

GUIDELINES FOR SUBMITTING DIGITAL ART

Art may be emailed to art@thefineprintinc.com . Please copy Jerry@thefineprintinc.com . Please fax or send paper proofs with all digitally submitted art so that we know what to expect your image to look like.

Large CMYK images should be supplied on disc.

Indicate Pantone colors on purchase order and paper proofs.

Please be aware that there is a difference between screen printing and offset printing and files should be formatted somewhat differently.

Although we are a PC based Art Department we can read your Mac based programs with the exception of Freehand.

We currently use Adobe Photoshop 6, Adobe Illustrator 9, & Corel Draw 10. Other word processing programs should NOT be use for art work of any kind.

SPOT COLOR PRINTING

BEST

Files created in (not placed in) Adobe Illustrator, Freehand, or CorelDraw as an EPS file

- Remove CMYK layers
- Create vector drawn layers in coated Pantone colors.
Vector drawn images are line drawn, infinitely scalable, and easily manipulated
- Convert all text to outlines. Type used in vector programs can create problems if the font used in your design is not loaded on our system. A replacement font would arbitrarily be substituted in your image. You may also include the font files when submitting your image.
- Easily handles gradients up to 55 line screen
- Please make sure that each color in your design is specified with only Pantone colors.

OF LIMITED USE

300 DPI (high resolution) Photo shop files, including PSD and some JPG.

- Cannot be color separated. Best for one-color printing.
- Cannot be enlarged.
Raster images, also referred to as "bitmap" or "pixel" images are composed of layers of dot patterns blending, Cyan, Magenta, Yellow, and Black. Enlarging to more than 125% results in acute loss of definition

OF LITTLE OR NO USE

JPG, GIF, TIF, or other PhotoShop files, 72 DPI (low resolution).

Do not send art work downloaded from the internet as the resolution is very low and cannot be used.

- Definition is poor. These files are intended only for viewing.

QuarkExpress, PowerPoint, or MS Word

- Text cannot be converted to outlines.
- Low resolution
- Cannot be color separated
- For viewing purposes only

FOUR COLOR PROCESS PRINTING

Please send 300 DPI Photoshop file on CD or ZipDisc.

Include color paper proofs