

Artwork Specifications

So you're wondering about preparing some of your own artwork for a printing project?

After many years of experience with artistic computer owners, who naturally want to have some creative input in their printing projects, we must say, "KISS" (keep it simple, stupid). You may be able to produce your own artwork for some projects; however, the majority of projects we undertake require the power and flexibility of printing industry hardware/software. As a rule of thumb, if you don't understand the terms below, you probably should not try to prepare your own artwork; but by all means, do a little sketch so the designer can incorporate some of your creativity in the design.

Artwork MUST be submitted according to printing industry standards. Ensure that your submitted materials are not in copyright violation.

Artwork and/or component files may be electronically submitted by email or on a CD

- Macintosh platform: Quark Xpress, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat .pdf files (call for program settings).
- All fonts and/or graphics must be included.
- Graphics must be in an editable format, .eps or .ai with fonts converted to outlines or fonts attached.
- Photos must be .jpg or .tif with a minimum resolution of 300 dpi at the actual size required for the project.

We do not accept any files from any of the following:

Microsoft Publisher, Powerpoint, Picture It!, Excel, Word, Paintshop Pro and similar paint/draw programs, any word processor program. We do not use images retrieved from the web (photos or graphics).

Digital photos must meet the requirements above. Please do not waste our time or your time and money by submitting these items for commercial printing!

- Digital and/or web images are not acceptable
- Ink jet output is not acceptable
- Gripping edges, bleeds, margins, gutters, imposition, screens and LPI must be in accordance with our requirements.
- Registration and crop marks are required.
- Multi page documents are to be paginated and a mock-up supplied.
- Proper colour separations to be supplied where applicable.