

GRAPHIC ART FILE SETUP INSTRUCTIONS

On the tradeshow floor, large images are the best way to captivate your prospects eye quickly and make a lasting impression. Large Format Display Images require special attention to a few details that are significantly different than other types of printing. To insure that you are satisfied with your display, the following guidelines must be adhered to. We accept files created in Adobe Photoshop™ 7 or earlier and Adobe Illustrator™ 10 or earlier. If you must use another graphics program, please contact our graphic production department.

From your original scans or design creation, the optimum resolution of your files should be at 155 DPI at their final size. Often times we hear "that is a huge file." Nothing is wrong with this, keep in mind the size of the image that you are creating. We have worked with files that were over 1 GB! Files can be compressed using Stuffit, WinZip to reduce file size. Often times clients do not have photography that meets these requirements, contact our graphic production department to discuss options and alternatives to find the best resolution to this issue.

Files should be submitted in the RGB color mode for output to photographic quality display materials. These are continuous tone, photographic display prints that don't have the dot pattern that is associated with commonly used, ink jet printing.

When using specific PMS™ colors that must be matched please contact our graphic production department for details and applicable production fees.

When working in Adobe Illustrator™ please link and do not embed the photographic imports. All imports must use the aforementioned requirements. Please be sure to convert your fonts to outlines. Avoid using effects in Illustrator (drop shadows, gradients etc) as they are prone to "banding" and other printing problems. Please do your effects in Photoshop.

Adobe Photoshop™ files should be submitted in layers in case color adjustments or last minute changes must be made. These files should follow the aforementioned guidelines.

Always check your work at Print Size or 100%! Remember that you are creating a large format image. Attention to details that wouldn't matter at 8.5" X 11" become crucial. What looks fine viewed at "fit to screen" may not look fine at actual Print Size.

Depending on your file size and deadline, your artwork may be submitted by CD, Zip Disk, or uploaded to our FTP site. Files 5 MB or under may be e-mailed. Keep in mind that normal production time once art has been received, is 5 business days. Jobs often can be done in less time but may incur rush fees.

Please do not hesitate to contact Doug Nyland in our graphic production department if you have any questions about your graphics. Phone-818.503.3020 / e-mail- doug@imagedesigncom.com