

General guidelines for printed artwork

In general, artwork that will be printed has certain needs and specifications that should be met to ensure the highest possible printed quality. These guidelines are as follows;

File formats supported

- Photoshop (.psd) *Please simplify any text included, as we cannot guarantee that we will have the font
- Illustrator (.ai) *Please create outlines for all text included, as we cannot guarantee that we will have the font
- Adobe PDF (.pdf)
- JPEG (.jpeg, .jpg) *Should be saved at the highest possible file size (12, maximum)
- Encapsulated Postscript (.eps)
- TIFF (.tiff) *Should be saved with NO compression, IBM or mac file acceptable

note: Web standard formats are generally not used for printed work due to the extreme amounts of compression. GIF's, PNG's and other such formats will not print to the desired results. Unfortunately we do not accept any sort of Corel Draw file, we do not support files in the Corel Draw format.

File size and specifications

When working on artwork that will be printed, it is best to set the quality settings to the highest possible option.

-In terms of dpi or ppi (dots per inch and pixels per inch respectively) the file should be no less than **300 dpi / ppi**. This is to ensure that any changes made will not adversely affect the quality of the graphics and if any resizing is needed it will not have too much impact on the quality of the image.

note:Files with a dpi / ppi of 72 (screen resolution) will not be acceptable.

-In terms of the actual, physical size of the image, the best results come from images that are already the desired size to be printed. If this is not possible, then the dpi / ppi of the file should be made higher to accommodate the resizing of the image.

eg. If a picture needs to be doubled in size, then the dpi / ppi should be at least 450 dpi / ppi to resize it and have it within reasonable quality limits for printing.