

ART PREP

HOW TO PREPARE ART FILES - LARGE FORMAT

We support most design programs for both Mac and PC. It is difficult to create instructions in a single page to cover all the variables, the best solution is to contact our art department prior to any design work - 1.800.678.4041 ask for a designer. If you are preparing a design from scratch, you can either design at full scale or scale the image down as low as 10%.

We prefer vector art over all other choices, it is scalable and compact. Composite designs are our second choice, i.e. a design with trees (bitmap) in the background with a logo and text (vector) on the top layer. A 100% bitmap file, like one built totally in Photoshop, is usually very large in size when designed at the proper resolution.

USE THE FOLLOWING AS A GUIDE FOR PROPER RESOLUTIONS:

- For small printing jobs, the images should always be 300dpi at full size.
- For Large format jobs (banners, posters) use:
 - Images up to 18 sq.ft. use 150 dpi
 - Images over 18 sq.ft. and up to 30 sq.ft. use 100dpi
 - Images over 30 sq.ft. use 72dpi
 - Images over 60 sq.ft. use 50 dpi

Should you design at a smaller scale, be sure to increase the resolution accordingly, i.e. a 36" x 120" image would be 220 megabytes at 100dpi; a 3.6" x 12" (10% Scale) would require 1000dpi to create the same 220 megabyte file.

BITMAP OR RASTER IMAGES NEED TO BE IN THE CMYK COLOR MODE.

If you cannot convert your active type to curves or outlines, you must include them in their own folder. If color accuracy is critical, it is imperative that a 'match-print type quality' proof be include with the submitted job.

ASSIGN PMS COLOR NUMBERS WHENEVER POSSIBLE

Example: PMS 485 Red, PMS 300 blue.

With programs like InDesign, PageMaker & Quark you typically "place" your images into the program - it is vital to include these files when your job is submitted. When you send artwork via e-mail, please name your file attachment according to the name of your order. Include your company name, address, contact name, and phone number. We strongly suggest that you send a hard copy layout of your design. If you decide to e-mail us your art please send a hard copy via regular mail, ups, FedEx, etc.. or fax a copy.

ABOUT PHOTO RESOLUTION

Photos are basically made up of many "dots". The resolution of these photos are measured by the number of dots per inch (dpi). The higher the DPI the more clear and detailed the image becomes. High DPI images take up a lot of disk space so it is important to not make the bitmap too big. Use the "guide for proper resolutions" listed above to choose the correct resolution.

NOTE: Images taken from web sites very rarely work for high end output. Web images are usually an inch or so in size and only 72 dot per inch. The lowest Resolution we can use is 300 dpi for offset printing. For large format sign printing it depends on the image, for example: non detailed clouds can be 25 dpi, but photos with small print or details should be no less than the chart above states.



Quark



Good (Sharp)
300 dpi
File Size @
100%: 5MB

Bad (Pixilated)
30 dpi
File Size @
100%: 36KB