



art and file specs.

Correct preparation of digital files is crucial to meeting deadlines. The following is a general guideline to creating files for Visual Impact.

Software and files (Apple format)

Quark 6.5 XPress - include all linked files, profiles and fonts.

Adobe InDesign CS3 - include all linked files and fonts.

Adobe Illustrator CS3 - 1.) save as ai file, include all linked files and fonts.

2.) save as eps with embedded images and change text to shapes.

Adobe Photoshop CS3 - 1.) save as layered file, include fonts.

2.) save as flattened eps, change encoding to high res. jpeg.

When exporting from any other programs change text to shapes and export as eps when possible. We do accept pdf files, however problems are more common with pdfs. Save as high res. file and change text to shapes for best results.

Media: FTP, email, 100MB Zip disk, CD ROM & DVD ROM.

Email art to artwork@visigns.com please include the name of your account executive.

FTP info:

Go to http://www.printingbiggerbetter.com/client_login. To create a new account fill in the *required fields and click submit. An individual password will be emailed to you. Save this password, it will be yours alone and you will be able to use whenever you upload art to Visual Impact. To upload art, return to the above link. Enter your email address and password then click submit. This will take you to your own personal page to upload your files. Click browse to locate and upload files. Click Add Another File to upload multiple files. Once your files are finished uploading an email will be sent to our art department notifying them your files are on our FTP site and who placed them there.

Scans and Placed Images

There is no specific formula for creating a high resolution scan. Your scan will only be as good as the image you are scanning from. Avoid scanning from magazines or similar material, it picks up screen patterns. Scan in RGB, 300 - 600 dpi depending on the physical size of the image you are scanning. Once the file is scanned, zoom in to approximately a 2-inch by 2-inch area, this should give you a pretty good idea of what the image will look like when it is printed. Some images can be fixed with Gaussian blurs and other effects. The greater the viewing distance the lower resolution image you can get away with.

Size and Bleed

Layouts should be proportionate to the final output size. Including bleed can reduce your file prep cost. Be sure all text and design elements are within the pre-bleed area or your layout. If you choose to add bleed, let us know what you added. The following are our most common bleeds.

-billboard bleed: 6 inches each side.

-standard hems: 1 inch each side.

-reinforced hems (webbing): 1.5 inches

-pole pockets: pocket size + .5 inches. Example: 3 inch is our standard pole pocket, bleed would be 3.5 inches.

When using vector programs (Illustrator, Quark, InDesign) the file may be any size as long as it's proportionate. Example: a 14'x48' billboard could be set up as small as 3.5"x12".

When using raster programs (Photoshop) the file must be created with enough resolution so it does not print blurry or pixilated. Example: 14'x48' billboard could be set up at 90"x294" (with bleed) at 35 dpi or set it up at 1"=1' at 300 dpi. Either combination of size and dpi usually creates a high resolution file if you are starting with a good image.

Contact Tanya Gravening with pre press questions 763.783.9411 ext 124