

# Lenticular Artwork Guide

## Supplied formats

When producing lenticular products we recommend supplying the original artwork with all fonts and links used in the artwork creation.

PDF – If supplying a pdf please supply with trim marks and bleed - see page 2 on amount of bleed needed. This format can only be used in a two-flip process.

- Resolution 300 dpi
- Supply in CMYK only please
- Embed all fonts.

Illustrator – If supplying in illustrator supply the document to the finished trimmed size with bleed - see page 2 on amount of bleed needed.

- Resolution 300 dpi
- Supply in CMYK only please
- Convert all text to outlines
- Supply all linked files

Indesign – If supplying in Indesign supply the document to the finished trimmed size with bleed - see page 2 on amount of bleed needed.

- Resolution 300 dpi
- Supply in CMYK only please
- Convert all text to outlines
- Supply all linked files

Photoshop – If supplying as a Photoshop file the file will need to allow for bleed - please see page 2 for details. Supply as a psd with layers clearly marked up. We cannot take responsibility for any poor image quality.

- Resolution 300 dpi
- Supply in CMYK only please
- Supply all fonts used

We don't accept any Microsoft documents.

## Resolution

This is the amount of pixels per inch on your images. We recommend that files are set up at 300 DPI unless the product is larger than A2. Then we recommend images at 150 dpi. We take no responsibility for the quality of your images.

# Artwork Guide

## Bleed

Bleed is required for any job we produce. 'Bleed' is extra image which extends beyond where the finished product is trimmed. By including bleed in your file it will prevent any white edges appearing when the job is trimmed or cut to a shape.

For a flip, animation or morph file, the standard 3mm bleed all around will be adequate. For example, if you require an A5 print (210 x 148 mm) ensure that the artwork is sized to 216 x 154 mm. The 3mm bleed will be trimmed after print.

When producing 3D products we require the normal 3mm bleed to the top and bottom of the image but require a larger amount of bleed on the left and right of the image. A guide to the amount required is approximately 10-15% of the total width of the finished item. For example if you require an A5 print landscape (210 x 148 mm) please ensure that the artwork is sized to 270 mm x 154 mm. The bleed will be trimmed after printing.

We may be able to add bleed for you but we will need to charge for this on a job by job basis.

## Trim / Cutter guides

Artwork needs to be set up with trim marks indicating where the cut size is or a document big enough to include bleed and trim marks.

If you require a bespoke cutting shape it has to be created as a spot colour i.e. not part of the CMYK image. This cutting shape **MUST** be created as a vector file. The spot colour must also be set to overprint the CMYK image.

In some instances we may be able to create your cutter guide but we will need to charge on a job by job basis.

If needed, we will simplify and edit some shapes due to cutting tolerances.

## Proofing

As part of the cost we include a flash file for a proof. This will be e-mailed to the customer before printing commences. You will be able to open this in your web browser. Once the proof has been approved via an email confirmation we will continue with the printing of your order. No hard copy proof is available on these products.

## Artwork Guide

### Flip & Animation

To produce the best possible results for a flip lenticular contrasting colours should be avoided. Where possible areas of white and light colours need to have similar colour areas on the opposing image.

The images below demonstrate where contrasting colours can result in the images 'ghosting' and failing to disappear completely. To get the best flip, strong contrasting blocks of colour need to be avoided.

An ideal situation for text or logos is for them to be present on both flips or to have



them being obscured by stronger colours. Text and logos legibility can be affected, depending on their size, by the nature of the material.

Similar colours ie reds and oranges, blues and purples and yellows and greens will aid a flip due to their similar CMYK breakdown.

Any images that remain in a constant position in any lenticular MUST be exactly in the same position on all images. Any movement in the position will show when the flip changes from one picture to the next.

Flip lenticulars work best when the finished product is moving from top to bottom. In some cases this is not possible, for example a poster or DVD cover. It is important that we know if the movement is from left to right or top to bottom when ordering.

If you have any further questions please contact us via [e-mail](mailto:printstore@reflex-print.co.uk).

## Artwork Guide

### Morphs

When producing Morph lenticulars we require only two images. We will then produce the additional morphing images using our software.

To ensure the best possible morphing effect the two images should occupy a similar shape and contour.

Shown in Fig 2.1 & Fig 2.2 are examples of a bad morphing image. The images are vastly different in terms of shape and contrasting colour. This will still work although you will see more ghosting, shown in Fig 2.3.

Looking at Fig 3.1 & Fig 3.2 the two images used are similar in shape and colour. This similarity aids production for an effective morphing lenticular as there will be less ghosting in this product.

Another reason for the success of this morph is that the eyes, nose and ears are all in a relatively similar position making the transition from one image to the other far smoother.

Fig 3.3 shows the limited amount of ghosting when using very similar images.

Once you have decided on the images the final decision is how the images will morph. For example you could have the final project going from image 1 through to image 10 and then back to the start again. We call this a 'jumping' morph. Alternatively a 'rolling' morph has images 1 through to 10 and then counts back again to the start. This means a continuous movement will be achieved. With a rolling morph, the movement will be faster as you are using double the images. It is possible to use more than 2 images for a morphing sequence but doing so will result in a very quick transition. The limitations of the lens may render individual images almost indecipherable to the eye.



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## Artwork Guide

### 3D

We would recommend you first forward any preview or conceptual ideas when producing a 3D lenticular. This can avoid potentially costly studio time. This early step will enable us to advise of potential content improvements to enhance the overall 3D effect. The process of creating and rendering the 3D file is a time consuming and complicated procedure. Even small amendments can result in a significant increase in time spent on the project.

Fig 4.1 shows a good example of a 3D lenticular. The image supplied was split into more than 30 layers with all characters and buildings cut out, and the area behind the cutout cloned back in. The artwork had great perspective to work with. We also added form and shape to the characters. All these points combined to produce a fantastic 3D Lenticular.



Fig 4.2 shows a limited example of 3D lenticular. The image supplied was a flat Illustrator file which we then split in to layers. There is no perspective to the image. We achieved minimal depth from the front of the phone to the back, but no matter how far the background is pushed back you can not notice any depth as it is a single flat colour and gives no perspective.

We added some form to the phone which gave some depth, but the overall image doesn't reveal the perspective or depth that could be achieved with a better thought out creative.



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## Artwork Guide

### Infinity Cards

We have designed some generic business cards with an amazing effect we call 'Infinity'. We print a generic continuous image that repeats to give the illusion of depth and give the effect that your business logo is 'floating' on your card. You can then personalise these with your business name and logo in the area shown. Please view our site [page](#) for an example.

We would need you to supply your logo or company name in a format as stated on page 1. We will rescale this to fit into the area, approximately 40mm x 20mm

We will also need artwork for the reverse of the card if you require a printed reverse. This needs to be created so all information fits inside an area of 85mm x 54mm. It will require bleed if any colour runs to the edge of the card.

The cards will be finished with a 3mm radius corner to remove any sharp edges.



A pdf proof will be supplied for you to check all details before production. No hard copy proofs are available with this product.

If you have any further questions please contact us via [e-mail](#).

If you would like your own bespoke Infinity design please contact us on 01892 752885 to discuss costs.