



PROOFING

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PROOFING

At each stage of production proofs provide a method of ensuring text and illustrations are correct on the page.

Proofs also provide a record for the pre-press supplier or printer of what to expect from the files. Colour is the most difficult information to proof because of the variations across different media. Proofing at each stage not only ensures the best results but also keeps costs down. Correcting mistakes early in the pre-press process can be relatively inexpensive. Corrections made late in the process can require repetition of several stages of work, at a significant cost.

For example if literal errors occur on a laserproof before delivering files to the pre-press service, it can be corrected in minutes at very little cost. Correcting that same mistake on imposed film could cost hundreds of pounds.

Contract Proof

For jobs that include process colour, printers usually require an approved contract proof, which shows the colours which are expected on the press. Examples of contract proofs are: Agfaproof, Cromalin and Matchprint.



Black and White Laserwriter



Digital Colour printer

Types of Proofs

Black and White Laser Proof

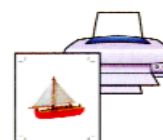
Postscript laser proofs should provide the same results as an imagesetter output, but at a lower resolution. Colours can be printed as a composite grey or separations.

Digital Colour Proofs

High end digital proofs manufactured by Kodak, Imation and other companies, meet industry colour standards. They use a variety of technologies to produce a composite CMYK image. Some systems can simulate the dot structure expected on final film.

Inkjet Printers

Postscript inkjet printers when used with colour management systems may provide a fairly close match to press colour. Differences in dyes or pigments and postscript interpreters can cause differences between proof and the film output.



Inkjet Printer

Contract Proofs

Sometimes referred to as laminate proofs. They are created by exposing the film separations for a job in contact with cyan, magenta, yellow and black proofing film and laminating the resulting colour sheets onto a single sheet of substrate.



Contract Proofing Equipment

Press Proofs

Plates are produced from the films and as the name implies, press proofs are run on a printing press. Using the same inks and paper that will be used in the final printed job. This is the most expensive method of proofing and changes at this stage are very costly.

PROOF READING

The term 'proof' means to prove that the copy or document is correct. Read the document in a critical and detached manner, avoid becoming interested in the subject matter. Use a green pen which clearly shows against the text and illustrations. Give special care to words set in capitals, since these are more difficult to read than lowercase.

Draw an imaginary line through the centre of the page and place corrections either side of the line. All readers' marks are symbols - no words are used. The symbols conform to the British Standard 5261 and are internationally recognised in Europe. All symbols occur in pairs, one is placed in the margin and the other in the text. The most common symbol used in the text is a caret mark (\wedge), this indicates omission of a character.

A copyholder maybe used for large amounts of copy. The reader will have the copy read to him by a copyholder. Today this has been superseded by using a tape-recorder. After a proof has been read, it should be signed and dated by the reader. If the words 'show revise' are added this indicates that another proof must be submitted to the reader after the corrections have been made. It is normally written when there is a large amount of corrections or if the copy is of a technical nature.

Give the proof a minimum of 2 readings:

- (1) *To check all obvious errors:*
 - Wrong spelling
 - Keyboard errors
 - Deviations from the house style

- (2) *For the purpose of ensuring proof and copy agree:*
 - Typeface
 - Point size
 - Line length

Proof Reading Project

On the next 4 pages is a proof reading exercise

- 1st Page: Original copy

- 2nd Page: Page with errors - *mark errors using symbols from Proof Readers' Marks*

- 3rd Page: Proof Readers' Marks

- 4th Page: Proof Readers' Marks

The History of Printed Communications is the History of Civilisation

ORIGINAL COPY

From the time man first came upon the earth he has had an insatiable need to communicate to others what he thinks. Doubtless he began this communication with gestures, then simple sounds. With these, though, he was necessarily limited to dealing with his contemporaries. It was not until he discovered the means to share his knowledge with his posterity that he can be said to have advanced. How long a time there was between speaking and writing we do not know. The earliest known written evidence are the drawings on the walls of the Altamira caverns near Santander, Spain. Discovered in 1879, these drawings are estimated to be some 30,000 years old. For us they represent man's first attempt to describe to succeeding generations the things he saw.

This was a major stage in the development of Man's most remarkable talent, his ability to add to the experience of his predecessors.

As Man's experience grew in bulk, it also grew in complexity and abstractness. The early picture-writings, or pictographs, proved inadequate for more than the simplest expressions, and gave way to story-writings, or ideographs.

But still, Man was limited in his ability to express himself in writing as completely as he could with the spoken word. The need was manifest for a means of writing everything he could say. From this came the invention of hieroglyphics by the Egyptians... a system of writing that had become highly sophisticated by approximately 2600 B.C.

The History of Printed Communications is the History of Civilisation

COPY WITH
ERRORS

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COPY PREPARATION

AND PROOF CORRECTION

British Standard 5261 provides an essential list of marks to be used in copy preparation and students should make themselves familiar with this important publication.

MEANING	INSTRUCTION	TEXT MARK	MARGINAL MARK
ACCURACY	Of doubtful accuracy, please verify	BREE-OHsh	⊙/
APOSTROPHE	Insert apostrophe	dogs	ʹ/
BOLD TYPE	Set in bold	Science	≡/
BRACKETS	Insert square brackets	square	[]/
CAPITALS	Set in capital letters	kent	≡/
CENTRE	Centre on measure	ABC	[]/
CLOSE UP	Delete space between letters	rot ary	⊖/
COLON	Insert colon	units	⊖/
	Substitute colon	units	⊖/
COMMA	Insert comma	green	⊖/
	Substitute comma	green	⊖/
DAMAGED TYPE	Imperfect character or image	kin	⊗/
DELETE	Take out unwanted copy	Maye	⊘/
DELETE & CLOSE UP	Take out unwanted copy, close up remainder	preess	⊘/
ELLIPSIS	Insert ellipsis	off!	.../
EM RULE	Insert em rule	copy much	em/
	Insert two em rule	over very	2 ems/
EN RULE	Insert en rule	half em	en/
FULL POINT	Insert full point	reader He	⊙/
	Substitute full point	reader	⊙/
HYPHEN	Insert hyphen	typog	—/
INDENT ONE EM	Indent paragraph, one em of body	Once upon	1 em/
INDENT TWO EMS	Indent paragraph, two ems of body	There was	2 ems/
INFERIOR	Insert inferior letter or numeral	H ₀	½/
	Substitute inferior letter or numeral	H ₂ O	½/
INSERTION	Additional copy to be included	take in copy	⊕/
ITALIC	Set in italic type	fresh	⸀/
LEADERS	Insert leaders (show appropriate dots)	Eggs 2p	⋯/
LEAVE AS PRINTED	Do not make correction here	princess	⊙/
LIGATURE	Use ligature, not separate letters	trifle	Ⓕ/
LOWERCASE	Set in lowercase type	ROSES	≠/
LOWER LINES	Reposition typematter as shown	DESCENDING	⸑/
MOVE LEFT	Reposition copy as shown	verso	⸐/

⊕ at the place marked some additional

MEANING	INSTRUCTION	TEXT MARK	MARGINAL MARK
MOVE RIGHT	Reposition copy as shown (simple)	recto →	5/
MOVE TO NEW POSITION	Reposition copy as shown (complex)	typematter	
NEW PARAGRAPH	Start a new paragraph where shown	set Called	↓ /
NO PARAGRAPH	Fresh paragraph not necessary	face At	2 /
PARENTHESES	Insert curved parentheses	curved	(/) /
QUOTATION MARKS	Insert single quotation marks	Tomorrow	' / ' /
	Insert double quotation marks	Yesterday	" / " /
RAISE LINES	Reposition typematter as shown	ELEVATION	↑ /
ROMAN TYPE	Set in roman type	English	U /
SEMICOLON	Insert semicolon	workshop	;/
	Substitute semicolon	alone	;/
SEPARATE LETTERS	Change ligature to single letters	going	fi /
SMALL CAPITALS	Set in roman small capitals	chapter one	== /
SPACE	Add space between letters where shown	THANKLESS	Y /
	Equal space (between words)	Who are you ?	Y /
	Insert space (between lines)	CANASTA CHESSMEN	⌋ /
	Insert space (between words)	it has	Y /
	Reduce space (between lines)	in the light to do with	→ /
	Equal space (between lines)	COPY PREPARATION British Standard should make themselves the textual and marginal	⌋ /
SPELLOUT	Reduce space (between words)	gold T or T silver	T /
	Change to words, not as copy	10 years	ten /
STRAIGHTEN LINES	Correct horizontal alignment of type	crooked	== /
SUPERIOR	Insert superior letter or numeral	gm	3 /
	Substitute superior letter or numeral	a2 + b2	2 / 3 /
TAKE BACK	Move copy to previous line, or page	was gone	← /
TAKE OVER	Move copy to next line, or page	take over	→ /
TRANSPOSE	Set copy in the correct order	tabletime	⌋ /
VERTICAL ALIGNMENT	Correct vertical alignment	considered not all in	/
WRONG FOUNT	Letter from another typeface, change correctly	imbetuous	⊗ /