

## **File Issues**

### **Resolution**

An image on a computer screen may appear smooth and clear. However, when that same image is printed out, it becomes choppy. The reason for this is the resolution of the image. Resolution (in DPI, dots per inch) refers to the tiny little dots that cluster to make up the image. The standard for viewing an image on the screen is 72 DPI. When you print an image the resolution has to be higher. The standard resolution for print is 300 DPI. In some cases, such as pad printing, a 400 DPI is recommended.

### **Bitmap vs. Vector**

Bitmap files (some refers as raster, picture or photo files) are made up of small clusters of dots (pixels) closely placed together. The advantage of this type of file is that it handles complex colours with greater ease than the vector based drawing. The disadvantage is that it is near impossible to enlarge bitmap files and still maintain good image quality. On the other hand, vector files are completely scalable. No matter how big or small, it will always be smooth. However, the vector file doesn't handle complex colours nearly as well. We recommend you to edit pictures in PhotoShop, and type text, draw lines and illustrations in a vector based program such as Adobe Illustrator or QuarkXPress.

### **Line and Typeface Sizes**

The minimum size of typeface that can be on a CD and still remain readable is 5 pt. For reverse knockout text the minimum is 6 pt. If you want your text to be smaller we cannot guarantee that it will be readable on the disc. All lines on the CD must be a minimum width of 0.5 pt, or they will not show well on the disc. Minimum reverse knockout line width is 0.75 pt. Serif typefaces are not recommended for small font sizes.

### **Colour Mode**

All images and illustrations must be in CMYK (Cyan/Magenta/Yellow/Black) or PMS (Pantone/Spot) colours only. Do not create artwork in RGB (Red/Green/Blue) mode.

### **Tonal (Density) Range**

For silk screen printing, to avoid sharp and varying colour gradation (increases or decreases), artwork must be done within 15% to 85% in density.

### **Accepted File Formats**

- Adobe Illustrator (up to version 10.0) – ai, eps
- Adobe PhotoShop (up to version 7.0) – psd, eps, tiff
- QuarkXPress (up to version 5.0) – qxd
- CorelDraw (up to version 9.0, PC only) – cdr

### **Artwork Submission**

- must be accompanied by our Electronic Artwork Submission Checklist form
- must be accompanied by all fonts and images used
- must be accompanied by a colour or B/W proof
- will be subject to film output charges