

RASTER IMAGES

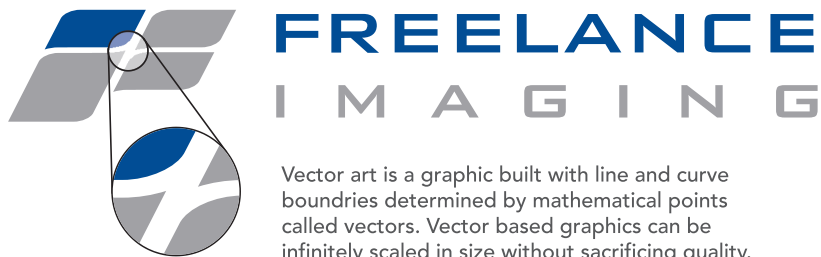
Photoshop .psd, .cpt, .tif



Raster art refers to an image that has been created through the use of colored blocks called pixels. Raster images must be constructed with an appropriate resolution according to the final output size to prevent jaggies or sawtooth.

VECTOR ART

Illustrator or CorelDraw .ai .cdr .eps



Vector art is a graphic built with line and curve boundaries determined by mathematical points called vectors. Vector based graphics can be infinitely scaled in size without sacrificing quality.

QuarkXpress and InDesign files

Due to the nature of Digital Printing, we are unable to accept native Quark or InDesign files. Digital Printers require the use of RIP software that recognizes only .eps or .tif formats. When converting to these formats, make sure to embed or 'Collect for Output' all support files and convert all fonts to curves or outlines.

Print quality is dependent on image quality.

Color mode: RGB

Exterior Graphics:

Files must be built at a min. of 50PPI

Interior Graphics:

Recommended PPI per viewing distance:

3-5 ft - 140PPI

6-9 ft - 90PPI

10-15 ft - 50PPI

Provide layered files when possible.

Color mode: CMYK

Fonts:

Fonts must be converted to curves or outlines

Color:

Assign PMS color for accurate color matching

Images must be embedded, NOT LINKED.

A color proof should accompany all electronic art to verify content. The color is also necessary to provide accurate color matching.

Acceptable media: CD, DVD, Flash Drive, USB Hard Drive.

FTP Upload: Please contact Freelance Imaging for access instructions.

Failure to follow provided guidelines will result in increased production time and/or cost.