



Print Center & Sign Shop

WebCRD™ Quick Start Guide

VERSION 1.3

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I. Introduction

Welcome

The Rowan University Print Center & Sign Shop is powered by WebCRD—a browser-based print ordering and production application that enables you to quickly and efficiently place and manage your print orders.

In addition to print projects you create on your own, the WebCRD system supports template-based projects (templates coming soon). You can select from a number of different templates, customize them with your department/college logo, add photos and text and send to print. You can even include a mailing list with the file if you'd like a mail merge.



1. Design your print project and save to a PDF* format. Most modern software applications allow saving or exporting to PDF. You can also use the Print Center & Sign Shop's professionally designed templates. Be sure to review your PDF to be sure it looks as you expect before uploading.



2. Login to the Print Center & Sign Shop using your Rowan network username credentials and upload your PDF file to the system or use one of the Print Center & Sign Shop's predesigned templates (subject to availability).



3. Select the print settings and options appropriate for your document.



4. You'll have two options for payment. You may provide a department fund and organization number. For personal projects, you can select Pay at Pickup which allows you to pay for your project when you pickup. The Print Center & Sign Shop accepts RowanCard, debit cards, and most major credit cards. ***We cannot accept cash payments.***



5. The Print Center & Sign Shop produces your project with one of our digital printers. When the Print Center & Sign Shop has completed your job, you'll receive an email notification letting you know your project is ready for pickup.



6. You're done! You can now relax and enjoy knowing that you likely saved the day.

*PDF format preferred and recommended, other file formats accepted. See page 11 for proper PDF settings.



2. Supported document formats

Why a PDF is always best

Lots of software applications allow you to create documents to print, but the end result depends on the elements that you use (fonts, photos, charts, special effects, etc.) and how they work together in the file. A PDF file allows you to “lock” all of the elements into place so they don’t shift or change when you send the document to someone else. Creating a PDF with just a couple of clicks (see p. 11) will save you the surprise of having a typeface change or losing a photograph (and other problems) and reduce the chance of delaying your print job to fix the file.

I. Acceptable file formats for documents

The Print Center & Sign Shop can accept and print the following file formats through our online print ordering system:

**.docx, .doc, .pptx, .ppt, .pub,
.xlsx, .xls and .pdf**

II. Acceptable file formats for photos

The Print Center & Sign Shop can accept and print the following file formats for printing from digital images and scanned photos:

.tiff, .jpg

III. Unacceptable file formats

The Print Center & Sign Shop cannot accept native-application files and compression formats including the following:

**.ai, .cad, .cdr, .dmg, .dpe, .eps,
.epub, .html, .indd, .idml, .pages, .ppp,
.png, .psd, .rar, .sit, .sitx, .spub,
.tar, .tgz, and others**

PDF
PREFERRED!

YOUR BEST OPTION!

Most Mac and PC applications have an option to “save as” or “export” to the PDF format

DOCX	DOC	PPTX	PPT
Microsoft Word		Microsoft Powerpoint	
XLSX	XLS	TIFF	JPG
Microsoft Excel		image/photo file	
PUB	THESE ARE ACCEPTABLE FILE FORMATS, BUT NOT IDEAL		
Microsoft Publisher			



TIP!

Most Microsoft applications including Publisher allow you to save or export your document to the PDF format.



TIP!

See page 11 for proper PDF export settings for the Print Center & Sign Shop.



3. Login/logout

I. Logging in to the Print Center & Sign Shop's website

1. The new system uses your existing Rowan credentials for login—for both employees and students—so you can start using it without creating a new account.
2. Guests and vendors may access the site by creating an account that will enable them to submit jobs to be purchased with a credit card or RowanCard funds.

IMPORTANT!

3. **When you first login**, be sure to click “My Account” in the gold bar at the top of each page or in your toolbox on the side of the ordering upload page. The My Account page allows you to set your default shipping and billing information (including your FOPAL number), preferred email notification settings and default print options for future orders. *You must complete this section before you place an order. If you don't, you'll receive an error notification and won't be able to continue.*

II. Login

1. Visit rowan.edu/printcenter in your favorite web browser.

NOTE The Print Center & Sign Shop's WebCRD application works well with most browsers. You may receive a message that your current browser (or browser version) is not supported or certified and the main login page is not displayed. However, you may continue to use WebCRD with this browser. This notification may occur if your browser accepts automatic updates.

2. Type your Rowan Network username and password, and then click the login button. The ordering page is displayed (for new users); or for returning users, the last WebCRD page you used is displayed (such as ordering, approval, production, etc.).

NOTE If your account is missing any required contact information, you will be prompted to fill in the information before continuing.

III. Logout

Because access to the Print Center & Sign Shop's website uses your Rowan University credentials (Rowan Network username and password), you should logout after completing your order. Click the logout button in the upper right-hand corner of the title bar at the top of any page to logout of your Print Center & Sign Shop account.

NOTE For security reasons, you will be automatically logged out if there is no activity for approximately 10-15 minutes. In this case, you may be required to login again and possibly reconfigure your print settings, even if you already had a file in your cart.

For your convenience, the WebCRD system will automatically save any items/uploads in your cart should you need to submit at a later time.



4. Online help system

Using online help

The Online Help link in the menu bar at the top of each page will open a new browser window when clicked (or tab, depending on how you configured your browser settings). The help document is context-aware and will change depending on where you are or what you are doing in the system.

1. The online help window shows a topic that explains the current application page (such as the Ordering Home page or the Cart page).
2. Navigate to other topics using the menus at the top of the page or the links in the side menu.
3. Search for information by typing search terms into the search bar, and then clicking the Search button.

NOTE If the search term contains multiple words, enclose it in double quotes (for example, “proxy order”). If you specify multiple words without double quotes, each word is considered a separate search term and results include topics with any of the search terms.

4. Click the “expand all/collapse all” icon at the top of a topic to expand (show) or collapse (hide) all text in the topic.
5. Click the print button at the top of a topic to print that topic, or use your standard operating system and browser commands (such as File > Print or Command+P (Control+P on a PC)).

NOTE If you plan to print a page, be sure to click the expand all button (if available) to include all hidden text before printing.





5. Uploading/submitting files

I. Upload a file (preferred)

1. On the Ordering homepage, click the “Choose Files” button under the Upload A File section. *See Fig. 1*

2. After the dialog box opens, navigate to the file you want to upload. Select the file and click the Open button.

NOTE For multiple files, use standard selection methods for your computer’s operating system (shift or command click on a Mac or control click on a PC) or select the Multiple Files link under the Choose File button.

3. Click the gold “Go” button to submit your files.

4. You may also add items from previous orders items from My Files or from a Catalog page.

5. The file(s) will be transferred to the Print Center & Sign Shop (please be patient; this may take a few minutes, depending on file size) and your cart page will be displayed.

NOTE If your document is in a native format (Word, PowerPoint, etc.) the WebCRD system will automatically convert your file to a PDF format. This process may require additional time, so please be patient.

6. A digital “soft proof” is immediately available on your Cart page for most uploaded files. Click the small document preview icon in the cart page to review the PDF soft proof.

NOTE You should always review the soft proofs (when available) to confirm no elements shifted when saved (especially when uploading native-application files like Word or PowerPoint).

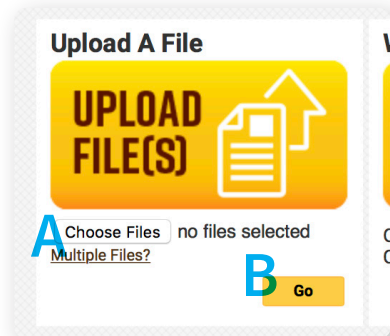
II. Drag and drop method

1. Navigate to the folder on your computer containing the file(s) you want to send to the Print Center & Sign Shop.
2. Select one or more files using the standard multiple file selection method for your computer operating system (shift or command click on a Mac or control click on a PC).
3. Select and drag the file(s) and then drop onto the “Choose Files” button under Upload A File.
4. Click the gold “Go” button to add the file(s) to your cart (please be patient; this may take a few minutes, depending on file sizes).

III. Hard copies and special order item(s)

1. Hard-copy documents are accepted, but not ideal. They must be submitted directly at the Print Center & Sign Shop in Memorial Hall during normal business hours or with a completed submission form.
2. Special-order items can be added to your Print Center & Sign Shop online cart without uploading a corresponding file. Examples include:
 - Hard-copy documents (files that can’t be uploaded but are acceptable for printing/reproducing)
 - Files burned to CD or DVD
 - Files saved to an external media storage system (USB drive, SD card, external hard drive, etc.)

FIG. 1



Upload A File Section

- A. Select “Choose Files” button.” Select the [Multiple Files](#) link for batch uploading.
- B. Select the gold “Go” button to upload your selected file(s) to the Print Center & Sign Shop for production.

6. Using the cart page



Your Cart

Use your cart page to specify an order name (optional), select print options for each item and add shipping and billing information for your order. Each item in your cart is numbered and separated into its own box. Each entry uploaded to the system includes the file name, the number of pages in the document and the document's overall page size (this is automatically calculated).

- A. **CART ITEMS** The number of items in your cart.
- B. **DOCUMENT SPECS** When available, a small thumbnail image of your document will appear in each Item box. Click to download a PDF soft proof. You can easily edit the name of any uploaded file in your cart by clicking the pencil icon next to the item's name.
- C. **PRICE/QUANTITY** The individual unit cost is displayed here. Type the total number of documents you want produced or use the arrows.
- D. **PRINT OPTIONS (important!)** All print options associated with a particular file are listed in the gold dialog box. Click the Preview/Options link or icon to open the full-size, live preview window. The left-hand column lists all of the options for your document, including: Output, Paper, Plex, Covers, Binding, Folding & Punching and Cutting. After previewing and selecting options, approve the document for print by clicking the check box. Click the Add special instructions link if you need to add any comments or instructions.
- E. **SHIPPING INFORMATION** Select your shipping method. Click Add shipping instructions link if needed.
- F. **BILLING INFORMATION** Your Rowan BannerID number should be prepopulated. Click the Add special billing instructions link if needed. If this is a personal project, please indicate payment method. *Sorry, automatic cost estimates are not available at this time. If you'd like an estimate, please request this in the Add special instructions link.*



TIP! Naming your order with an easy-to-remember cart name can be useful if you send a lot of files for production or reorder frequently. Click the blue link directly under the Cart items to add a name.



TIP! Depending on the configuration of your account, some functions of the cart page may be locked or hidden, such as account codes, or Shipping (recipient) and/or Billing information.

7. Placing an order



I. Placing your order

1. After configuring the print options for each item in your cart, select the desired ship date using the pop-up calendar.
NOTE If you have more than one item, the desired ship date will apply to ALL the items in your cart. You can indicate which items require priority processing by clicking the “Add Special Instructions” link for each item.
2. Click the pencil icon to edit the shipping information.
3. Select the shipping method from the drop-down menu.
4. Review the items ordered and double-check the quantities listed.
5. Review the Billing Information section. Enter any account codes (Rowan BannerID, Fund & Org., etc.). If this is a personal project, select payment method from the drop-down menu.
6. For a detailed summary of your order, click the “Order Estimate” amount link.
7. Click “Place Order” to submit your order.

NOTE When you place an order, it will be reviewed and then placed in queue for production. Your PDF files will be screened for technical problems and compliance with the University’s graphic standards. This is a manual process and it is done for each file sent to the Print Center & Sign Shop, so please allow at least 3-5 working days for your job.

8. After you place the order, the “Order Submitted” page is displayed with a detailed order receipt. You may print this page for your records. In addition, you will receive an order receipt via email.



TIP!

Once you place an order, it cannot be modified. If you need to make a change or cancel the order, please contact the Print Center & Sign Shop at 6-4623 immediately.

II. Save your cart without placing an order

1. WebCRD automatically saves changes you make on the Cart page (such as print options, quantities, due dates, etc). Your Cart, with all saved items and selections, is available at any time by clicking the Cart link.
2. You can start a new Cart by clicking Start a New Cart at the bottom of the page. You have the option to save your current Cart (your order is available from the Orders list). If you do not save your current Cart, the order will be canceled.

8. Ordering tips



Here are some helpful tips to keep in mind when designing or sending files for the Print Center & Sign Shop.

Bleeds require larger paper stock

Projects with “bleeds” (a print term that describes a document which has images or elements that touch the edge of the page, extending beyond the trim edge and leaving no white margin) must be printed on a larger sheet of paper and then trimmed. Bleeds can be attractive, but they cost more and add to production time.

For example, an 8.5x11-inch page with bleeds must be printed on the next largest available sheet (typically an 11x17-inch sheet) and then trimmed down to size. If you send an 8.5x11 file with bleeds and select 8.5x11 paper stock, your final printed piece would be considerably smaller than a true letter-sized sheet. Always select a larger sheet than your final size.

Bleeds require crop marks

Crop marks (thin lines placed at the corners of an image, page or layout to indicate where the paper should trim after printing) are required when printing a file with bleeds. Most page layout programs (and even a few word processors) have a way to properly save a document with crop marks and bleeds. Please see your program’s documentation for more information.

Ask questions

Our Print Center & Sign Shop staff is knowledgeable about best practices for saving and sending electronic files, selecting an appropriate paper stock for your projects and cost-saving measures to maximize your print budget. Please ask about your project before you send a file so you can make changes and keep delays and problems to a minimum.

Sometimes, a visit to the Print Center & Sign Shop will be the best way to review a project, select paper stock options and discuss concerns about preparing your files. Please call ahead to schedule your visit.

Mailroom delivery

Please remember, if you select mailroom delivery, it will add a few days to the process. Once a project leaves the Print Center & Sign Shop through campus mail, there’s no way it can be tracked. Only select mailroom delivery if your project is not time-sensitive.



9. Saving to PDF

I. Saving a PDF (your best option for the best results—cut down on surprises in your files and resulting delays)

Microsoft Word (PC/Mac)

File > Save as...

File > Save as Adobe PDF...

Microsoft Excel (PC/Mac)

File > Save as... / File format: PDF

Microsoft Powerpoint (PC/Mac)

File > Save as... / File Format: PDF

Microsoft Publisher (PC only)

File > Export > Create PDF/XPS Document >

Create PDF/XPS / Options: High Quality Printing

Adobe InDesign CC (PC/Mac)

Quick

File > Adobe PDF Preset > [High Quality Print]...

{export PDF options dialog box}

Advanced

File > Export... / Format: PDF (Print) /

{export options dialog box}

Adobe Illustrator CC (PC/Mac)

File > Save as... / Format: Adobe PDF (pdf) /

{export options dialog box}

Adobe Photoshop CC (PC/Mac)

File > Save as... / Format: Photoshop PDF /

{export options dialog box}

10. Saving a Print Center & Sign Shop PDF preset in InDesign



I. Define and save a Print Center & Sign Shop PDF preset for InDesign (advanced)

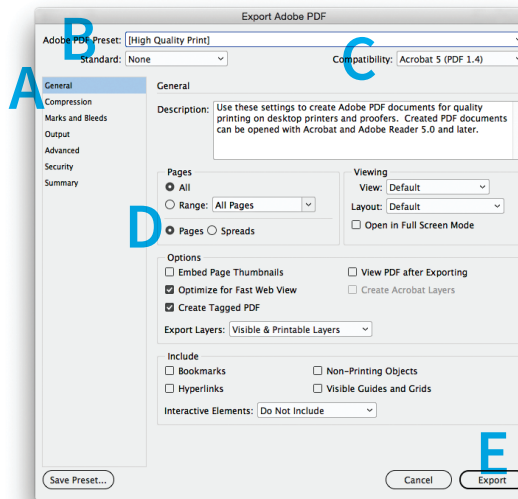
PDF presets provide quick access to standard settings for a specific output. Below are the steps to save a proper PDF preset:

1. File > Export
2. In the “Export” dialog box: select a document name; choose a location to save your document; under Format, select “PDF (Print)” in the drop-down menu. Click the Save button.
3. Next, the “Export Adobe PDF” dialog box will open (fig. 1). In the left-hand menu, a list of options appears (you can ignore the ones below that are crossed out; you won’t need them):

- General
- **Compression, Output, Advanced, Security, Summary** (leave unchanged)
- Marks and Bleeds

4. Under “Adobe PDF Preset:” select [High Quality Print]. Leave all other options as-is.
5. Next, select “Marks and Bleeds” (fig. 2) Under “Marks” check “Crop Marks” and “Page Information”. Under “Bleed and Slug” check “Use Document Bleed Settings” (if you haven’t set up your bleeds do it before exporting: File > Document Setup...) or assign them manually in the boxes. Typically, using .125 inch for all bleeds will be appropriate for most documents.
6. **Important!** Select “Save Preset” before Exporting. Name your preset “Print Center & Sign Shop.” This preset will now be available when exporting your documents.

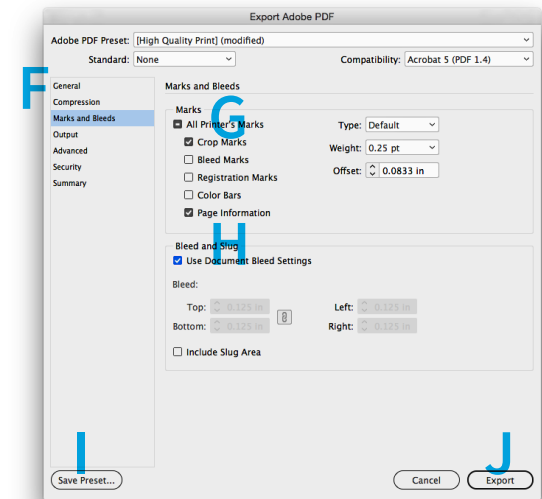
FIG. 1



Export Adobe PDF dialog box

- A. Select “General” (should be the default)
- B. Select the [High Quality Print] preset option. This will be the basis for the Printer Center preset.
- C. Compatibility should be Acrobat 5 (PDF 1.4).
- D. Double-check to see that the radio button has Pages (not spreads) selected.
- E. Click “Export” so the Adobe PDF dialog box opens (see fig. 2).

FIG. 2



Export Adobe PDF dialog box, cont.

- F. Select “Marks and Bleeds” (only if your document has bleeds)
- G. Under “Marks,” check “Crop Marks” and “Page information” only.
- H. Under “Bleed and Slug,” select “Use Document Bleed Settings.”
- I. **Important!** Before you hit the export button, press “Save Preset...”. Name your preset “Print Center & Sign Shop” (or another name that makes sense to you). This preset will now be available when exporting your documents.
- J. Click “Export” to continue saving your document.



NEED HELP WITH YOUR SETTINGS?

Getting the PDF settings right is an important part of the production process—please call 6-4623 if you’re having difficulties with your PDF settings.

11. Frequently asked questions

I. Saving files

Can I store my production PDF files in the Print Center & Sign Shop's WebCRD system?

Unfortunately, no. The Print Center & Sign Shop's dedicated server has a limited amount of space and therefore files will be purged periodically. We suggest you save and backup your files to your network drive for safe-keeping should you need to reprint a file.

Can I save a project in the system, but order at a different time?

Yes, as long as you have placed the production file in your cart. However, the system will periodically purge unordered carts. If that happens, you will need to upload the file again to place the order.

II. Supported file formats

Can I send Microsoft Office files for printing?

Yes, the WebCRD system accepts most Microsoft Office formats except native Publisher documents (.pub), but this is not the best way to send files. To ensure your presentation prints as expected, please save your document in a PDF format to submit.

If you do submit a native-file document, the WebCRD system will automatically convert your native file to PDF for production. However, different font formats between different operating systems and software versions can create unexpected text breaks, overruns and even

missing text when converting to the PDF format. You will need to carefully review the PDF soft proof the system makes before submitting for production.

NOTE You are always better off saving to PDF directly from your native application.

I like using Microsoft Publisher. How can I print my documents at the Print Center & Sign Shop?

QuarkXpress, Microsoft Publisher, Apple Pages, Corel Draw, Scribus and other page layout and word processing programs allow users to create projects. While the Print Center & Sign Shop cannot print files directly from the native files, it can print PDF files made from those applications. Please save your document as a PDF before uploading.

NOTE See page four for a listing of acceptable and unacceptable file formats. See page nine for saving documents to PDF.

III. Canceling an order

I made a mistake in my document. How do I update or cancel an order?

Once an order has been submitted for production online, it cannot be canceled through the system. You must call the Print Center & Sign Shop at 6-4623 to have the job pulled.

If you don't reach a staff member, please leave a message on voicemail and follow up with an email to printcenter@rowan.edu with specific instructions about the job to be canceled.

NOTE If you do not cancel in time and your order runs, you will be responsible for the cost of production.

IV. Printing without a Rowan Network username

Can the Print Center & Sign Shop do projects for individuals or vendors?

To place a print order without a Rowan Network username, you must create a guest/vendor account and purchase the project in person with a credit card or RowanCard funds.

V. Production times

How long will it take to print my file/why is it taking so long?

We receive and produce several hundred jobs each week and try to give each client individual attention. We understand waiting for a print project can be frustrating. Many variables—seasonal volume, equipment malfunctions, paper delivery delays and other issues beyond our control make each day's production schedule a challenge. To help ensure that you have your project when you need it, plan ahead. Most jobs require 3–5 days of lead time, with larger or more complex jobs requiring more. Please contact us at 6-4623 if you are concerned about a having your print project completed by a particular deadline. ■

As hard as we try, we can't cover
everything in a quick start guide.



Still have questions?

Give us a call. We're happy to help.

x6-4623

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