

Digital Art Requirements

Modifications of the artwork provided will result in an hourly charge of \$90.00/hr.

General Guidelines: Artwork extending to the card edges requires a .125” bleed for die cut tolerances. Images and text that don’t bleed should be .125” inside die cuts. *See page 3 for more about bleeds and die cutting.*

Specify whether jobs are to be printed in spot or process color. When creating BLACK backgrounds, use a rich black color mix of 87 cyan, 52 magenta, 52 yellow and 100 black.

Programs: *Files created in newer versions need to be saved back to one of these versions.*



Quark
7.3



Illustrator
CS3



Photoshop
CS3



InDesign
CS3



Acrobat
PDF

Artwork created in Microsoft Office programs such as Power Point, Publisher or Word will **NOT** be accepted.

File Transport:

CD and DVD ROM

FTP (*speak to your customer service rep. for FTP instructions*)

E-Mail (*compress and make sure the file size is below 60Mb.*)

Scans, Images and Photos: **Must be at least 300dpi at actual size.** Save as CMYK TIFF or EPS format. Provide a layered PSD file in addition to any flattened TIFF or EPS files used in the layout. Any rotation, skew-ing or distortion of files should be done in Photoshop to expedite postscript output.

All images should be “**LINKED**” rather than “**EMBEDDED**” so needed adjustments can be made. Send the linked files at the time artwork is submitted.

PDF: Acrobat PDF files are suitable for brochure and multi page documents. Card artwork however often needs to be edited, which necessitates having the original art (the file the PDF would be created from). For example: if the original art file was created in Illustrator or InDesign, it is more efficient to edit those files rather than a PDF.

If a PDF is the only means you have of providing art, convert all fonts to outlines and specify when spot color printing is desired.

PDF files need to be press ready and saved for high resolution printing. Contact us regarding question about how to create your press ready PDF file. **A ".joboptions" file that contains all of the correct settings for our printing requirements is available upon request.**

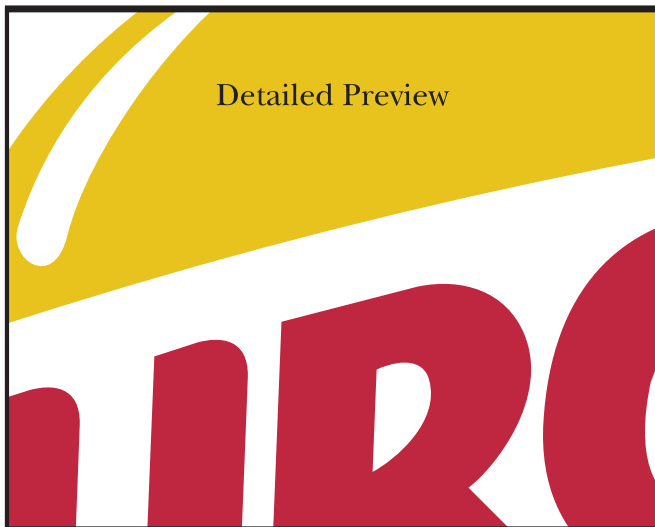
Fonts: Include all type fonts (**screen and printer fonts**) when you send the job. Or, convert all type in the document to outlines (note that converting type to outlines renders the documents type uneditable.)

Card Text: Text for card backs should be editable text built in one of the above programs or text that has been converted to outlines. Please avoid providing text as raster images unless special effects are being used. *See page 2 for more about rasterized type.*

Vector Vs. Raster.

Vector

A vector file is composed of points and lines. This type of rendering style produces a much cleaner image with a much smaller file size. This is a good file type for logos and trademarks. Some popular software programs that produce vector files are Corel Draw, Macromedia FreeHand, and Adobe Illustrator.



Raster

Raster files are composed of pixels, or small colored squares. This is the file type most digital photography is composed of. Vector files are not capable of producing the generous number of colors that help to create depth and shading. A popular software program for producing raster files is Adobe Photoshop.



A little about type in Photoshop

Photoshop is a wonderful program that in the last few years has expanded the capabilities of the designer tremendously. But it is not the place to set type. When working with type the objective is to have clear crisp letters that the audience will be able to easily read. Unfortunately Photoshop is incapable of producing this kind of lettering. The only exception to this should be when you are applying effects to DISPLAY type in Photoshop, such as bevelling, embossing, inner glows etc. These effects should not be applied to regular body copy.

Hello

As we explained above Photoshop renders files as small squares of color. When type is set in Photoshop it too is rendered of those same small squares.

Hello

When that file is then sent to the printing press it is converted to small dots of black and white. These dots will cause the type to look fuzzy and gray.

Hello

It is best to set type in a page layout program like Quark or InDesign where it will be sent to the press as vector information. Adobe Illustrator too is an acceptable program for setting type.

Bleeds, Buffers and Die Lines

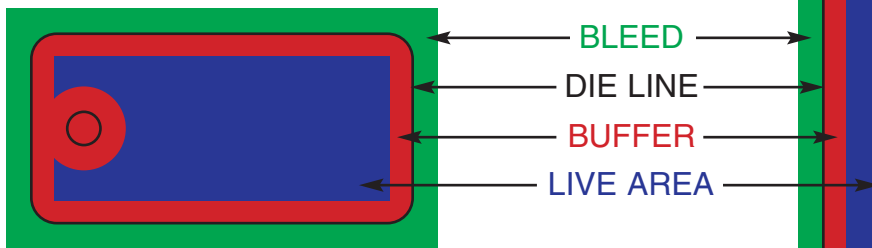
When laying out art work for plastic cards it is good to keep in mind how the cards are produced. First the files are sent to an offset printing press where it is printed onto a plastic substrate, such as Teslin. After lamination is applied to the printed sheets they are cut out to the finished size and shape. Unfortunately the die cutting process is not precise. So we ask that you include:

1. A .125" (1/8 inch) **BLEED**, or background art that extends beyond the intended die line.
2. A .125" (1/8 inch) **BUFFER**. The **BUFFER** is the space between the die line and the **LIVE** area. It is critical that important information like type or logos not encroach on this **BUFFER** area, Or they run the risk of being cut into when the printed sheet are die cut.

EXAMPLE OF A CREDIT CARD SIZED CARD



EXAMPLE OF A KEYTAG



EXAMPLES

Correct



Incorrect



Also please note that we do not print the die lines at press.
So please make sure that we will be able to remove them!