

FABRIC FILE PREPARATION GUIDELINES

Prepared by Optima Graphics

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The following guidelines are designed to help you set up your file for digital graphics so that there will be as few delays and problems as possible in the production of your job. All graphic files will first be received by Classic Exhibits and then will be forwarded to the Optima Graphics Department with the order for all hardware.

How Should My File Be Laid Out?

All files should be set up:

- To scale
- With cropmarks indicated
- Text should be converted to curves or outlines. Quark does offer text to box, but it is time consuming and often corrupts once the file is reopened.
- INPUT resolution on bitmap files is 72 ppi at final size and 100 ppi if your bitmap file contains text.

What Formats And Programs Can I Use?

Files may be MAC or PC formatted. The files can be set up in any of the following programs:

- Adobe PhotoShop CS2
- Macromedia Freehand MX
- Adobe Illustrator CS2
- Quark Xpress 6.0
- In Design CS2

Below files must be exported or saved as an .EPS:

- PageMaker 7.0

NOTE: If Pagemaker files are sent, we must export the files as an .EPS. This does not always export correctly and may incur additional art time to export or for the files to work properly.

How Should I Send My Artwork?

Artwork can be sent on the following types of media via:

- FTP site
- E-mail
- CD-ROM
- DVD Ram
- DVD Rom
- DDS DAT Tape (Retrospect formatted, MAC only, 4MM wide, 90M long. Please put all of the files that the Graphics Department will be using to produce your job in one main folder. Also send along both the catalog file and a list of the files that are being used).

What Else Is Important To Consider When Setting Up Files?

PhotoShop files should be saved as a TIFF , EPS, or PhotoShop

file. If there are "placed images" in Illustrator, Freehand, or QuarkXPress, be sure to send the support files so that the quality of the images can be checked. This is especially important for photographic or highly detailed images. DO NOT send Freehand or Quark EPS files unless you send the support files. Production cannot manipulate the content, proportion or color of these eps files. Illustrator EPS files are usable but result in files that are larger than necessary.

What Do I Do About Fonts?

To avoid any problems with fonts, always include all fonts. PC and MAC fonts are not compatible. Therefore, when working in a PC format, the Graphics Department requests that you convert all fonts to outlines or curves. If you are PC based and working in a program that does not allow you to convert the fonts to outlines, the Graphics Department may end up having to substitute fonts. Supplying MAC fonts is strongly recommended. Due to slight variations in fonts (kerning, baseline, etc) substituting fonts may change the layout.

What Else Do I Need To Send?

Please make sure your disk contains both the screen and printer fonts that are used. Along with your disk, send a hard copy of all files that the Graphics Department will be producing and a list of the contents of the disk, marking the files that will be used.

What Resolution Do My Bitmap Files Need To Be?

The Graphics Department recommends printing all Lambda graphics using images that have a minimum input resolution of 100 ppi and a maximum of 200 ppi at final size. But keep in mind that even low resolution files will benefit from the high quality of Lambda output.

How Should I Save My File?

Please DO NOT save your Quark files as an EPS. Most of these files are locked, meaning that the Graphics Department cannot manipulate the content, proportion or color of the file in any way. If you are placing a Quark EPS in another file, please include all support files. Save any PhotoShop files as a PSD file in layers if you can.



What Colors Can I Use In My Layout?

The Graphics Department accepts RGB and CMYK files. Please indicate any color matches by specifying a PMS color that you would like to have matched.

What Are Some Things For Me To Consider Before Sending My Files?

- Neither the Digital Inkjet nor Lambda processes can replicate colors such as fluorescents, neons, and metallics
- Traditional can replicate metallics, fluorescents and neons.
- It is important to list critical PMS color matches for Inkjet prints in your files and on hard copies
- Logos and type should be created in the same program since PMS colors can be different from one program to another (For example: Illustrators PMS 321 may not be the same as Quarks PMS 321)
- Use one of the generic color spaces RGB, color match RGB.ICC, or PhotoShop 5 CMYK default when working in PhotoShop
- If you are requesting a specific element to be color matched in a bitmap file, please send the layered Photoshop file along with that element on it's own layer

Single or Multiple Pages

- Q.** My layout is for multiple mural panels, should I set my artwork up in separate pages?
- A.** No, you should not set up any continuous images, ie. Multiple mural panel systems, in separate pages or files.

In an effort to insure the best possible line-up of continuous images, the Graphics Department requests that all art be set up in one file. Precision tiling of your image will take place in our production process. The Graphics Department requests that you supply your images at the exact width. Of course, it is always a good idea to include the guides on all layouts to better communicate your expectations. In order to insure accurate line-up of all your mural graphics, a charge may be incurred to rebuild separate files into a single layout.

Can I Use Transparencies And Shadow Features In Illustrator?

Illustrator has some features that work unpredictably with the Graphics Department's large format rip systems. Although some of these features are great for web design, they increase the probability that what is produced, is not what the designer intended. Shadows are a problem and the Graphics Department recommends these be achieved through PhotoShop. PhotoShop has some great new features which work wonderfully. Not only do some of

these features in Illustrator increase turnaround time, but images are produced with unexpected results. Illustrator also includes new color management features that do not work. Adobe is aware of all the frustrations that are being experienced. The Graphics Department recommends you do not use these features in Illustrator. Sending files created in Illustrator that do not contain either mentioned feature, is acceptable.

LOADING GRAPHICS TO FTP SITE

The graphic files used for the artwork are typically very large regardless of the program you use. An easy and acceptable alternative to providing a CD is to use our FTP site for file upload.

OPTIMA GRAPHICS FTP PROCEDURES

Contact your Classic Project Manager before uploading any graphic files to Optima. The Project Manager will provide you with a unique job number and file name.

If using a web browser go to www.aproofnow.com
username: artwork password: trdshw

You can only attach one file at a time or a compressed file to this address, not a folder.

If using an ftp software program go to [ftp.aproofnow.com](ftp://ftp.aproofnow.com)
username: ftpuser password: ftp0401

The folder will be blank because you will not be able to see anything on this site. Drag and drop a compressed file and label it: TradeshowDistributor_JobName
Example: ClassicExhibits_UnitedCoatings

If you have any questions, please contact the Optima Graphics Department at 800.844.8877.

