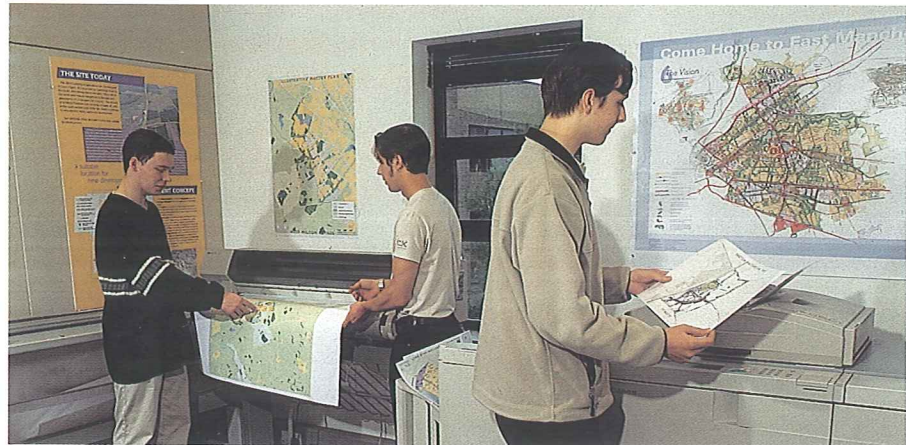# 5.6
Printing in colour

Printing in colour is more complex than modern computer printing technology might suggest. Not only is there a considerable amount of preplanning required but also digital computer files need to be set up correctly to ensure a quality output. Most computer programs will have default print settings. These will need resetting according to the print process (print shops and bureaus will normally advise).

Sensible print planning will normally lead to more economical ways of printing. All involved in the print process should allow enough time for print planning/management and proofing to ensure that they meet the specified deadlines.

Watchpoints

Consideration of the following points affects both cost and turnaround time:

- Page size.

- Number of pages.

- Type of stock and its weight – certain stock is more suited to certain print processes (printers will advise).

- Quantity of print run.

- Quality of print.

- Binding/finishing methods.

- In-house or external printing – external printers have to co-ordinate your requirements with other commitments.