ART & DISPLAY INC
Exhibits, Environments, Graphics.

DIGITAL INKJET FILE PREPARATION GUIDELINES

The following guidelines are designed to help you set up your file for Digital graphics, to limit delays and problems, in the production of your job.

How Should My File Be Laid Out?

All files should be set up:
• To scale
• With cropmarks indicated
• Text should be converted to curves or outlines.
INPUT resolution on bitmap files is 75 ppi minimum at final size and 100 ppi if your bitmap file contains text.

What Formats And Programs Can I Use?

Files may be MAC or PC formatted. The files can be set up in the following programs:
Preferred is **Adobe Illustrator up to CS6**
Adobe PhotoShop up to CS3 is acceptable

Below files must be exported or saved as an .EPS:
In Design CS
Note: If InDesign files are sent, we must export the files as an .EPS. This does not always export correctly and may incur additional art time and cost to export or for the files to work properly.

How Should I Send My Artwork?

Artwork can be sent on the following types of media via:
• FTP site
• E-mail
• CD-ROM
• DVD Rom

Illustrator

Illustrator comes with many interesting filters & effects. We recommend any special features to be done in Photoshop. We recommend you do not use the special filters & effects in Illustrator.

Color Issues

For critical colors, please provide a PMS color match code.
CMYK or RGB files are acceptable. The Graphics Department will make sure and convert the images into the correct color space for the specific output devices. Keep in mind that using one of the generic color spaces provided on all PC and MAC computers will ensure accurate color conversion. The recommended color spaces are RGB S, color match RGB.ICC or PhotoShop 5 CMYK defaults.
Adjusting the color of a bitmap image can be very difficult to do. In most cases, the color of one object cannot be adjusted without shifting the color of the entire image without extensive work to isolated areas and feathered selections.

What Else Is Important To Consider When Setting Up Files?

PhotoShop files should be saved as a TIFF, EPS or PhotoShop file. If there are "placed images" in Illustrator, be sure to send the support files so that the quality of the images can be checked. This is especially important for photographic or highly detailed images. Illustrator EPS files are usable but result in files that is larger than necessary.

What Do I Do About Fonts?

To avoid any problems with fonts, *include all fonts all the time*. PC and MAC fonts are not compatible. Therefore, when working in a PC format, the Graphics Department requests that you convert all fonts to outlines or curves. If you are PC based and working in a program that does not allow you to convert the fonts to outlines, the Graphics Department may end up having to substitute fonts.
Supplying MAC fonts is strongly recommended.
Due to slight variations in fonts (kerning, baseline, etc) substituting fonts may slightly change the layout.

What Else Do I Need To Send?

Please make sure your disk contains both the screen and printer fonts that are used. Along with your disk, send a hard copy of all files that the Graphics Department will be producing and a list of the contents of the disk, marking the files that will be used.