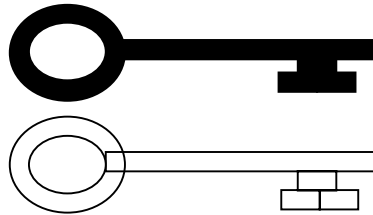


# VECTOR/BITMAP GUIDELINES

There are two basic file formats for graphic images: Vector files and Bitmap files. The next few pages will cover some of the major differences between vector and bitmap files, as well as the advantages, disadvantages and other issues that need to be considered when creating files for graphic production.

## Vector Graphics

These images consist of lines and curves that are defined by mathematical objects called vectors. Vector art is created by combining various geometric shapes, such as circles, triangles, or squares. In the diagram of the key, you can see all of the separate shapes that have been combined to create the entire image. Each of these shapes is an individual element that can be manipulated or scaled by itself or in conjunction with all others without any loss of quality.



## Vector Images

### Uses

- Traditional graphics (paint and vinyl): Vector art is the ideal file format for creating files for traditional graphics. The process used to create traditional graphics requires that every image be outlined so that the vinyl cutter can cut the various pieces. With a vector art file, this is extremely easy to do.
- Digital graphics: Vector images also work great for digital graphics as long as the desired result is not a photo-realistic image.

### Color Issues

- The colors in a vector file can be changed or adjusted relatively easily. Either the entire image or just a portion of the image can be manipulated.

### Programs That Can Create Vector Art

- Adobe Illustrator (drawing program)
- Macromedia Freehand (drawing program)
- CorelDraw! (drawing program)
- QuarkXpress (page layout program)

### Advantages

- Images can be enlarged to any size without sacrificing quality. Because the art is resolution independent, meaning that there are no dots being used to create the image, there is nothing to limit its enlargement capabilities. Images can be reproduced at any size while maintaining crisp outlines and details. This makes them the ideal choice for type and other bold graphics, such as logos, which require clean lines that can be scaled to any size.
- Vectors are very compact information files, which means that the file sizes are typically going to be very small. This makes for easy and

### Advantages - con't

- fast file transportation via modem or floppy disk. A vector file set up for a 4-panel mural may average 30-500 KiloBytes, whereas the same image created in a bitmap file can be 250-400 MegaBytes—an increase of over 80,000%!
- Vector images can be manipulated very easily because each piece of the image is a separate/individual entity. This makes moving or resizing a portion of the image or the entire image itself very easy. Adding to and deleting from a vector image is also fairly simple to do.

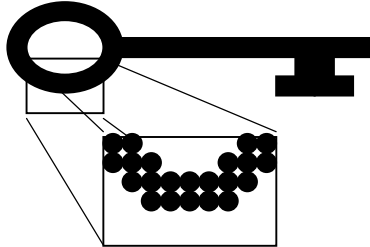
### Disadvantages

- The biggest drawback to consider when working with vector graphics is that creating a complicated or photo-realistic image is very difficult and time consuming to do.
- When a photo is placed into a Vector program, it increases the size of the file. The Graphics Department recommends using F.P.O. files within Vector programs and send large photos separate.

## VECTOR/BITMAP GUIDELINES (continued)

### Bitmap Graphics

These images consist of colored squares, also called pixels. Bitmap images are created by combining a series of various colored pixels. The best analogy for a bitmap image is a child's toy called a LiteBrite. This is a board with a light behind it to show an image created by inserting translucent colored pegs. These pegs would be equivalent to a pixel in a bitmap image. The more pegs, or pixels in one inch of a row, the better the final image will look. If an image is created with enough pixels per inch, the eye loses its ability to see the individual pixels.



### Bitmap Images

#### Uses

- Digital graphics: Bitmap images are great for digital printing. They have the ability to produce both very detailed and photo-realistic or very simple images.
- Traditional graphics (paint and vinyl): Bitmap images can only be used for traditional graphic production if they are converted into a vector art file. To do this, the file is sent through a program that attempts to trace the lines it sees in the bitmap file. This will only work with simple images and still often requires clean-up, especially when type is present.

#### Color Issues

- 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 can not be adjusted without shifting the color of the entire image without extensive work to isolated areas and feathered selections.

#### Programs That Can Create Bitmap Images

- Adobe PhotoShop
- Scanning pre-existing artwork and photos

#### Advantages

- Accurate photo color management in PhotoShop.
- It is possible to create photo-realistic images with bitmap files.
- Preexisting artwork can be scanned (photos, slides, original artwork) to create a bitmap image. These can be produced either by themselves or combined to create a collage—depending on the desired result.

#### Advantages con't

- Reliability—what you see at 100% is what you get.

#### Disadvantages

- Manipulating a bitmap image can be very difficult to do. Although there are potentially thousands of individual pixels in each inch of the graphic, they all combine to form one single image. Isolating an individual pixel from all of the others is virtually impossible to do. This makes changing the layout or removing from or adding to the image a very time consuming and potentially difficult task. The more detailed and intricate an image is, the harder it is to do any kind of manipulation. Any changes that are made may be obvious if they are not done correctly.
- The file sizes of bitmap images can be very large, especially for mural panels and other large graphics. Information must be stored for every pixel in the image, which means that the larger the image is, the more information will be required from the scanner and the larger the file size will be.
- Image enlargement is limited by the original size at which the file was created. If a file is produced at a size that is larger than its resolution will allow, the quality will decrease. Printing a low-resolution file will result in pixelation—large pixels that produce very coarse-looking output. As mentioned earlier, the eye eventually loses its ability to see the individual pixels if the resolution is high enough. Conversely, when a small bitmap image is enlarged, the pixels become more apparent to the eye. These low resolution images look “choppy” or “built from blocks.”

Although vector and bitmap images are very different and have distinct advantages and disadvantages, neither format is better than the other. Which format you decide to use to create your graphics largely depends on the final result you are looking for. Many times you will use a combination of both file types.

# LAMBDA FILE PREPARATION GUIDELINES

The following guidelines are designed to help you set up your file for Lambda graphics so that there will be as few delays and problems as possible in the production of your job.

## What Formats and Programs Can I Use?

Files may be MAC or PC formatted. The files can be set up in any of the following programs:  
Adobe PhotoShop 7.0    Macromedia Freehand 10.0  
Adobe Illustrator 10.0    Quark Xpress 5.0

Below files must be exported or saved as an .EPS:  
CorelDRAW! 8.0        PageMaker 7.0  
In Design 2.0

**Note:** If Corel, Pagemaker or InDesign files are sent, we must export the files as an .EPS. This does not always export correctly and may incur additional art time to export or for the files to work properly.

## At What Size Should My Images Be Set Up?

Your file may be set up at any size as long as it is to scale with the final image size. Please indicate crop marks.

## What Colors Can I Use In My Layout?

The Graphics Department accepts RGB and CMYK files. Please indicate any color matches by specifying a PMS color that you would like to have matched.

## 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 PC 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. Due to slight variations in fonts (kerning, baseline, etc.) substituting fonts may slightly change the layout.

## What Do I Need To Do If I Have A Placed Image In My Document?

If your graphic has a placed image (logo and/or photos) in it, make sure that the original logo file or photo file is included on the disk. The Graphics Department does not recommend using embedded images (an image that has been placed into a file but is not linked to the original file), as we have no way of knowing whether or not the original image is of high enough quality or what the color space or mode is (Example: A photo embedded in Illustrator may print too dark).

**Illustrator 9 & 10**    Illustrator 9 & 10 come 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.

## What Resolution Do My Bitmap Files Need To Be?

The Graphics Department recommends printing all Lambda graphics using images that have a minimum input resolution of 100 ppi and a maximum of 200 ppi at final size. But keep in mind that even low resolution files will benefit from the high quality of Lambda output.

## How Should I Save My File?

Please DO NOT save your Quark files as an EPS. Most of these files are locked, meaning that the Graphics Department cannot manipulate the content, proportion or color of the file in any way. If you are placing a Quark EPS in another file, please include all support files. Save any PhotoShop files as a PSD file in layers if you can.

## How Should I Send My Artwork?

Artwork can be sent on the following types of media via:

- FTP site: see FTP Guidelines in this section
- E-mail: see E-mail Guidelines in this section
- 3.5" floppy
- Zip Disk (100 & 250MB)
- Jaz Disk (1 and 2 GB)
- CD-ROM
- DVD Ram
- DVD Rom
- DDS DAT Tape (Retrospect formatted, MAC only, 4MM wide, 90M long. Please put all of the files that the Graphics Department will be using to produce your job in one main folder. Also send along both the catalog file on a floppy and a list of the files that are being used).

## 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 hardcopy of all files that the Graphic Department will be producing and a printout of the contents of the disk, marking the files that will be used.

# DIGITAL INKJET FILE PREPARATION GUIDELINES

The following guidelines are designed to help you set up your file for Digital graphics so that there will be as few delays and problems as possible 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. Quark does offer convert paths, but it is time consuming and often corrupts once the file is reopened.
- INPUT resolution on bitmap files is 72 ppi 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 any of the following programs:

Adobe PhotoShop 7.0    Macromedia Freehand 10.0  
Adobe Illustrator 10.0    Quark Xpress 5.0

Below files must be exported or saved as an .EPS:  
CorelDRAW! 8.0            PageMaker 7.0  
In Design 2.0

**Note:** If Corel, Pagemaker or InDesign files are sent, we must export the files as an .EPS. This does not always export correctly and may incur additional art time 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: see FTP Guidelines in this section
- E-mail: see E-mail Guidelines in this section
- 3.5" floppy
- Zip Disk (100 & 250MB)
- Jaz Disk (1 and 2 GB)
- CD-ROM
- DVD Ram
- DVD Rom
- DDS DAT Tape (Retrospect formatted, MAC only, 4MM wide, 90M long. Please put all of the files that the Graphics Department will be using to produce your job in one main folder. Also send along both the catalog file on a floppy and a list of the files that are being used).

**Illustrator 9 & 10** Illustrator 9 & 10 come 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.

## 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, Freehand or QuarkXPress, 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. DO NOT send Freehand or Quark EPS files unless you send the support files. Production cannot manipulate the content, proportion or color of these eps files. Illustrator EPS files are usable but result in files that are 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.

# SELECTALITE FILE PREPARATION GUIDELINES

The following guidelines are designed to help you set up your file for SelectaLite graphics so that there will be as few delays and problems as possible in the production of your job.

## How Should My Files Be Set Up?

All files should be set up:

- To scale
- Text has to be Vector art and should be converted to curves or outlines
- Required INPUT resolution on bitmap files is 72 dpi at final size
- In layers if any photo manipulation is desired (on Photoshop images)
- If PhotoShop is used, an Illustrator file should be created with outlines of the objects you wish to be backlit.

## What Formats And Programs Can I Use?

Files may be MAC or PC formatted. The files can be set up in any of the following programs:

Adobe PhotoShop 7.0    Macromedia Freehand 10.0  
Adobe Illustrator 10.0

Below files must be exported or saved as an .EPS:

In Design 2.0    CorelDRAW! 8.0

Pagemaker 7.0

## How Should I Send My Artwork?

Artwork can be sent on the following types of media via:

- FTP site: see FTP Guide in this section
- E-mail: see E-mail Guide in this section
- 3.5" floppy
- Zip Disk (100 and 250 MB)
- Jaz Disk (1 and 2 GB)
- CD-ROM
- DVD Ram
- DVD Rom
- DDS DAT Tape (Retrospect formatted, MAC only, 4MM wide, 90M long. Please put all of the files that the Graphics Department will be using to produce your job in one main folder. Also send along both the catalog file on a floppy and a list of the files that are being used).

## What Else Is Important To Consider When Setting Up Files?

PhotoShop files should be saved as layered PhotoShop files. Please do not use duotones or DCS. If there are "placed images" in Illustrator, Freehand or QuarkXPress, 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. DO NOT send Freehand or Quark EPS files. Production cannot manipulate the content, proportion or color of these EPS files. Please outline any strokes that are used in your file. The Graphics Department can outline strokes for you, but their size will not be completely accurate and there may be composition time involved. When creating and sending a SelectaLite file, you should have the main file, which the panel is laid out in, and a cut file, which will be a Vector outline file of what you want backlit.

## What Else Do I Need To Send?

Include all fonts all the time. 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 Graphic Department will be producing and a printout of the contents of the disk, marking the files that will be used. Please note on your hard copy which portions of the image will be backlit.

# TRADITIONAL FILE PREPARATION GUIDELINES

The following guidelines are designed to help you set up your file for Traditional graphics so that there will be as few delays and problems as possible in the production of your job.

## What Is The Difference Between A Vector And A Bitmap Image?

Bitmapped images cannot be used for vinyl jobs (PhotoShop images are bitmapped images), Vector images (non-bitmapped images) usually work very well for traditional jobs. These images can be broken down into geometrically defined components, and can be easily modified and scaled without losing any quality in the final output of the image.

## At What Size Should My Image Be Set Up?

Your file may be set up at any size as long as it is to scale with the final image size. Please indicate crop marks.

## What Do I Do About Fonts?

To avoid any problems with fonts, all text should be converted to outlines. To do this, follow the instructions for the program you are using.

\* **Adobe Illustrator 10.0:** Choose "select all" from the edit menu and then select the command "create outlines" from the type menu.

\* **CorelDraw! 8.0:** Choose "select all" from the edit menu and then choose "convert to curves" from the arrange menu.

\* **QuarkXPress 5.0:** You will have to select one line of text at a time. Choose "Text To Box" under the Style Menu. Repeat this step with each line of text until all are converted.

## How Do I Correctly Set Up A File For A Traditional Job?

All text and objects need to be converted to outlines so that the vinyl cutter can cut them (see above instructions). Helpful hint: in order to see exactly what the vinyl cutter will be cutting, look at the image in outline form. To do this go under the view menu and select either "artwork" (Illustrator), "preview" (Freehand), or "wireframe" (CorelDraw)

depending on which program you are using. Any lines that show up when you are looking at your file in this mode will be guides for the vinyl cutter to cut. If there are any lines that are not supposed to be cut, such as overlapping lines within logos or letters, they will need to be removed. All lines also need to be smooth. Looking at your image in an enlarged view will allow you to see whether the lines are smooth or not.

## How Should I Save My File?

Please DO NOT save your Quark files as an EPS. Most EPS files are locked, meaning that the Graphics Department cannot manipulate the content, proportion or color of the file in any way.

## How Should I Send My Artwork?

Artwork can be sent on the following types of media via:

- FTP site: see FTP Guidelines in this section
- E-mail: see E-mail Guidelines in this section
- 3.5" floppy
- Zip Disk (100 & 250MB)
- Jaz Disk (1 and 2 GB)
- CD-ROM
- DVD Ram
- DVD Rom
- DDS DAT Tape (Retrospect formatted, MAC only, 4MM wide, 90M long. Please put all of the files that the Graphics Department will be using to produce your job in one main folder. Also send along both the catalog file on a floppy and a list of the files that are being used).

## 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 Graphic Department will be producing and a printout of the contents of the disk, marking the files that will be used.

## FTP SITE GUIDELINES

1. Go to [www.aproofnow.com](http://www.aproofnow.com)
2. Click on the button that says "click here to upload artwork"
3. Username: artwork  
Password: trdshw
4. A page will be displayed where you must fill in the following information: Your name, phone #, email address, trade show distributor, job names and PO #.
5. Then you be able to browse and find the file to be uploaded.  
Note: Please compress your files and provide flattened .pdf proof of the art.
6. After transfer is complete, you will get a message on screen stating the transfer is complete. You will also get a confirmation to the email address you provided.

## E-MAIL GUIDELINES

The Graphics Department can receive files across the Internet.

E-mail your files to: [artwork@optimagfx.com](mailto:artwork@optimagfx.com)

Within the Email, please indicate:

- Company Name you are sending the art from
- Company Name you are sending the art for (if different from above)
- Indicate Job Name, PO #, and final print sizes

## SCANNING GUIDELINES

The following guidelines are designed to help you scan your own images so that the Graphics Department will be able to use the files sent to us without having to rescan anything.

### What Is Important To Know About Scanning?

When scanning an image, the final resolution needed is a very important factor to consider. The input resolution for digital Inkjet prints must be at a minimum of 72 ppi at the final size. For Lambda prints, the minimum resolution needs to be 100 ppi at the final size. If an image has a resolution that falls below either of these minimums, the Graphics Department will be able to print the graphic, but the quality will be reduced. Low-resolution files can give the final product a grainy, pixilated, or fuzzy appearance. In order for the Graphics Department to produce the highest quality image, please consider the following:

- If your file is not at full size, make sure that the input resolution is high enough so that when the file is at final size, the resolution will be at or above the minimum for the particular process you will be using.
- If an image is created at full size (Final Size) then the resolution needs to be either 72 ppi for digital Inkjet graphics or 100 ppi for Lambda graphics. A higher resolution is all right, but not necessary, as this will only increase the file size and the amount of memory needed to transport and open the image.

### What Resolution Should My Images Be Scanned At?

To achieve the highest quality graphics, you should scan your image so that the final output resolution is no less than 72 dpi (100 dpi is recommended).

### What Can I Send For The Graphics Department To Scan?

The Graphics Department can scan artwork such as: photographs, clean black and white or colored art, negatives, slides, and transparencies. The drum scanner is used for highly detailed images and images that are being enlarged quite a bit. Images that are to be drum scanned need to be flexible and no larger than 8" x 10". The flatbed scanner can scan black and white or colored artwork and photographs.

Transparencies cannot be flatbed scanned. The largest image that can be scanned on the flatbed scanner is 8" x 10" and the highest resolution is 600 ppi.

- If you are sending a negative that will need to be scanned, please send a positive for color matching. If the Graphics Department does not have a supplied color matching guide, they will adjust the colors to be most pleasing to the eye.

## **COLOR MATCHING GUIDELINES**

### **How Is Color Matching Done For Traditional Jobs?**

When color matching on Traditional jobs (paint and vinyl), production can match paint to almost any color desired except for neons and fluorescents. The Graphics Department also stocks Gerber vinyl colors (other brands name vinyls can be ordered if they are required for a particular job).

### **How Is Color Matching Done For Digital Jobs?**

The Graphics Department recommends that you specify a PMS color if you want the colors to be matched. Please provide a full color positive for close color matching. The Graphics Department prints in 4-color process, not spot. When the Graphics Department attempts to match a PMS spot color, it is a 4-color process interpretation of the Pantone PMS color. Similar to the solid to process Pantone book. Keep this in mind when matching colors.

### **How Is Color Matching Done For Lambda Jobs?**

The Graphics Department interprets your specified PMS Pantone colors to bring you the best possible Lambda equivalent.

### **What Are Some Things For Me To Consider Before Sending My Files?**

- Neither the Digital Inkjet nor Lambda processes can replicate colors such as fluorescents, neons, and metallics
- Traditional can replicate both metallics (using either paint or vinyl) and fluorescents and neons (using vinyl only)
- It is important to list critical PMS color matches for Inkjet prints in your files and on hard copies.
- Logos and type should be created in the same program since PMS colors can be different from one program to another (For example: Illustrators PMS 321 may not be the same as Quarks PMS 321).
- Use one of the generic color spaces sRGB , color match RGB.ICC, or PhotoShop 5 CMYK default when working in PhotoShop.
- If you are requesting a specific element to be color matched in a bitmap file, please send the layered Photoshop file along with that element on it's own layer.

# PHOTOSHOP GUIDELINES

The Graphics Department uses PhotoShop version 7.0. The following guidelines are designed to help you set up your file so that there will be as few delays and problems as possible in the production of your job.

## **At What Size Should My Image Be Set Up?**

Your file may be set up at any size as long as it is to scale. The Graphics Department recommends that the INPUT resolution of your file is a minimum of 100 ppi (at final size) for Digital Inkjet prints. As for Lambda prints, PhotoShop text in 6.0.1 or later is now Vector based, therefore if you set your file up at 100 ppi, your text will look great. But keep in mind that even low resolution files will benefit from the high quality of Lambda output.

## **What Colors Can I Use In My Layout?**

If you are requesting a specific element to be color matched in a bitmap file, please send the layered PhotoShop file along with that element on a separate layer. Additional comp time may be added for color matching to a flattened file.

## **What Do I Do About Fonts?**

To avoid any problems with fonts, include all fonts all the time (make sure the screen fonts and the printer fonts are included). If you do not rasterize your type, please include all fonts used in the case that the text must be matched for color or changed in any way.

## **What Resolution Should My Images Be Scanned At?**

To achieve the best quality for your prints, scan your image so that it is 100 ppi at full size.

## **Should I Send My Files Layered or Flattened?**

Always send layered files for last minute changes and/or corrections. Even minor corrections to a flattened file may incur composition time charges.

## **Can I Send An Image That Needs To Be Scanned?**

The Graphics Department can scan images sent to us using either a flatbed scan (largest size: 8" x 10") or a drum scan (largest size: 8" x 10"). Drum scans are recommended for highly detailed images that will have a large finished size.

## **How Should I Save My Files?**

PhotoShop files should be saved in PhotoShop, TIFF or EPS file formats. Do not use DCS.

## **What Else Do I Need To Send?**

Along with your disk, please send hard copy of all files that the Graphics Department will be producing. Also include a printout of the contents of the disk, marking the files that will be used.

## **Single or Multiple Pages**

- Q. My layout is for multiple mural panels, should I set my artwork up in separate pages?
- A. No, you should not set up any continuous images, ie. Multiple mural panel systems, in separate pages or files.

In an effort to insure the best possible line-up of continuous images, the Graphics Department requests that all art be set up in one file. Precision tiling of your image will take place in our production process. The Graphics Department requests that you supply your images at the exact width. Of course, it is always a good idea to include the guides on all layouts to better communicate your expectations. In order to insure accurate line-up of all your mural graphics, a charge may be incurred to rebuild separate files into a single layout.

# QUARKXPRESS GUIDELINES

The Graphics Department uses QuarkXPress version 5.0. The following guidelines are designed to help you set up your file so that there will be as few delays and problems as possible in the production of your job. Many designers are accustomed to working in Quark because their background in the offset printing world. Great news to many designers is the Graphic Department's printing process does not require a Quark layout. Many Quark features required in printing are not needed for large format. So you can design your graphics in Freehand, Illustrator, PhotoShop or Quark.

## **At What Size Should My Image Be Set Up?**

Your file may be set up at any size as long as it is to scale with the final image size. Please indicate crop marks.

## **What Colors Can I Use In My Layout?**

For *Lambda or Digital Inkjet* prints, please indicate any critical color matches by specifying a PMS color that you would like to have matched.

## **What Do I Do About Fonts?**

To avoid any problems with fonts, include all fonts all the time (make sure the screen fonts and the printer fonts are included) because PC and MAC fonts are not compatible. The Graphics Department may end up having to substitute fonts if you are using the PC version of Quark. Please avoid using any of the features available in the text box (bold, underline, italic, etc.). If all of the versions of the font used are not included, the text will not print correctly. Instead of using the features in the text box, use the italic or bold version of the font. This will help avoid any problems when we print the graphics. Supplying MAC fonts is strongly recommended. Due to slight variations in fonts (kerning, baseline, etc.) substituting fonts may slightly change the layout.

## **What Do I Need To Send If I Have A Placed Image In My Document?**

The Graphics Department suggests that you use the "collect for output" feature in Quark. This will eliminate unused files and guess work. If your Quark document has placed images (logos and/or photos) in it, make sure that the original logo file or photo file is included on the disk. The Graphics Department does not recommend using rastered images (an image that has been placed into Quark but is not linked to the original file), as we have no way of knowing whether or not the original image is of high enough quality and sometimes it may not print.

## **How Should I Save My File?**

Save your document as a regular Quark file. There is no need to save it as an EPS. Quark EPS files are locked, meaning that the Graphics Department cannot open them or manipulate the content, proportions or color of the file in any way.

## **What Else Do I Need To Send?**

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

## **Single or Multiple Pages**

Q. My layout is for multiple mural panels, should I set my artwork up in separate pages?

A. No, you should not set up any continuous images, ie. Multiple mural panel systems, in separate pages or files.

In an effort to insure the best possible line-up of continuous images, the Graphics Department requests that all art be set up in one file. Precision tiling of your image will take place in our production process. The Graphics Department requests that you supply your images at the exact width. Of course, it is always a good idea to include the guides on all layouts to better communicate your expectations. In order to insure accurate line-up of all your mural graphics, a charge may be incurred to rebuild separate files into a single layout.

# **FREEHAND GUIDELINES**

The Graphics Department uses Macromedia Freehand version 10.0. The following guidelines are designed to help you set up your file so that there will be as few delays and problems as possible in the production of your job.

## **At What Size Should My Image Be Set Up?**

Your file may be set up at any size as long as it is to scale with the final image size. Please indicate crop marks.

## **What Colors Can I Use In My Layout?**

Indicate color matches by specifying a PMS color that you would like to have matched.

## **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 PC fonts to outlines. The Graphics Department may end up having to substitute fonts if the font is not supplied. Supplying MAC fonts is strongly recommended. Due to slight variations in fonts (kerning, baseline, etc) substituting fonts may slightly change the layout.

## **What Do I Need To Send If I Have A Placed Image In My Document?**

If your Freehand document has placed images (logos and/or photos) in it, make sure that the original logo file or photo file is included on the disk. The Graphics Department does not recommend using embedded images (an image that has been placed into Freehand but is not linked to the original file), as we have no way of knowing whether the original image is of high enough quality or not.

## **How Should I Save My File?**

Save your document as a regular Freehand file.

## **What Else Do I Need To Send?**

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

## **Single or Multiple Pages**

Q. My layout is for multiple mural panels, should I set my artwork up in separate pages?

A. No, you should not set up any continuous images, ie. Multiple mural panel systems, in separate pages or files.

In an effort to insure the best possible line-up of continuous images, the Graphics Department requests that all art be set up in one file. Precision tiling of your image will take place in our production process. The Graphics Department requests that you supply your images at the exact width. Of course, it is always a good idea to include the guides on all layouts to better communicate your expectations. In order to insure accurate line-up of all your mural graphics, a charge may be incurred to rebuild separate files into a single layout.

# ILLUSTRATOR GUIDELINES

The Graphics Department uses Adobe Illustrator version 10.0. The following guidelines are designed to help you set up your file so that there will be as few delays and problems as possible in the production of your job.

## At What Size Should My Image Be Set Up?

Your file may be set up at any size as long as it is to scale with the final image size. Please indicate crop marks. To eliminate jagged edges on vector art, the Graphics Department suggests you design your Illustrator files at 800 dpi/800 in attributes for full size. When creating at 50% use 1600 dpi in output resolution from your document set up window. For example, when placing a small Vector image in Quark that will eventually be enlarged, it is recommended to set your output resolution at 9600 dpi/9600 attributes. These settings will ensure smooth curves on text and vector graphics.

## What Colors Can I Use In My Layout?

Indicate color matches by specifying a PMS color that you would like to have matched.

## 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. The Graphics Department may end up having to substitute fonts if the font is not supplied. Supplying MAC fonts is strongly recommended. Due to slight variations in fonts (kerning, baseline, etc) substituting fonts may slightly change the layout.

## Can I Use Transparencies And Shadow Features In Illustrator 9.0 or 10.0?

Illustrator 9.0 or 10.0 has some new effects/features that work unpredictably with the Graphics Department's large format rip systems. Although some of these features are great for web design, they increase the probability that what is produced is not what the designer intended. Shadows are a problem and the Graphics Department recommends these be achieved through PhotoShop. PhotoShop has some great new features, which work wonderful. Not only do some of these features in Illustrator 9.0 and 10.0 increase turnaround time, but images are produced with unexpected results. Illustrator 9.0 or 10.0 also includes new color management features that do not work. Adobe is aware of all the frustrations that are being experienced. **The Graphics Department does not recommend you use these features in Illustrator 9.0 or 10.0.** Sending any files created in Illustrator 9.0 or 10.0 that do not contain any of the above mentioned features is acceptable.

## What Do I Need To Send If I Have A Placed Image In My Document?

If your Illustrator document has placed images (logos and/or photos) in it, make sure that the original logo file or photo file is included on the disk. The Graphics Department does not recommend using embedded images (an image that has been placed into Illustrator but is not linked to the original file), as we have no way of knowing whether or not the original image is of high enough quality. Please provide a low resolution .pdf for placement.

## How Should I Save My File?

Save your document as a regular Illustrator file. There is no need to save it as an EPS. Although saving an Illustrator file as an EPS does not affect the Graphic Department's ability to use it, it does make the file larger than is needed.

## What Else Do I Need To Send?

Please make sure your disk contains both the screen and the printer fonts. Along with your disk, also send a hard copy of all files that the Graphics Department will be producing, a printout of the contents of the disk, marking the files that will be used, and high resolution photos, if using a low resolution photo that is placed for position only.

## Single or Multiple Pages

- Q. My layout is for multiple mural panels, should I set my artwork up in separate pages?
- A. No, you should not set up any continuous images, ie. Multiple mural panel systems, in separate pages or files.

In an effort to insure the best possible line-up of continuous images, the Graphics Department requests that all art be set up in one file. Precision tiling of your image will take place in our production process. The Graphics Department requests that you supply your images at the exact width. Of course, it is always a good idea to include the guides on all layouts to better communicate your expectations. In order to insure accurate line-up of all your mural graphics, a charge may be incurred to rebuild separate files into a single layout.

# CORELDRAW GUIDELINES

The Graphics Department uses CorelDRAW Version 8.0. The following guidelines are designed to help you set up your file so that there will be as few delays and problems as possible in the production of your job.

## What Size Should My Image Be Set Up?

Your file may be set up at any size as long as it is to scale with the final image size. Please indicate crop marks.

## What Colors Can I Use In My Layout?

Indicate color matches by specifying a PMS color that you would like to have matched

## Can I Use The Files And Textures That Come With Corel?

If your images will be produced at a final size larger than 8.5" tall, do not use any of the Corel pattern fills, textures, or photos. These images are not intended for large format printing and are very low res. Because of this, the images will be pixilated when they are printed larger than 8.5" high. If you are using Corel filters on your PC, you must export your file as an Illustrator or EPS (many filters are not compatible from PC to MAC).

## What Do I Do About Fonts?

To avoid any problems with fonts, all text should be converted to outlines. To do this, choose "select all" from the edit menu and then select the command "convert to curves" from the arrange menu.

## What Do I Need To Send If I Have A Placed Image In My Document?

If your CorelDraw Document has placed images (logos and/or photos) in it, make sure that the original logo file or photo file is included on the disk.

## How Should I Save My File?

**Please export your CorelDraw! File as either an Illustrate file or an EPS file (convert the fonts to curves when exporting with either of these formats).**

## What Else Do I Need To Send?

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

## Single or Multiple Pages

Q. My layout is for multiple mural panels, should I set my artwork up in separate pages?

A. No, you should not set up any continuous images, ie. Multiple mural panel systems, in separate pages or files.

In an effort to insure the best possible line-up of continuous images, the Graphics Department requests that all art be set up in one file. Precision tiling of your image will take place in our production process. The Graphics Department requests that you supply your images at the exact width. Of course, it is always a good idea to include the guides on all layouts to better communicate your expectations. In order to insure accurate line-up of all your mural graphics, a charge may be incurred to rebuild separate files into a single layout.

## CorelDRAW & PageMaker

Q. Can I design my artwork in CorelDraw or PageMaker?

A. Yes, you may supply the Graphics Department with both CorelDraw & PageMaker files, however, neither is recommended.

Please Note: The Graphics Department does not print directly from these two software options. In order for your art to be in printable format, CorelDraw! & PageMaker files are exported. While simple designs are not generally effected by the process, some complex designs are greatly effected. The result of the exporting process is unpredictable. Some charges may be incurred to manipulate your file, if adjustments are needed. As always, an accurate hard copy of your design will help the Graphics Department determine if any unexpected changes occur.

In addition, some larger more complex designs take an inordinate amount of time to export. More time to export and additional adjustments may effect both your cost and turn around time.