of this shot

An instruction guaranteed to irritate. The scanner operator does not have a "mood" button. The operator will have matched the transparency unless a specific other instruction was given on the layout.

make greener

What colour green is greener?
With this instruction does the
designer mean emerald green

green, bottle green, leaf green... This type of ambiguity can occur with any colour.

HOW TO CHECK COLOUR PROOFS

- Black tint too
shadows look check against
dark. Please pages to make
other pages to make
consistent

brighter
colours

This instruction is not specific enough; does the designer mean lighten the colours, add more colour or improve contrast?

—improve
magenta

If the designer gives this instruction on a colour proof the repro house is left wondering whether the instruction is to minus magenta or improve magenta. The ambiguity lies in the fact that a handwritten minus sign can be mistaken for a dash.