

“Print Ready” Artwork Setup Guide



Correct preparation of digital files for **72 DPI** output is critical to timely delivery of your prints. You can avoid delays and additional charges by following these recommended guidelines.

Storage Media

DISK MEDIA

- CD-ROM, CD-R & CD-RW
- DVD, DVD-RAM
- USB external drive

Colour Matching Requirements

TYPE COPY & LINE ART

- All colours should be specified as PMS.
- Please specify both *beginning* and *ending* PMS colours for any graduated blends.
- Fluorescent or Metallic colours are hard to match 3D Comm will match as close as possible.
- If PMS colours cannot be supplied, please provide a physical sample (colour proof or swatch) for matching purposes.

DIGITAL PICTURE FILES

- Provide an *acceptable quality* colour sample to match, such as: Matchprint, transparency, original art or printed sample.
- It is not necessary to provide a specific *type* of proof. It should be considered acceptable for final colour approval by the client.
- If a colour match is not supplied we will adjust for pleasing color.
- **NOTE:** Desktop inkjet printouts or colour laser printouts are not recommended as colour samples to match, unless specified.
- If color alterations or variations are requested, additional charges will apply.

File Preparation

SOFTWARE

- Adobe® Illustrator®, Adobe® Photoshop®, Adobe® InDesign® or CorelDraw!™ Adobe® Acrobat® (press optimised)

TYPE COPY & LINE ART

- Type, logos, and illustrations should be provided in one of the formats listed above, not as bitmapped art.
- Avoid using step blends when creating graduated blends. Use gradients instead.

PHOTOGRAPHIC IMAGES

- Please provide high resolution digital files, following the guidelines listed below:
 - Colour Mode must be CMYK. If your file is RGB or Duotone please convert to CMYK. (CAUTION: Colour Mode changes may produce unexpected or unacceptable colour shifts that may not be detectable on a monitor.)
 - Grayscale files are to be submitted as Grayscale. These will be reproduced as a four-colour process black and white.
 - TIFF, EPS, Photoshop® are the preferred File Formats. JPEG, GIF or PICT are not recommended.
 - The required resolution for (at *final output size*, as specified under **SCALE**) is as follows:
 - **72 DPI Output at 1:1 scale (final output) or**
 - **720 DPI Output at 1:10 scale**

PLACED GRAPHICS

- Any graphic elements from other application programs that have been “placed” into position in the layout must also be provided.
- EPS files should not be embedded within EPS files.
- Please place a low resolution (for preview only) image in your layout for any high resolution digital picture files in your design.

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SCALE

- Usually files are best scaled at 1:10 for easy handling, although other scaling factors are acceptable.
- Rasterised files should be at least 72 DPI at the full out-put size of the print (1:1 scale).

BLEED

- Images and complex illustrations that extend to the edge of the sign should include bleed.

FONTS

- All fonts should be converted to outlines/paths or curves.
- Fonts should be included if editing is required.
- (Adobe® PostScript™ fonts recommended.)

OUTPUT OF LAYOUT

- Please provide a hard copy printout (laser or inkjet) of the layout for reference. **NOTE:** This printout is only to help identify the contents of your disk and provide the means of checking for errors that may occur during file transfer. It is not intended for colour matching purposes.

PREPARING FILES FOR COMPUTER CUT VINYL

- The knife in the vinyl plotter needs to follow a mathematically generated line. These lines are called vectors, hence the term “vectorised file format”. If artwork is provided in a non vector format, we must first convert the files, which takes considerable time. We call this process vectorisation. The most common vector format is Adobe Illustrator (.ai) followed by EPS (.eps). Please be careful as both formats can handle vector and bitmap information. Most vector based programs will let you save to illustrator format, we suggest you use version CS unless there is some specific reason you cannot. These files are generally quite small and are able to be e-mailed very easily.

Tip: Be aware that using the preview option when saving eps files can increase the file size dramatically making it harder to transport.

Please contact us on +61 3 9334 2599 if more information is required.