

THE graphics

POCKET GUIDE



Basic Things To Know

Checking Files

Color profiles should be CMYK; RGB only for EPSON printers.

Resolution should be between 150 and 300 d.p.i.

All fonts should be converted to outlines and saved under a different file name than your original file. You will not be able to edit type in the version with fonts converted to outlines.

If desired, crop marks should be created.

Standard File Types

Bitmapped (photographic) images: TIFF, PSD or PDF file.

Vector (line-art) images: EPS, AI or PDF file.

Saving

Save multiple copies.

Save one copy before converting type to outlines.

Always back up files.

Files need to be saved to a USB thumb drive or burned to a CD or DVD.

Profiles

Color on your monitor may not match color on your prints, but there are steps you can take to control this. If you have embedded a preferred profile, be sure you note this in your docket. If you don't, we will embed our profiles and color is subject to shift according to the printer, paper, and process. Ask staff if you have any additional questions.

Scanning / Resolution

When scanning images, take final resolution needs into consideration. If you have a 4x5 image but you need a final print that is 8x10, keeping in mind that this should be 300 d.p.i., you should scan it in at 600 d.p.i. Otherwise, interpolation will occur and the image will appear fuzzy and pixelated. You cannot add detail that was not previously there by increasing the file size from the original. It is easier to start out at a higher resolution and downsample than it is to start out small and try to increase the file size.

Digital and Slide Film Specifications

The following specs are for use with our cameras when shooting artwork on the Track System or Copy Stand.

Nikon D70 6 mp Digital Camera

300 d.p.i. images / 17.2MB file / 6.5x10 image size

Nikon D200 10.2 mp Digital Camera

300 d.p.i. images / 21MB file / 12x18 image size

Nikon N90 35mm Film Camera

A negative scanned at 4800 d.p.i. (a 94MB file) will become a 15.75x23 inch image when downsampled to 300 d.p.i.

Downsampling a 4x6 inch image from 1600 d.p.i. to 300 d.p.i. on our flatbed scanner will produce a 21x32 inch image.

Definitions

TIFF The Tagged-Image File Format is a flexible bitmap image format supported by virtually all print, image-editing, and page-layout applications.

EPS The Encapsulated PostScript language file format can contain both vector and bitmap graphics and is supported by virtually all graphic, illustration, and page layout programs.

PDF The Portable Document Format is used to represent a document in a manner independent of the application software, hardware, and operating system used to create it.

D.P.I. Dots Per Inch. Print resolution.

S.P.I. Samples Per Inch. Scanned and bitmapped images.

P.P.I. Pixels Per Inch. Computer display resolution.

Downsampling Resampling by reducing file resolution. Removes s.p.i. throughout the image.

Interpolation Resampling by increasing file resolution. Generates s.p.i. in a bitmap where there wasn't one before. Does not add detail to an image if detail wasn't already there.

Adobe InDesign

Adobe InDesign is used to incorporate text and graphics to create **brochures, catalogs, magazines, letterheads, business cards, posters**, etc. Creative professionals use these programs for their exceptional typographic controls, page design capabilities, and numerous customization options.

Placed images should be in either TIFF or EPS format.

TIFF–bitmap images (photoshop files)

EPS–vector images (illustrator files)

In order to minimize final file size, make sure all images are 300 dpi and saved to the appropriate size before importing. Do not scale down images once in InDesign.

Checking document size:

File > Document Setup

Always PREFLIGHT and PACKAGE files. Preflight ensures that all fonts, links and colors are correct and not missing. Packaging saves everything together in a folder. This folder should be given to the Lab for printing.

Preflight:

File > Preflight > follow onscreen dialogue boxes.

Package:

File > Package > follow onscreen dialogue boxes.

Adobe Illustrator

Adobe Illustrator offers the tools to produce artwork such as **logos and illustrations** for print publishing and multimedia graphics. It creates VECTOR graphics, made of lines and curves defined by mathematical objects called vectors. These objects can be scaled up and down without losing the quality of the graphic.

Convert all type to outlines:

Select All > Type > Create Outlines

Checking art board size:

File > Document Setup

Checking color:

File > Document Color Mode > CMYK (RGB for EPSON)

Make sure to delete all excess images not in printable art board area to minimize file size.

Adobe Photoshop

Adobe Photoshop is a photo retouching, image editing, and color correction program that generates bitmap images. Bitmap images use a grid of small squares known as pixels to represent images. Each pixel is assigned a specific location and color value. When working with bitmap images, you edit pixels rather than objects or shapes. A bitmap image is resolution-dependent—that is, it contains a fixed number of pixels to represent its image data. Bitmap images are the best choice for representing subtle gradations of shades and color—for example, in **photographs or painted images**.

Delete invisible layers and flatten file:

Layer > Flatten file

Checking file size / resolution:

Image > Image Size > bottom part of dialogue box.

For more information see scanning / resolution section.

To change the size of just working space, not image:

Image > Canvas Size

Checking color:

Image > Mode > CMYK (RGB for EPSON)