

SOFTWARE

Adobe Photoshop Adobe Illustrator QuarkXPress InDesign

MEDIA

CD-ROM, DVD, or email for FTP directions

FILE TYPES: Raster Vs. Vector

Raster files (Photoshop, TIFF, etc.) are composed of individual dots called pixels, which result from scanning an image. The resolution, pixels per inch (ppi), determines the image quality at a given size.

Vector files (Illustrator, etc.) and page-layout files (QuarkXPress, etc.) are composed of a group of mathematical expressions (vectors), but may contain raster elements. Vector files are created by a series of points and lines, and will maintain high resolution at any size. The raster elements in these files are subject to the same rules as raster files.

DOCUMENT SETUP

- If your graphic contains only photos, set-up your document as a raster file in Photoshop format. Do any manipulation of the file using layers and, if possible, send the layered file.
- If your graphic contains only photos as well as logos, copy or line-art, set-up your document as a vector or page-layout file using Illustrator or QuarkXPress.
- Always link (never embed) raster elements in your vector file and be sure to include the linked files with the job.
- Where possible, use low-res images for position only in your layout and send us the originals to scan and substitute as high-res images. This will provide the best quality and easiest work flow. However, you may provide your own high-res scans with correct proportions and resolution. (see RASTER FILE RESOLUTION)
- Set-up all large multi-panel graphics on one page, not separate pages.
- Include "bleed" on all sides of the image whenever possible. Bleed is extra image (1/2" at final size is sufficient) outside the crops to allow for alignment and assure a clean trimmed edge.
- Files may be created at no less than 1/4 size of the final image (making sure that proportions are exact) in any of the acceptable software programs.

COLOR MANAGEMENT

Understand that color is device dependent, i.e., the same digital color will print differently on different devices. We can best allow for these differences under the following rules.

- Set-up all raster files in Colormatch RGB color space, but do not convert files originated in different color space.
- Do not make color corrections to files, if you can avoid it. If you need to make corrections, use an adjustment layer and send the layered file.
- Use the desired PMS (Pantone Matching System) number for specifying vector line colors. Colors that are not being used in the file should be deleted from the color palette.

COLOR MANAGEMENT (cont.)

- Color setup
 - LAMBDA – RGB with spot colors selected in PMS
 - INK JET – CMYK with spot colors selected in PMS
 - DYE SUB – CMYK with spot colors selected in PMS
 - VINYL – All colors selected in PMS

(Lambda is used for Nomadic pop-ups; Inkjet is used for rollable graphics; Dyesub is used for all fabric printing.)

RASTER FILE RESOLUTION

- Resolution specifications apply only to raster files and raster elements. Vector data is resolution independent because the resolution is mathematically interpreted as needed.
- Higher scan resolution will usually result in higher quality but will mean larger files. However, don't "res-up" files by interpolating additional pixels, as that will not improve quality. Scans should be made for 200dpi at final size for best results, but 100dpi or better at final size is acceptable.
- The following rules require that resolution be calculated at final output size. For example, 100dpi at final output size is 400dpi at 1/4 scale or 800dpi at 1/8 scale and all numbers must be adjusted accordingly.
- Set-up raster files and elements for Lambda printing at 100 (minimum) to 200 (preferred) dpi at final output size consistent with a reasonable working file size.
- Set-up raster files and elements for Inkjet printing 100 (minimum) dpi at final output size.

FILE FORMATS

Raster files should be saved as TIFF or EPS files. However, if further manipulation is necessary, save Photoshop files as a Photoshop document and preserve all layers. Vector files should be saved as their native program, not as an EPS. EPS files with embedded raster images cannot be manipulated and are also larger in megabyte size. If logos and/or type is used in the final layout, use a vector or combination program, such as QuarkXPress, to link your images. This enables us to "RIP" your files, by combining raster and vector into one Photoshop TIFF file.

FILTERS AND EFFECTS

Illustrator comes with many interesting filters and effects, such as transparencies and shadow. Due to their unpredictability we recommend any special features to be performed in photoshop.

FINAL STEPS

- Always include the screen and printer fonts with every file. Also send a copy of the file with type converted to outlines. (paths)
- Always include a printed copy (in color, if possible) of your final document. Note all required PMS colors and any other important specifications.
- Always open files after you have copied them to your transport media, to see that they have not become corrupted.
- Always include a printed directory of your files with supporting or placed files highlighted. Whenever possible, avoid sending extraneous files that are not needed for the job.