

## BASIC DESIGN

Artwork can be created in a variety of software programs that are available to you. The set up is basically the same for most programs. (We do not recommend using a program that is designed for web or computer design such as Fireworks or Powerpoint as these program do not always allow for high resolution press ready files.)

Artwork must be uploaded in either PDF (preferred), tiff, jpg or eps file formats. All software programs have the capability of generating at least one of these file formats.

## COMMON TERMS:

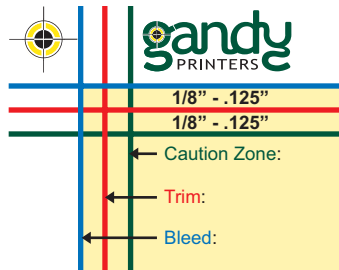
**Proof:** When original artwork is uploaded to your account, the artwork is processed for printing. An electronic pdf proof is generated. If your job contains more than one page, you can click on the image of the proof on the screen, and download the full pdf proof for review.

**Press Ready:** A file that is ready to upload. A press ready file is high resolution, correctly sized, and in one of the four acceptable file formats (PDF, tiff, jpg or eps).

**Bleed:** When artwork and/or background colors go to the edge, or “bleed off” the edge of the page. To achieve this, the artwork or background color is created larger than the finished piece. The extra artwork or background is printed and then trimmed down to the correct finished size.

**Trim Line:** The actual cut line. Paper can shift during the trimming process and the trim line can vary slightly, which makes bleed and caution zone requirements very important.

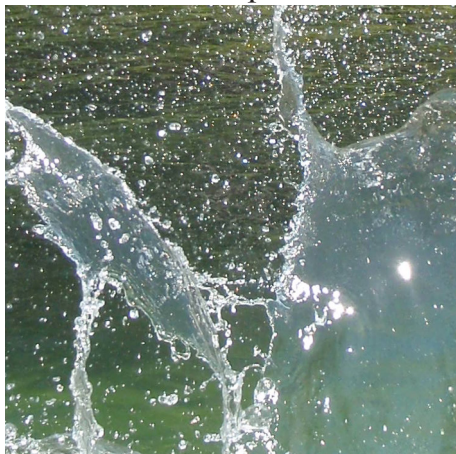
**Caution Zone:** Text should be positioned at least 1/8 (.125) inch away from the trim line to ensure the text does not get cut off or end up too close to the edge of the finished piece, should the paper shift during the trimming process.



**Resolution:** The resolution, commonly referred to as dpi or dots-per-inch, means the clarity of the image. The higher the dpi the clearer the picture. To achieve a crisp, clear image on the finished product, 300dpi images are required.

**Viewing your proof at 300% will give a good idea of how clear an image will appear on the finished piece.**

300 dpi



150 dpi



72 dpi



# SETTING UP YOUR ARTWORK FOR A FLAT PIECE WITHOUT A TEMPLATE

Our templates are designed for placement purposes only and are highly recommended when creating artwork for products that fold or die cut such as door hangers or presentation folders. When creating a product that is flat, it is not necessary to use a template.

## 1. Start a new document

Term varies depending on software program, can be document, page, canvas or artboard.

## 2. Set document size 1/4 (.25) inch larger than the finished size to allow for appropriate bleed

Examples: For a 6 x 4 postcard the document size would be 6.25 x 4.25 For a 3.5 x 2 business card, the document size would be 3.75 x 2.25 For a 8.5 x 11 portrait flyer, the document size would be 8.75 x 11.25

## 3. Place a guideline 1/4 (.25) inch inside the document size on each of the 4 sides to allow for caution zone

Term varies depending on software program, can be a guideline, guide or margin. Search under the help menu or your program for “Rulers” or “Guidelines”.

## 4. Design your artwork

Any background color or image that is meant to go to the edge of the finished card, needs to extend to the edge of the document (bleed), text needs to stay inside the guidelines (caution zone).

## 5. Create your PDF, tiff, jpg, or eps file

Process varies depending on software program. You may need to save, export or print the file to a PDF, tiff, jpg or eps. Search under the help menu for “high resolution”, “press ready” or “press quality”.

## 6. Upload your file by using the “Browse” button after choosing your quantity, size, etc. on the website shopping page you are using, and then hit “Next”

Depending on your connection speed and file size, the upload may take a few minutes, so just give it some time. Files over 50 megs may have problems uploading. If this occurs, please contact us at 850-222-5847. A PDF proof will be generated once your file is uploaded.

## 7. Review your PDF proof

The proof is the file that has been processed for printing. If your file contains more than one page, click on the image on the screen to download a full pdf proof so you can review all the pages. Fonts, images, and colors can change or disappear during the proofing process. *It is critical that you review the PDF proof. We print from the PDF proof and not from the original file.*

## 8. Send your job to press

If the proof looks good, send the job to press. Click the “I Accept” box, and then “Add to Cart”.

# SETTING UP YOUR ARTWORK FOR A FLAT PIECE WITH A TEMPLATE

Our templates are designed for placement purposes only and are highly recommended when creating artwork for products that fold or die cut such as door hangers or presentation folders. Open the appropriate template depending on your design program. Templates are 1 inch larger than finished size to allow for instructions. Following are instructions on how to set up your files using our templates in various programs.

## **Photoshop:**

1. Open the jpg file in Photoshop.
2. Set guidelines at the bleed and caution zone lines. (We will trim on the blue center line, however, artwork should never end at the blue center trim line. If it is meant to go to the edge of the finished piece, it should extend to the red bleed line. Text should stay inside the caution zone line.)
3. Delete the template layer.
4. Save as a Photoshop PDF.

## **Illustrator:**

1. Open the ai file in Illustrator. Templates are saved as Illustrator v.10
2. Set guidelines at the bleed and caution zone lines. (We will trim on the blue center line; however, artwork should never end at the blue center line. If it is meant to go to the edge of the finished piece, it should extend to the red bleed line. Text should stay inside the caution zone line.)
3. Delete the template layer.
4. Save as an PDF or eps.

## **InDesign:**

1. Place the PDF file in InDesign. Image box should be sized 1 inch larger than finished size.
2. Set guidelines at the bleed and caution zone lines. (We will trim on the blue center line; however, artwork should never end at the blue center line. If it is meant to go to the edge of the finished piece, it should extend to the red bleed line. Text should stay inside the caution zone line.)
3. Delete the template image box.
4. Export as a PDF.

## **Publisher:**

1. Create a new Publisher document that measures 1 inch larger than the finished size. (Do not use Publisher templates, as they will not allow to save file with bleed.)
2. Place the jpg as you would place any other image. Size the picture box to page size.
3. Set guidelines at the bleed and caution zone lines. (We will trim on the trim line, but artwork should never touch the blue trim line. If it is meant to go to the edge of the finished piece, it should extend to the red bleed line and text should stay inside the caution zone line.)
4. Delete the template image box.
5. Print to a PDF.

# FILE PREPARATION AND UPLOAD CHECKLIST

Please read and check each of the following criteria to avoid the most common print/upload problems. This will help ensure your print order progresses through production without delay and produces the best possible finished product. If you have any questions, please contact us at 850-222-5847.

## **Bleed**

My file is 1/4 inch (.25) larger than the size I ordered.

For a 8.5 x 11 flyer, the file measures 8.75 x 11.25; for a 3.5 x 2 business card, the file measures 3.75 x 2.25

## **Caution Zone**

All of the text on my file is at least 1/8 inch (.125) away from the trim line or 1/4 inch (.25) from the edge of the document.

## **Resolution**

All of the images in my file have a resolution of 300dpi when placed at 100% in my document.

## **IColor**

My file was produced using CMYK colors; ***or*** I used RGB and/or PMS colors and I will let the proofing system convert my file to CMYK colors. I understand that the colors may change after the color conversion.

## **Fonts**

All fonts used in my document were embedded when I created my PDF.

Using PDF/X-1a:2001, high quality print, or press quality option when generating my PDF will ensure the fonts are embedded.

## **Printer Marks**

My document is saved without any crop or other printer marks.

## **Borders**

The border in my file is at least 1/4 inch (.25) from the bleed line. I understand that borders are not recommended on small pieces such as bookmarks and business cards.

## **File Orientation**

My front and back sides have the same orientation, both are either portrait (vertical) or landscape (horizontal).

## **Artwork Orientation**

I have verified that my finished piece will back up correctly when printed head-to-head.

## **Booklet/Catalog**

My booklet pages are in single pages, and combined into a multi-page PDF. My PDF has the same number of pages as my print order (12 page book has a 12-page PDF file). I DO NOT have my pages set up as reader spreads or printer spreads.

## **Proofread**

I have spell checked and proofread my document and my PDF proof. I understand that my artwork will not be reviewed for spelling, grammar, or missing characters.