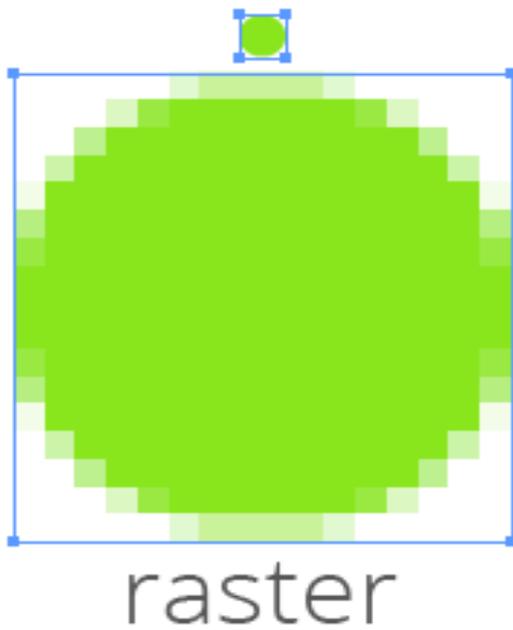
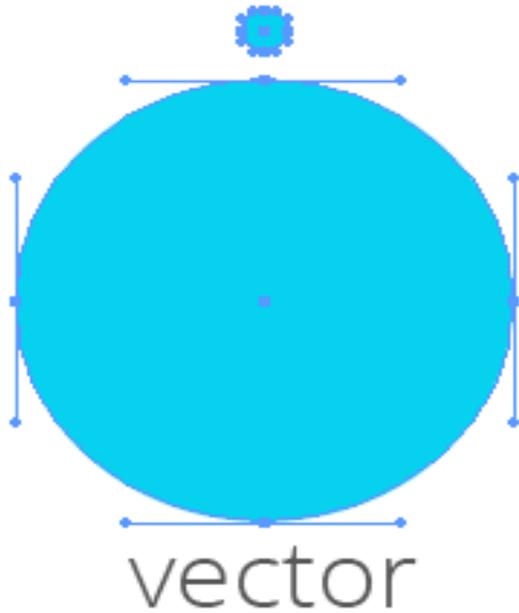


Best Practices for Setting Up Design Files for Large Format Printing

Large Format Printing

Tips to Avoid Blurry Images or Artwork:



Images

There are two types of images – raster and vector. Raster images are made up of pixels. These are tiny squares that you can see if you zoom in close enough. Pixilation is the term used to describe the blurriness of a raster image when it is viewed at too high a magnification. Some raster file formats include: JPG, GIF and TIFF.

Raster images are not ideal for large format print pieces, especially if you are designing at a percentage of the final print piece. Because of the pixels, raster images can blur – depending on the resolution – when scaled up.

Vector images, such as EPS and AI are the preferred image for large format printing. Vector images use mathematical calculations that form lines and shapes from one point to another. Vector images don't pixilate because the equation recalculates to accommodate zoom. So vector images are unlimited in their scalability.

Resolution

Image resolution is defined by Dots per Inch (DPI) which are the number of individual dots that can be placed in a line within the span of 1 inch. Pixels per Inch (PPI) is the same measurement but is used in reference to raster images. It is recommended that all images be 300 DPI at the final size of the piece.

While 150 DPI can work for some large format pieces, 300 DPI is the recommended image size. This doesn't mean you can not include images that are lower DPI. Just be aware that the lower print resolution will impact print quality.

Designing to Scale – What is the final size of the piece to be printed?

To reduce errors and simplify the printing process, it is best to set your file up at full size.

Graphic design programs have size limits. InDesign's maximum dimensions are 216 inches (18 feet); Illustrator's are 227.5 inches (19 feet)

If your final output size is larger than the maximum dimensions of your design program, you will need to design your file at a percentage of the final print size. Either - 25%, 50% or 75%. The percentage you use depends on the final size. We will scale the file proportionately larger to meet the final print size. Please communicate your scale and print size with us to avoid any oversight.

Common Large Format FAQ's:

Bleed:

Is all content within a minimum of 1/8" (0.125) from the edge?

This safety area ensures logos and other graphic elements are not cut off when the piece is printed.

Material:

What type of material or substrate would you like the piece to be printed on?

Vinyl, Polypropylene, Paper, Fabric, or Art Quality Canvas are most common rolled materials. Corrugated Plastic, Styrene and PVC are the most common rigid substrates.

Finishing:

What is the finished product going to be used for?

Is any lamination, mounting, grommets, hemming or hardware required?

File Types:

What type of file should be submitted for print?

Please send us packaged Adobe InDesign, Illustrator EPS or High Resolution PDF files sized to the finish size of the piece as noted above.

Images:

Are the images Vector or Raster?

A Vector file is most preferable, if sending Raster images a minimum of 300 DPI is the recommended resolution. All fonts should be embedded or converted to outlines.

Colors:

Are the colors PMS spot or CMYK process?

Our printing equipment will convert the RGB (computer screen) colors to Cyan, Magenta, Yellow, and Black. Please save files as CMYK only.