

Experience

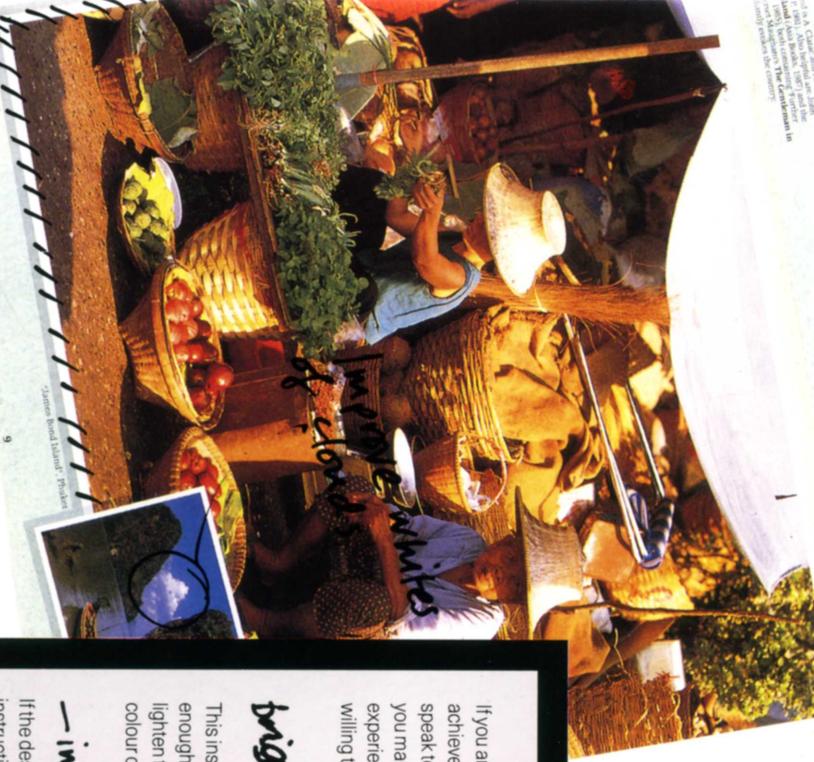
Travel Information

Prattner, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.



CHECK REGISTER!

Artwork overlays out of fit see original artwork.



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

AVOIDING AMBIGUOUS INSTRUCTIONS

See transparency
If you are not sure how to achieve the result you want, speak to the repro house before you mark up the proof. If you lack experience they will be very willing to help you.

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.

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 or all of the colours being overdone?

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

Make greener
What colour green is greener? With this instruction does the designer mean emerald green, pea green, lime green, sage green, bottle green, leaf green...?

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.