

FAQ for Printing & Artwork questions

General Guidelines for all Printing Methods

Four-color process printing is used for reproducing high quality graphics with photo quality images. This also works well for small multi color graphics in which the total color count would exceed seven or eight colors.

Digitally created process images should be created in or converted to CMYK (cyan, magenta, yellow, black) format. Some programs, such as Photoshop, default to RGB (red, green, blue) format and must be changed.

*Note any color change in the image when converting from RGB to CMYK and adjust colors as needed.

Follow the instructions below for best results when using a scanned image within your art layout.

- Use an original continuous tone image scanned on a high-end drum scanner.
- The scan must be CMYK at 300 DPI resolution or higher at actual print size. Most flat bed scanners only scan in the RGB mode. Although these files will look good on the computer monitor, the color information will not convert correctly for a four-color process printed image.
- **Both created and scanned images must have a resolution of 300 DPI or higher at final print size.** Resolution cannot simply be increased in the program if working from a low resolution file.

This merely spreads the original pixel information across a greater number of pixels and does not improve image quality. **(Most web/online images are a low resolution of 72 DPI and are not acceptable for printing.)**

- Scanned images cannot be manipulated. Text, logos, borders, etc. should be created in a drawing / layout program such as Illustrator, FreeHand or InDesign.

Convert and save all text to outlines.

Send a copy of all original supporting files used to create the image. When sending Photoshop files, leave the art in layers (do not flatten or merge layers).

PLEASE NOTE:

Color proofs are made from the digital file and may vary slightly from your computer monitor or color printer. The final printed product may also vary slightly from the color proof due to the differences between printing and proofing methods.

Email us your artwork file for evaluation prior to placing your order.