DIGITAL PRINTING SERVICES LLC

4401 Quebec Avenue North • New Hope, MN 55428
763 533-0385 • 866 548-0958 fax
http://www.digitalprintingservicesllc.com

ART REQUIREMENTS: FILE PREP GUIDELINES

THE FOLLOWING GUIDELINES ARE DESIGNED TO SAVE YOU TIME AND EFFORT, WHILE DECREASING YOUR PRODUCTION TIME, THUS PRODUCING THE BEST QUALITY PRINT POSSIBLE

PAGE 1: Designer's Quick Tips

A one page quick reference guide of our art requirements

PAGE 2: Size, Resolution & Colors

- DPI & File Size
- Color Matching

PAGE 3: Software & File Formats

- Software & File Formats
- Vector Art vs Photographic (Raster) Art

PAGE 4: Additional Information

- Linked Images vs Embedded Images
- Additional Art Preparation Tips

To submit artwork electronically:
UPLOAD: http://www.digitalprintingservicesllc.com/digital-printing-services-artwork-requirements.php
E-MAIL: graphics@idpsdirect.com

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DESIGNER'S QUICK TIPS

DESIGNING FOR LARGE FORMAT IS EASY. THE FOLLOWING TIPS WILL SAVE YOU TIME & EFFORT, DECREASING YOUR PRODUCTION TURNAROUND TIME.

DPI & FILE SIZE:

Work in full size when possible, however if file size is too large you can set up files at 1/4, 1/3, or 1/2 scale and adjust dpi accordingly. Set files up at 600dpi at final size. When submitting raster artwork, please provide a flattened version to ensure that fonts are not lost in transfer.

RGB or CMYK:

When setting up RGB or CMYK, if the art is Raster (i.e. Photoshop) - use RGB, if it's vector - use CMYK. In the long run it doesn't make a huge difference. We find that raster art looks better when kept as RGB due to the larger gamut of our default working color space (AdobeRGB 1998), and vector art is more accurate when ripped as CMYK. Ultimately it is image dependant, the decision to switch from one color space to another will be made by our color specialists.

COLOR MATCHING:

All color matches require a Pantone color to be called out. The production dept. will do the rest. True spot colors, RGB builds or CMYK color builds are not acceptable. Some colors are more likely to be achieved than others due to device limits, however, all Pantone colors are matched to their best possible interpretation for the specific output device. Hard copies, print outs or photos can be used as targets for color matching. All critical color matches need to be specifically called out in the file as well as by e-mail or some other form of written instructions.

FONTS:

Convert all text to outlines. If this is not possible, please provide all fonts. TrueType fonts are preferred.

EMBEDDED IMAGES:

Always include a separate file or "support file" for every linked image. If this is not possible, you may submit a file with embedded images as long as they are not linked.

PRINTED LAYOUTS:

Whenever possible please include accurate printouts of your design. Although colors may be somewhat different due to the many output devices used for proofing, an accurate layout helps confirm the composition of the file. If any fonts are linked incorrectly or images shifted, our preflight department will have an accurate map to reference. For e-transferred files, a flattened screen shot will work as a quick reference of the layout.

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SIZE, RESOLUTION & COLORS

DPI & FILE SIZE:

Work in full size when possible, however you may set your artwork up at any size as long as it scales proportionately to the final dimensions. When setting up files in photoshop, resolution should be at 600dpi at final size. For example, if you wish to set up your artwork at a quarter size of the final dimension and your final dimensions are 72"w x 96"h, then your art at quarter size will be 18"w x 24"h @ 288dpi.

Resolution Formula:

$$\frac{\text{Width of final graphic (inches)}}{\text{Width of scaled graphic (inches)}} \times 600\text{dpi} = \text{scaled resolution}$$

Example (72"w x 96"h, 600dpi image scaled at 25%):

$$\frac{72 \text{ inches}}{18 \text{ inches}} \times 600\text{dpi} = 288\text{dpi}$$

COLOR MATCHING:

CMYK or RGB files are acceptable. The Graphics Department will convert the images into the correct color space for the specific output device. We recommend using generic CMYK or Adobe RGB 1998. If you would like a specific color to be matched, you must supply a pantone (Pantone) color. Some colors are more likely to be achieved due to device limits, however, all Pantone colors are matched to their best possible interpretation for the specific output device. Hard copies, print outs, and photos can also be used as targets for color matching. All critical color matches need to be specifically called out in the file and by e-mail or written instructions.

- If a Pantone color is specified but coated or uncoated is not, our default is coated.
- Colors such as flourescents, neons, and metallics cannot be replicated.
- Logos and type should be created in the same program since Pantone colors can be different from one program to another. (For example: Pantone 321 in Illustrator may not be the same in Quark.)

PANTONE®

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SOFTWARE & FILE FORMATS

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We keep up with the most current Adobe Creative Suite available.

Preferred File Formats:		Alternate File Formats:	
• Adobe Illustrator	AI, PDF	• Adobe InDesign	INDD, INX
• Adobe Photoshop	TIFF, PSD*	• Adobe Illustrator	EPS

**please flatten all PSD files*

Additional Note:

Quark and in some instances InDesign, will not retain photo cropping information when exporting file as an eps to open in Illustrator. When file links are updated your photos will not relink correctly. Please provide a viewable pdf file for any art created in InDesign or Quark.

VECTOR ART:

Vector art consists of lines and curves that are mathematically defined objects. When viewing art in keyline mode you can see the points or vectors connecting your lines and curves. They can also be seen when using the pen tool or editing the points along a path. Vector art is ideal for type and drawn shapes because they can be enlarged to any size while maintaining crisp outlines and details without sacrificing quality. The distance between the vectors is calculated mathematically and is not dependent upon resolution.

VECTOR

Preview mode

VECTOR

Keyline mode

RASTER ART:

Raster images consist of colored squares, called pixels. They are created by combining a series of various colored pixels. Digital photographs are made up of pixels. If you view a raster image at 200% or more you are able to see the individual pixels that make up the image. Raster images are dependent upon resolution so image enlargement is limited by the original size at which the file was created. If a file is produced at a size that is larger than its resolution will allow, the quality will decrease. Printing a low resolution file will result in pixelation. Individual pixels are large enough to be easily discernable. Increasing the resolution will not solve this problem if there are not enough pixels to begin with. The program will add more pixels based upon estimation of their location and will then assign their neighboring pixels' color value. This may cause an image to look muddy.

Raster image at high resolution

Raster image at low resolution

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ADDITIONAL INFORMATION

LINKED IMAGES vs EMBEDDED IMAGES:

Linked images are files that are "placed" or "imported" into your document. Linked files are preferred because the information about the placed images is linked back to the program in which it was created. Linked files can be opened in their parent program and all information about the file such as resolution and color information is maintained and may be edited or adjusted during the printing process for optimal output. For example, when a Photoshop TIFF file is placed into Illustrator as a linked file, resolution and color informa-tion can be verified by opening it in Photoshop. Always include a separate file or "support file" for every linked image.

Embedded images are files that are placed into your document and then "locked" or embedded into your document so that it is self contained and doesn't require additional files for output. Embedded files are unable to be edited, their resolution cannot be checked and color cannot be verified prior to printing. However, if you include your placed files with the job they can be relinked.

ADDITIONAL ART PREPARATION TIPS:

- By default all signs are set up with a 3/8" margin. **Please note if full bleeds are required.** Adding 1/8" of bleed to files will help our Digital Imaging department when setting up files to print. Make sure to note when bleed is added so we know whether to crop or scale down artwork.
- Zoom in on line art to check all points and intersections. Too many points can make the art look like straight lines make up the curves. Similar to laying down matchsticks to make a circle.
- When creating a gradient, avoid using stepped blends because the maximum number of steps allowed in Illustrator may band on large format graphics. Using the linear and radial gradient options will produce the best output. When transitioning from a solid color to white use a 3-5% tint of that color, rather than pure white for best results.
- Scan all raster images at the size/resolution required for final output. To check the print quality of raster images, open them at the size/resolution required for output and view at 100%. Check for dirt, specs, hairs, spots and pixelation. Doing so may prevent many issues concerning final print quality.
- Avoid using auto trace options when creating vector artwork. These typically are not clean and smooth. Taking the time to draw your paths will produce the best outcome.
- Avoid using clipping paths, as they increase file size and may cause issues when opened or outputted.
- If you have specific colors you would like matched, do not use a transparency or opacity feature to achieve a certain color. Instead, assign a color value or use a tint.

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