

ARTWORK PREPARATION LARGE FORMAT PRINT

SETTING UP FILES FOR LARGE FORMAT PRINT

Please pay particular attention to the following guidelines. We specialise in fast turnaround high quality large format print and can only achieve this if your files are set up correctly. Anything that is not standard or completely correct can always be sorted out, but will take extra time. Meaning that any deadline we initially agreed to, could be missed. If you are unclear on any of these points or have any queries then please contact us for further details.

PREFERRED FILE FORMATS

We currently use Adobe **CS5** and prefer the native files, PDF files are fine for fast turnaround, but can sometimes cause rip issues depending on the file. We will also accept Photoshop files if saved in **.tif (NOTE: If you setup text in Photoshop, be aware that we will not be able to produce crisp outlines as Rasterized art does not allow this - see Artwork Page Setup).**

Please note that we do not accept QuarkXpress file formats.

ARTWORK PAGE SETUP

Vector artwork can be produced at as small as 10% and enlarged with little or no quality loss on our poster printer, where as Raster artwork (ie; Photoshop, TIF's, JPEG's) is not able to produce the quality required for Digital Large Format Printing. We strongly suggest that you do not set-up your artwork using a Raster program as we will not be able to produce a high quality product.

Please produce multi panel popup (Webloc) system artwork as one page, as we can accurately tile the pages through our printer software. Please watch for text and fine images that cross over 'panel joins' as they cannot always be guaranteed to line up.

IMPORTED GRAPHICS

Photographs should always be **CMYK, 300dpi** and saved in **.tif** format (**always turn LZW compression off**). Place images the actual size required or smaller when setting up artwork (if they are 300dpi and placed at 100% in a document created at quarter of the final size, you should have good enough results). Never enlarge image resolutions beyond their original size - **you cannot put in what was never there in the first place**. If you have any doubts about image quality please ask and we will provide a test of an area printed at the final size. With large format print you can sometimes 'get away' with lower resolution images due to the fact most prints will be viewed at a distance. Logos and Vector based graphics should always be saved in **.eps** format, preferably as editable versions.

ARTWORK CHANGES

Please note that any additional amendments to your artwork completed by us will be invoiced at \$120 per hour+GST.

FONTS **CREATE TO OUTLINE**

Please keep in mind that fonts can be troublesome when going to print. Be sure to **create all fonts to outline** when designing in **Illustrator** and **Indesign**.

RECHECK AND BE SURE THAT NO FONTS HAVE BEEN MISSED.

COLOUR MATCHING

All of our work is produced in **CMYK** so please pay attention to this during the design process. Remember that Pantone colours cannot be accurately reproduced in CMYK, so if it is important that you match a particular Pantone colour as closely as possible please advise when supplying artwork. We can sometimes alter 'spot' colours in our printer software and are happy to provide test prints in order to attempt to match your required result.

COLOUR PROOFS

For picture quality approval and final colour checking we always provide test proofs generally printed at 15% on the correct media - what you see is exactly what you get. At this stage we can adjust colours you are not happy with (**remember this will take time so timelines may have to be adjusted**) It is always possible to do tests of areas at 100% if you are still concerned over the quality or colour of images. We strongly suggest that designers enlarge their artwork on screen to full size to check for any discrepancies as large format printing exposes even tiny errors.

LIMITATIONS

Always use the best quality originals and best quality scanning facilities for large format work and carefully check your scans for dust and scratches as they will be magnified many times on the final print. The best results are obtained from professionally scanned transparencies. Gradients must always have a suitable range such as 10% to 100% not 10% to 25%, to avoid obvious banding. For best results create gradients in Photoshop and ensure that a 1-2% Noise Filter is applied to it.

ACCEPTED MEDIA

We can accept files saved onto: **CD, DVD**. We **DO NOT** accept artwork via email. We also have an **FTP** facility which is available 24/7 if you wish to upload your files directly to us. Please request the login information from your Account Manager.

FINALLY

Always send an official order and clear written instructions along with your own final proof of your file for us to check against. Remember in the absence of a proof we can only print what we assume to be the correct version. If you have any further queries please don't hesitate to call us on **1300 DISPLAYS**.