



Artwork Submission Guidelines

9/30/09

By taking the time to review the steps below, you will be insuring that your order will be created as fast and accurately as possible and that you will not incur file correction fees. Use the following checklist to help you prepare your electronic files. If you have any questions that are not explained here, please contact us, we'd be glad to help:

Checklist

- Include all linked graphics and fonts (if not converted to outlines or curves)**
- Provide a 'hard copy' of your design so we will know the correct colors to reproduce**
- You can also provide Pantone colors using the solid process coated chart**
- Double-check photo quality and resolution.**
- Make sure your files are in CMYK**
- Have graphic sized to correct output measurements**

Preferred File Formats:

EPS Saved as an .EPS. Only Vector based files, no Photoshop EPS. Saved with type converted to outlines or with both printer and screen fonts included.

Adobe Illustrator (PC only) (vector art). Saved with type converted to outlines or with both printer and screen fonts included. Make sure all linked graphics are included. Images that are imported into **Illustrator** can either be 'linked' or 'embedded'. Illustrator documents saved in .eps format automatically embed the image in the file.

Adobe Photoshop (PC only) (scanned or 4-color process images). Saved preferably with layers intact – please include font files or rasterize fonts.

Acceptable File Formats

- TIFF, EPS, PDF, AI, PSD, PS**
- High Resolution (300dpi) JPG**
- Corel Draw saved as a vector .eps with fonts converted to curves.**

TIFF and JPEG: may be used with the understanding that color matching may not be possible and that the quality of the final print is very dependent upon the resolution of the file submitted and the quality of the photograph itself. **This means that any graphic pulled off the web will not work.** Opening it in photoshop and "rezzing it up" will not help. Please see section on File Quality and Resolution.

The Difference between Vector and Raster Artwork

Vector Artwork: appears as lines and curves with colors and patterns applied to these shapes. This file type can be scaled to any size and will print at the full resolution the printer is capable of. These files are created by "postscript" applications such as Illustrator and file sizes are generally smaller than comparable Raster files.

Raster Artwork: is a "bitmap". Each dot on the page is a specific color and size. The number of dots on the page is fixed and if the page is doubled in size, the dots must become twice as large to

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fill the space. This means that the resolution of the original artwork affects the quality of the output. When blowing up an image from a small file, it will lose sharpness and produce a "pixelated" final image.

File Quality and Resolution Matters:

Use High-Resolution Imagery

All photos and other pixel-based imagery should be at least 300 dpi (dots per inch) when output. Imagery less than 300 dpi may reproduce with a pixelated 'jaggy' look. 150-250 dpi could be considered 'medium resolution' and may result in some degree of pixelation or 'jagginess'.

Images taken from web pages are rarely suitable for printing.

IMPORTANT: Your imagery must **begin** at high resolution in order to be printed at the highest level of detail. Artificially increasing the resolution, or **'upsampling', will not correct an image that is already low resolution.** You must re-scan the image at a higher resolution, or find an alternate image. Another factor to consider is the amount of **scaling** you will do. Altering the size of your photograph will alter the final output resolution of your image.

EXAMPLE: If a 4" x 6", 300dpi image is placed in a file and scaled to 200% of its original size, its final output resolution will be the same but the pixels will be twice as large and the output will have an effective resolution of half or 150 dpi.

Correct Color Mode

Please make sure your files are in CMYK color mode for sublimation.

Commonly Asked Questions:

Why can't I submit a GIF or a JPG pulled from the web? The GIF format is commonly used to display indexed-color images on the web. They will not print acceptably.

Can I send a graphic that has been placed in MicroSoft Word? Many programs are ill suited to a digital workflow and don't always work for imaging output. Many Microsoft products (like Word) don't have or don't support functions that are needed for print.

Why do you ask that I convert text to paths or outlines or send my font files? Fonts that are used in the creation of your design are computer files that load into your computer's operating system so that they are available to all applications running on your computer. Because the fonts you use in your design may not be a part of our computer's operating system, we need the font file or for you to turn the font into outlines. Otherwise the operating system will use a default font, changing the look of your design.

What if a graphic submitted cannot be used? When a graphic is unusable, you will be contacted with the reason for failure.

What are your fees to correct or size graphics? Our charge is \$65.00 per hour to correct, re-draw, or resize graphics. Our minimum graphics setup charge is \$25.00 per image.

Why do you need a hard copy of my design? Computer monitors are calibrated differently – the colors you see on your screen, may not be the same shades on a different screen. The hard copy visually shows us the correct shade of "red" or "blue" you need for your design.

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