

File saving guidelines for large format printing

Basic Overview:

Designing for large format printing can differ in many ways to other styles of printing; artwork and designs that look great in a brochure or on the web may not translate to larger outputs, therefore certain rules need to be followed.

If this is your first attempt at setting artwork for this type of printing, or you are not a professional designer, it may be wise to get our design studios assistance through our hand-holding scheme; this is not mandatory however is advised.

When producing artwork you should be aware that there are primarily two formats to work in:

Bit-mapped: This is usually used for images such as photographs and places a colour in each pixel. When designing in large format any text should **not** be pixel based.

Vector: This is primarily used for logos and text however can create some very impressive artwork alone. Vector based artwork uses a mathematical language to describe colour, shape and placement information of the individual components of an image.

When your artwork is produced with text we highly recommend using a vector based program such as, Adobe Illustrator or Indesign, Quark, or Macromedia Freehand; producing designs in a program other to these may result in a pixelated or blurred looking print.

Set up instructions:

Where possible please use one of the available templates to setup your artwork.

Preferred applications are: Adobe Illustrator, Adobe Indesign, High Res PDF.

Additional supported applications: Adobe Photoshop, Macromedia Freehand, Quark Express.

Files can be accepted in either Mac or PC format for printing [excluding Quark; mac only].

- Set your artwork at 25% of the final printed size. E.g. If print size equals 700mmx2000mm, the document should be set at 175mmx500mm.
- Add 3mm bleed to your document settings.
- If you have multiple panels joining to form a seamless graphic, please set this up as one page where possible, using tick marks in the bleed area to indicate panel breaks.
- Where possible convert all fonts to paths/outlines. Alternatively supply all screen, postscript, true type and/or open type fonts.
- It is preferred that you save files in the native format with links (not embedded) and not export as an EPS - only use this option if necessary.
- Always specify Pantone colour references or specify the CMYK split you wish to achieve and if available please supply a colour sample. A colour correct proof will incur a charge. [Please be aware it is virtually impossible to match PMS colours with CMYK printing, however results are very close).
- Please supply all links as CMYK, 300dpi at 25% final size. Do not use Desktop colour separations when saving files.
- Where possible link images as Tiff files with no compression. EPS links can cause corruption when used in numbers however are acceptable where necessary. JPEG (Max Quality) and Bitmap links are also accepted. Please do not embed links.
- If possible, supply a final proof.

Common Mistakes:

Document is not set up to correct size.

Text is not converted to paths and fonts have not been included.

Links are low quality. [Often people increase a low quality file from within an application such as Adobes' Photoshop to meet the 300dpi at 25% guide. Unfortunately this rarely works and will produce a pixelated image].

Links are missing.

Artwork uses two colour modes instead of just CMYK.