



Preparing Files for Large Format Output

For the best results in producing your graphics please follow these guidelines. If you have any questions concerning this information please call the MC² Graphic Design department at 845.639.8635 or your Account Executive.

Products Available

Inkjet

Opaque – printed on a variety of papers, vinyls, specialized materials and substrates.

Backlit – translucent material mounted on plexiglass.

Vinyl

A large variety of colors and materials. Specialized effects and appliques.

Photographic (Durst Lambda/Lightjet)

Opaque – mounted to a variety of substrates.

Backlit (Duratrans) – translucent material mounted to plexiglass.

General Guidelines

Our graphics workflow is driven primarily by Macintosh computers. In most instances this does not pose any major concerns since our primary software reads PC versions without problems. If you are going to supply us with PC created files, we ask that you convert all LIVE TYPE to outlines. This eliminates the need for us to have the matching Mac version of the typeface in order to output your job. If your software is not able to do this, i.e. Quark Xpress or Word, please call us to discuss the options available.

Resolution for Bitmapped Images – Scanned Artwork (.tif, .eps, .jpg, .bmp)

Our target resolution for Inkjet graphics is 100 dpi at final size.

Our target resolution for Photographic graphics is 200 dpi at final size.

Target resolutions produce excellent results. For subjects with more detail, higher resolution can be helpful. For subjects with low detail, lower resolution can look fine. We will preflight your files and alert you to any problems we find concerning quality.

High resolution drum scanning is recommended for original art in order to achieve the best results. Unless you are well versed in understanding all the issues involved with scanning and color correction, please have your artwork and transparencies scanned professionally. We will handle this for you if you like.

- Graphics created for use on a website are not suitable for large format printing.
- INCREASING RESOLUTION in an image editing program, i.e. Photoshop, WILL NOT WORK. You must rescan or obtain higher resolution material.
- Scaling an image larger in page layout software reduces it's effective resolution! A 200 dpi image scaled to 200% in Quark makes the effective resolution 100 dpi!

We have many years of experience in making low resolution material look good at larger sizes. By utilizing software and other techniques, we are sometimes able to achieve good results from bad original files, but there are limitations as to what is possible. This service is available at extra cost.

Layout Sizes

Working at full size is desirable but often not practical. When necessary work in either 1/2 or 1/4 scale of final size. Target resolution adjustment for 1/2 scale is 2X, for 1/4 scale is 4X.

For example, a 48" x 96" inkjet graphic @ 1/4 scale is 12" x 24". Our 100 dpi target resolution gets multiplied 4 times to 400 dpi at 1/4 scale. This makes a 12" x 24" CMYK file @ 400 dpi of approx. 100 megabytes.

Preferred Software and File Formats

Adobe Illustrator CS 3 or lower. PLEASE DO NOT EMBED LINKED IMAGES.

Adobe InDesign CS 3 or lower.

Adobe Photoshop CS3r lower.

Quark Xpress 8 or lower.



Preparing Files for Large Format Output (continued)

Color Matching

Please provide a color proof hard copy of your graphics whenever possible. Provide a sample swatch of critical color for best results or provide PMS colors to match.

Our inkjet graphics conform to the SWOP web offset standard. Images that look good in print will also look good as an inkjet graphic. Pantone color matching is closer to the Process Color Selector.

Photographic graphics (Durst Lambda/LightJet) use the wider color gamut of RGB, similar to your television. This can produce more realistic photographic images. Pantone color matching can be closer but more difficult to maintain over time due to emulsion differences of the imaging material.

Bleed Requirements

• Please add at least 1" bleed all around (this is added to the substrate measurement. Ex: substrate is 30"x40", with bleed file will be 32"x42").

Specific Guidelines for Inkjet Graphics

- CMYK color space preferred.
- Target resolution 100 dpi at final size.
- Maximum width 58.5" by roll length. Wider images are tiled as multiple panels.

Specific Guidelines for Photographic DurstLambda/LightjetGraphics

- RGB color space only.
- Target resolution 200 dpi at final size.
- Durst Lambda size restriction - 48" wide by approx. 145 feet long. LightJet size restriction - 47" wide by 97" long.

File Formats - EPS files are preferred, use maximum JPG compression to reduce file size without affecting resolution. TIFF with LZW compression to reduce size, JPEG, BMP are also acceptable. Save JPEGs at highest quality setting for best results. Lower quality settings reduce file size, but reduce image quality.

Native file formats will allow us maximum flexibility if editing is required.

File Transfers

Transfer of files of up to 10mb via e-mail accepted.

Transfer of files up to 100mb via ftp site available but if the file is very large, it will probably be more time effective to send on CD or DVD for next day delivery.

FTP info (best using Fetch or similar program)- Please call to alert us when a file has been uploaded- 845-639-8600

files for Diane Sudol
 FTP Site: mc2.ftpstream.com
 username: dsudol
 password: Ftpaccess765

files for Steve Chasin
 FTP Site: mc2.ftpstream.com
 username: schasin
 password: ftp123

files for Josephine Kukla
 FTP Site: mc2.ftpstream.com
 username: jkukla
 password: password123

FTP Upload through Browser: <http://www.maytech.net/cgi-bin/upload.cgi?id=97c071dac0b6ad0b7d39dce5166fea00>

What Is Vector Art?

Vector Art is a technique, not a style.

Perhaps a better term would be "vector-based art," meaning art created in a vector-based program. Vector art consists of creating paths and points in a program such as Illustrator or Freehand. The program keeps track of the relationships between these points and paths. Vectors are any scaleable objects that keeps their proportions and quality when sized up or down. They're defined as solid objects, and can be moved around in full, or grouped together with other objects. Vectors can be defined by mathematical and numeric data. So vector art is anything that's created in Illustrator, Freehand, Corel Draw, Flash or other "vector" illustration programs. (Vector programs: Illustrator, Freehand, Corel Draw, Flash, etc.)

The other side of the coin is raster art. Raster art consists of pixel information, where every pixel is assigned a RGB or CMYK value. This can create smoother and more detailed images for photos and paintings, but if the image is scaled, the program has to create new information resulting in that distorted look.

(Raster programs: Photoshop, Painter, Fireworks, MS Paint, Gimp, etc.)