Artwork Guide - How to supply trouble free artwork.

If you lose sleep at night trying to figure out how to submit your artwork to us then your sleepless nights are over! We have put together a complete list of every question we've ever answered on how to submit art and what specifications we require.
We try to explain everything in Plain English so it's easy for everyone to follow. If you're still having problems understanding how to submit art then give us a call. We'll be happy to help you out! (954) 922-3822
Grab a pen and paper and take some notes as you follow along. There will be a quiz at the end.

SENDING IN ART FILES:
You can submit your files on a CD or DVD or via our FTP site. For instructions on how to upload your files contact us.

Applications Supported
We recommend you supply artwork created in the following applications. Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Quark Xpress, High resolution Adobe PDF, Corel Draw.
We can accept files created in other applications, but cannot guarantee results. We prefer..
Adobe Illustrator and Adobe Photoshop

File types:
Raster files: (Photoshop Files)
Must be built in CMYK and saved as Tagged Image File (.tif), with LZW compression, JPG or as a Photoshop (.psd) file.
** Please set your image mode to CMYK color, before you begin designing your layout.
Photo editing programs, like Photoshop and Photopaint, allow you to save your artwork in any of these file formats. JPG or TIFF. If the artwork has been created in a photo package, our preferred format is as a CMYK Jpeg, saved at maximum quality.
Image Resolution - When creating or scanning artwork in preparation for printing, you must ensure that the resolution (DPI) is high enough to produce the desired results. Below is a guide to the resolution required, based on viewing distances.

Vector files:
Must be built in CMYK and saved as Encapsulated Post Script (.eps), any linked files must be sent as a different file.
Alternatively, you can supply artwork in the following Generic file types EPS - Encapsulated postscript file. Many applications offer the facility to save artwork in this format. Ideally, convert all fonts to curves/outlines.

FONTS:
Convert all fonts to outlines. If the application you are using does not allow it, include all used fonts.

BUILDING THE FILES:

For large format prints: If your project requires bleed, provide a minimum of 4 inches bleed all around the actual size. Indicate this area of the bleed with crop marks or guides.

Large Format Printing:
Artwork Resolution at Full Size
150 DPI at full scale. The DPI of an image, when at the full print size, never needs to be more than 150DPI. Anything greater than this **will not** improve the print quality on large format printing but just increase the file size. This will take more time for you to create and manage, and for us to process and print.
Always look for pixelazation when you view your art at actual pixels in Adobe Photoshop.

Tiling Panels: When we print large format wall murals and vehicle wraps we print them on 54 inch panels of material. Always consider that the art will be split and matched at the install time. The panels typically have a 1 inch overlap at the split to help register the art during the installation. When the install is complete the final layout looks seamless when viewed at the proper distance.

Vehicle Templates:
We have over 3000 full scale vehicle templates on file. We use these templates when designing graphics for vehicle wraps. The templates are accurate in EPS format, so you can place them in Photoshop to do your layout. They consist of all four sides of the vehicle. Once we have received a work order to begin your project, we can supply you with a template of your vehicle if you're going to produce the design to submit to us.

Colors - With the various different machines that we operate, and the multitude of different media that we can print, the reproduction of critical colors cannot not be left to chance. It is essential that you make us aware of any critical colors ***BEFORE*** we go to print, and not afterwards! There may be an additional charge for color proofs.

Pantone colors, when used in artwork, can only be SIMULATED when printed using a CMYK full color printer. If you have used Pantone referenced colors in your artwork, and would like us to check their accuracy before printing, then it is essential that you make this clear when placing your order. **Not all Pantone** colors can be accurately matched using CMYK 4 color printers or certain inks. If you are at all concerned about how a particular color will reproduce, then please request a machine proof before we go to press (see proofing services below). There may be an additional charge for color proofs. We use Pantone Solid to Process Guide Coated as our color-matching standard.

Fonts - If possible, please turn all fonts in your artwork to 'curves' or 'outlines', eliminating the need to provide fonts. If this can not be done, then please check with us to ensure we have the fonts in our database. *Ideally, please supply all fonts with your artwork.*

Proofs - It is essential when supplying artwork that you also supply a color proof. The following proof formats are acceptable, including their limitations. *Hard Color Proof* - The ideal proof for us to work from. Please make sure to include print sizes, and to mark any critical colors.
Hard Black & White Proof - Only be used to check content and positioning. Any critical colors can still be marked.

Jpeg Proof - If artwork is supplied electronically, then this is a good way to provide a proof. Can be used to check layout and colors, although any critical colors must be highlighted in a covering letter.

PDF Proof - The ideal way to provide an electronic proof. Again, any critical colors must be highlighted in a covering letter.

Scanning - If you need to scan flat artwork (photographs etc.), it is important that they are scanned at the correct resolution. The bigger the final output size of the image, the higher the resolution has to be when you scan the image. We have the facility to scan artwork using a high resolution scanner. This will capture every detail of a print, resulting in a high quality final print. Please talk to one of our sales team for more information, and pricing on scanning.

Proofing Services - If you supply artwork that does not come with a proof (see above), then we will insist on you providing one of the following options before we can carry on with production of your work:
1. For you to supply a valid proof, as above
2. For us to create a PDFproof, which we can email to you.
3. For us to provide a black and white proof which we can fax to you.
4. For us to provide a printed color proof or a machine proof which we will mail or deliver to you. There will be a charge for this option for printing and delivery of proof.
5. For us to carry on with production of your work without a proof. If you agree to this option, you are agreeing that Bigidea Wraps are not liable in the event of any omissions or errors in respect of the artwork you supply.

An ideal way to eliminate errors is for us to produce a 'machine proof', especially when it is a large job. We can either print a scaled down version or a section of the artwork at full size, enabling you to check colors, image resolution and any finishing options (laminates etc.). Our sales team will be able to give you a cost for this service.

Get good Hi Resolution Pictures.
Large Format Printing and vehicle wraps requires Hi Resolution Images, unlike what you would find on a web page. The links on this page are excellent resources for finding superior quality stock photos and images that are suitable for large output digital printing. It is the clients responsibility to find and purchase the required high resolution images for the project.
http://www.istock.com/
http://www.absolutvision.com/
http://www.picturequest.com
http://pro.corbis.com/
http://www.gettyimages.com/
http://www.liquidlibrary.com
http://www.creatas.com

Frequently Asked Questions about Art Specs
Q. Can we use images downloaded from websites?
A. No. Images you see on your screen when viewing websites are normally only 72DPI at their screen size. This makes them too small to use in any form of large format printing without very poor results. When we scale up these small images they become too blurry and will not print well.

Q. Can we supply RGB files?
A. No. All of our printers use a CMYK ink set. If artwork is supplied in RGB, then print results are unpredictable. Please convert all images and artwork to CMYK before you send it to us. You are liable to additional artwork costs if we have to convert images to CMYK format.

Q. When you print our artwork, will it look the same as it does on our screen?

A. No. Unless your monitor has been professionally calibrated, then colors are unlikely to be the same once printed. You should always try to run a proof on a calibrated printer to check color and image balance.

Q: What file type's do you guys require?
A: The files we accept are **.JPG, Flattened .PSD, .PDF and .TIF and EPS**. All files must be flattened so it is just pixel data with no fonts attached. **We cannot accept;** Quark Files, Firework Files, Flash Files, Powerpoint, Publisher, or MSPaint Files *(believe* me, we've seen our share of MSPaint files).

Q: Why can't you accept the above mentioned file types?
A: We choose not to accept them because there is too much room for error. We do not have all the fonts installed onto our machines and sometimes they get lost in the transfer. Generally all design software will let you save-as or export as one of the required file types. Once the images are in the required file types they are "finalized" and everything is embedded so it alleviates any possibility for errors. Also, some of the file types are not high enough resolution in those formats.

Q: Why are the colors different on my screen than on the printed job?
A: Because your monitor is broken. No, seriously it's because you're probably designing the job in **RGB** *(Red Green and Blue)* color mode which is the industry default for most graphic applications. We are a **four color printer** so when you submit a file as an **RGB** we have to convert it to **CMYK** *(Cyan Magenta Yellow and Black)* color mode. The Reds, Greens, and Blues will lose value after the conversion and it won't look the same. We require all of our files to be submitted as **CMYK**. If not, we will convert them for you and there will be some color deviation. To get the closest match of how your job is going to look when printed please design it in **CMYK** color mode.

Q: What resolution do you guys require? A: We are a high resolution printer so we require all submitted files to be between **100 to 300dpi** (Dots Per Inch). We prefer you send the files as 150 Dpi, full scale images.

Q: What is the printing resolution of your printer? A: We print our large format jobs using a high resolution 720x1440 inkjet solvent printer.

Q: What's a bleed?
A: A bleed is a graphic that extends to the edge of a sheet or page after trimming. You can have images that "bleed" off the edge of the design. Any graphic that extends past the original canvas size is considered a bleed. It will be trimmed to the size of the job so the graphics that extend will be trimmed. You do not want to have text bleeding off the edges because they will get cut and you will lose important information in the process.

Q: What's all this talk about a Safe Area for my Text?
A: After we print your job we have to cut it out from the print sheet. Our cutters are very precise but generally we need to cut 1/16" to 1/8" into your job so there is no white border. If you have text that goes all the way to the edge then you will lose portions of that text that hug the edge. It is important to keep all your text at least 2 " in from the edge of the design. If you want a precise border size then adjust the border so it is 2 " bigger to help compensate for the cut.

Q: What's the best file type to submit?
A: The best file type to submit would be a flattened **.TIF** file since it's not compressed. However, this usually leads to a very large file size. A compressed **.JPG** will work just as well as an uncompressed **.TIF** and will drop the file size down tremendously. The file size issue comes into play when you're uploading your art to our server. If you save it as a **.TIF** and using a dial up

modem, grab yourself a copy of "Gone with the Wind" or take a short vacation because it's going to take a while to upload.

Q: What size do you want my design? Do you need me to add any bleed?
A: What ever size job you order is the exact size we need the art submitted. If you order a 4foot x 6 foot sign then the art you submit will be exactly 4feet x 6feet. Keep in mind the "safe area" for the text. If you submit art that is larger than the 4feet x 6feet dimensions then we usually will shrink/enlarge to fit into size of the sign that you require.

Q: What is the Meaning of Life?
A: We here at Bigidea have figured that out and will let you in on that priceless information once you spend $10,000,000 with us. Until then, keep on guessing. And we lied about the quiz at the end.

Got a question you want added or answered? To submit a question feel free to email info@bigidea.net and we'll reply to you.
(All of the above information is considered confidential to Bigidea Wraps Inc. and should not be copied and reproduced without prior consent and permission of Bigidea Wraps Inc.)

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