

ART SPECIFICATION

We accept your high resolution PC or MAC files created in:

Adobe: Photoshop® (psd, tif, pdf, or jpg)
Illustrator® (ai, eps, and pdf)
InDesign® (indd, and pdf)

Quark X-Press®

Other Programs: Please save your artwork as a PDF

>> preparing files <<

+using:

Adobe Photoshop®

Photographic
Large Format
Small Format

} 1:1 Scale @ **300 dpi** (high resolution graphics)

+using:

Adobe Illustrator®

Adobe InDesign®

Quark X-Press®

Linked or Embedded photos at **300 dpi**

Photographic and small format: **300 dpi @ 1:1 Scale**

Don't forget to package all fonts and images

+additional recommendations:

Convert your fonts to curves or outlines if fonts aren't given

Save files in **CMYK** mode

If files are larger than **1GB** please reduce by downresing the photographs

Include all support files: fonts, links, etc

Specify colors: For solid colors you can use PANTONE Matching System® Values

Double Check that the file expands correctly (if using compression software)

Rich Black Values:

C 40%

M 30%

Y 30%

K 100%

+digital print:

Please provide **Print Ready PDF's** to allow faster turn

All **PANTONES** and signature mixed colors should stay as spot colors to maintain lab values

(do not convert spot colors to CMYK)

LENTICULAR ART SPECIFICATION

+in general:

Send layered Photoshop files for best results

Avoid thick lines, Especially going the same direction as the lens

Avoid type smaller than 14 points

Avoid solid color, black, and white backgrounds. Use a busy or textured background or a common background when practical.

+3-D:

All images submitted for 3-D must be layered files with all elements editable - no placed images.

Submit art as layered Photoshop .psd file when ever possible. Layered Illustrator or InDesign files can be used but will be converted to a Photoshop layered file before processing. Image resolution should be **300 dpi** or higher.

Avoid solid color, black, and white backgrounds.

Create as much “visual” 3-D and perspective in the original picture as possible.

The more 3-D the image looks to start with, the better the 3-D lenticular effect.

Overlap elements when possible.

Add 3/8” of width to the background image bleed.

+flip/motion/morph/animation/zoom:

Avoid solid color, black, and white backgrounds - photographs or busy, noisy images work best.

Since both images are present under the lens, some bleed through or “ghosting” of one image to the other is usually present. The effect of this ghosting is minimized when busier images and backgrounds are used which mask or hide the ghosting. Avoid flipping from one high contrast element to another. Keep the backgrounds the same when possible while flipping individual Images or text of similar shape and color. In the case of the motion or morph effects, use the minimum, preferably 5 or less number of pictures or frames required to create the effect.

Art files for these effects need not be layered but should be high resolution and must be editable.

Image resolution should be **300 dpi** or higher.