

SUPPLYING ART

supplying print-ready artwork

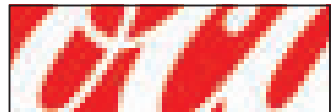
To avoid artwork costs, customers can supply files to the following specifications:

	DIGITAL & PRESS PRINTING	LARGE FORMAT & SIGNAGE
FORMAT	PDF, CMYK colour space, Zip compression or Jpeg Maximum Quality	
POST-PROCESSING	All effects & transparency flattened, text converted to outlines, overprints OFF	
FILE TRANSFER	Up to 10MB via email, larger files through a file hosting site (eg. wetransfer.com)	
BLEED	3mm	10mm
RESOLUTION	300dpi	72 - 100dpi

vector logos & elements

Image types can be broken up in to two categories:

- **IMAGE (RASTER) FILES:** Image files use pixels to generate the picture. While photographs and complex renderings work great as image files, as do graphics intended for screen viewing, logos and design elements do not work well as image files, as the pixel-based data will end up appearing blocky and rough when blown up to larger sizes. Typical image formats include Jpeg, PNG, or Tiff files.
- **VECTOR FILES:** Vector files use lines and curves to generate the picture. This means that they can be scaled up or down almost infinitely and they will still appear clear and sharp. Any elements that require die-cutting or cnc-routing will need to include vector lines so that the cutting tools can follow these paths. Typical vector formats include EPS, PDF and AI (note that it is possible to imbed image data in to vector file types, so just because a logo is in PDF format, does not necessarily mean it is in a vector format).



Quality loss when enlarging image files.



Sharp edges are preserved in vector files.

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setting up artboards & bleed

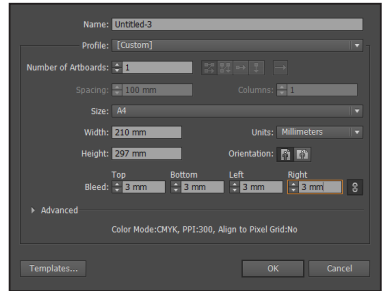
PROFESSIONAL GRAPHICS PROGRAMS: Eg, Illustrator, InDesign, Corel Draw.

Most professional graphics programs allow you to set up artboards and bleed areas separately. In this case, set up the artboards to the finished size (eg, an A4 would be 210 x 297mm), and specify the required bleed (for digital and offset printing, it is 3mm).

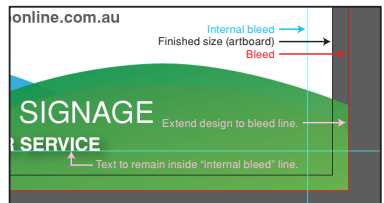
When designing, make sure your graphics extend all the way to the bleed area, including any images used that sit right at the edge of the print.

It is also recommended that any text or important information does not sit too close to the edge of the page, especially on double-sided prints. An "internal" bleed area of 1x or 2x the external bleed area is best - ie, between 3mm - 6mm on digital and offset printing. Few programs offer internal bleed guides, but these can be set up manually.

When exporting to a Print-Ready PDF file, make sure to use the specifications over page. No additional crop marks are required.



Setup dialogue showing how to set up artboard dimensions and bleed settings.



Zoomed in view showing artboard, bleed lines, and manually created guides for "internal" bleed.

DESKTOP PUBLISHING PROGRAMS: Eg, Word, Publisher.

Desktop publishing programs generally do not allow you to set up bleed areas. When using these programs, make the page size to the full size **including** bleed. For an A4, 210 x 297mm with 3mm bleed (remember bleed is on all 4 edges), this would end up 216 x 303mm.

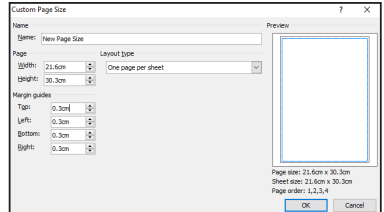
Guides should then be set up designating the finished size (210 x 297mm).

When designing, make sure your graphics extend all the way to the bleed area, including any images used that sit right at the edge of the print.

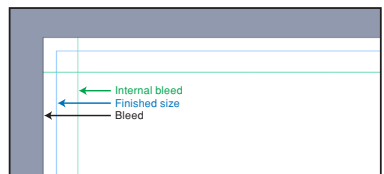
It is also recommended that any text or important information does not sit too close to the edge of the page, especially on double-sided prints. An "internal" bleed area of 1x or 2x the external bleed area is best - ie, between 3mm - 6mm on digital and offset printing. Set up additional guides for these if necessary.

Exporting PDF files from desktop publishing programs do not offer many options, but where possible, choose the highest quality settings available.

Note that most of these programs work in the RGB colour space, so some of the more vibrant, vivid colours may print differently to how they appear on-screen.



Setting up a custom page to the bleed size.



Setting up custom guides showing bleed lines, finished size, and "internal bleed" lines.