

# Triple Discount Displays

## Design guide

### 10 foot Curved EZ-ZIP Fabric Display

TDD-ZIPPERED-10C

#### (A) How to use the provided blank template

Open the provided blank template in Photoshop.

You will see 3 layers.

1) “Example design” layer

This is an example design that meets design guidelines.

2) “Area descriptions” layer

This layer shows where to place your foreground images (logos, text) and where to fill background color or design.

3) “Blank canvas” layer

You can hide the above two layers to reveal a white canvas set to the correct color space and dimensions. You can build your design here.

#### (B) Create your design

Fill your entire canvas area with background color or background design. Fill to the edges but do not go past the print edges. Do not add bleed past the print edges.

Add your foreground images, logo(s) and text.

## (C) Check your design

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Please check your design against the below checklist.

Based on our experience over the years, the following are things to double-check for this specific display/banner:

- Photographic or very colorful designs work best. Not recommended are designs that are just a few letters or a single logo on an entire white background unless it is a step and repeat design with tiled logos. These displays are usually placed in front a white wall or light colored background, and creating a solid white display creates little contrast against the background environment, diminishing its ability to stand out.

To check for on all display and banner files:

- Your logo or text does not extend into greyed areas near the print edges.
- Your **entire background has been filled with color** or background design.
- Your **Color Space is set to CMYK/8**, not RGB. If originally in RGB and changing to CMYK/8, check your colors in CMYK/8.
- Your design fits on the provided “Blank canvas” layer. The design is the exact size of the canvas, with **no additional bleed past the borders**.
- The file has carefully been checked for **unintended artifacts** (jaggies, pixilation, blurriness, etc). Please see the next section “(D) Checking your design for unintended artifacts” for how to do this.

*This page is common to all design guides and applies to all files being submitted.*

#### (D) Checking your design for unintended artifacts

Check each and every section of your design at full size on-screen to ensure that there are no unintended artifacts not readily noticeable when zoomed-out. To do so, turn on Rulers and zoom so the ruler inch on screen is about the same size as a real ruler inch.

Scan your design top to bottom, left to right, meticulously looking screen by screen for any pixilation, blurriness or jaggies not intended. When in doubt, you can take a few steps back from your monitor. This is about what the resulting display looks like a few steps back.

#### (E) Rasterizing and saving your design.

You may want to first save your design file in PSD format for easy editing later.

**Show only your design layer.** Hide the “Example design” layer and the “Area descriptions” layer.

**Flatten layers.** For your own protection, layers must be flattened. Not doing so may result in font substitution.

**Save-as TIFF for PC.** Do not save as PDF, PSD or other formats for your own protection. Using those other formats may result in similar results, such as offset placement, but not exactly your design.

The resulting TIFF file is your 100% sized dot for dot full-sized proof of what is being printed. This file is your soft proof. You can zoom-out for easier viewing.

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## **(F) Uploading your files**

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**Archive or Zip** your TIFF files.

You will need your **order number** provided in the Subject line of your receipt to upload files. Please place your order first to get your order number.

Next, open the **UPLOAD page** linked on the website main menu and continue with instructions there. The accepted ways to send files are listed at the bottom of that page.

To ensure that your files were received, **email** [team@triplediscountdisplays.com](mailto:team@triplediscountdisplays.com) your list of file names after uploading completes.

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## USEFUL TIPS AND ADVICE

### TIP FOR ILLUSTRATOR USERS

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Out of memory exporting / rasterizing your AI file? All you need to produce is the correct number of pixels/dots. Try reducing your canvas size by 1/10, and simultaneously multiplying your dpi by 10x. The number of dots is the same. Next save as your design as an .AI file. Then import that AI file into Photoshop. For example, 1500 dpi at 1/10 the number of inches in each direction yields the same number of dots. Let Photoshop do the rasterization, then complete the remaining flattening and saving as TIFF from there.

### RECOMMENDED SOFTWARE AND MEMORY

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Based on our experience receiving and pre-production checking files, using Photoshop at least the last few steps in the creating process is almost a necessity. A 10' display's file is about the same as over 100 pages of magazine quality images all in one file. There are few programs that can properly handle the enormous size of these files and save them to the correct specifications. Trying to use desktop document publishing software will almost certainly fail.

Memory: 8GB or more of RAM on a modern computer.

Sufficient disk space:

During the design process you may need a good 10GB-50GB free of disk space.

After archive or zip, typical TIFF file sizes are less than 100MB for a banner, less than 500MB for most 8' or 10' displays, and less than 900 MB for 20' displays. Your file files sent to us should typically be in this ballpark size unless your file is mostly photographic imagery.