

GRAPHIC FILE PREPARATION GUIDE (1 of 2)

Print-Ready Art

Exhibits Southwest quotes for graphics are based on receiving print-ready art in a timely manner. Digital artwork is classified as print-ready when the file is prepared using the software and media outlined below and requires no additional manipulation before printing. Color matching, color proofing, layout proofs beyond the first two, and any time required for layout and design will incur additional cost (Please see "Graphics Charges").

Media

Please provide your art on the following:

- 3 1/2" floppy
- CD ROM
- ZIP 100M cartridge
- JAZ 1G cartridge

Always include a hard copy of the image along with an indication of which files on your disk to print. Ensure that the files will open from the disk you will give us. You may e-mail files under 5M to graphicdesign@exhibitsw.com. Compress files, especially fonts, using Zip or Stuffit to prevent corruption. Please reference the quote number. *CDs and floppies will not be returned.*

Software

All digital art must be opened with one of the software packages below. Use Adobe Photoshop for photo images and Adobe Illustrator for layout if possible. These two software packages are industry standards for print graphics, and lend themselves to single, large format graphics better than any others.

Adobe Photoshop Read resolution information above carefully. To take full advantage of the exceptional color reproduction of our printing equipment, do not convert RGB files to CMYK. We accept TIFF, EPS and PSD file formats. Avoid JPG, GIF and BMP files if possible.

Adobe Illustrator Ideal for typography and layout. The large artboard allows files to be prepared at full size. Check the "link" box when placing raster art and include the file separately (Photoshop EPS files make manipulation within Illustrator easy). Convert type to outlines if no editing is required by ESW; otherwise include fonts. Scale to 25% if saving as EPS. *Do not use transparency function with linked files!*

Quark Xpress Use if you must. Document must be prepared full scale if possible, or exactly 25%. Nothing in between. Allow for bleed (that means drag picture boxes over the document border). Be aware of resolution at print size for linked raster files. Include fonts. Full scale proof strips can not be provided.

IMPORTANT!

- Fonts:** Include the entire "family" of fonts used, or convert text to outlines when possible. **Macintosh postscript or truetype fonts only!**
- Resolution:** At least 72 dpi **at final output size** for all raster artwork.
- Aspect Ratio:** Artwork should uniformly scale to the required dimensions (i.e. a 3"x5" photo will not scale up to 9"x14" print without cropping).
- Bleed:** Include at least 1/4" all sides and indicate.
- Read:** ...our "Digital File Preparation Guide" to become familiar with our

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Color

Color matching is an extremely subjective endeavor under the best of circumstances. Not only do the ink and paper play a role, but also output device, light source and even adjacent colors. Most important to remember in digital graphics is that the range of color available with any CMYK printer is limited. It is smaller than the range of color available with a printing press, which can use many different inks; smaller than what is visible on a computer monitor, which is luminous; and smaller than what is available on a complete Pantone color chart. What you see on your screen will look different from what you print, which will look different from what we print.

All digital graphics produced at Exhibits Southwest are printed with CMYKOrGr inks on a state-of-the-art large format ink-jet printer to high-performance media. While our prints are of the highest quality with exceptional color reproduction (greater than CMYK alone) and sharpness (up to 1440 x 720 dpi), some colors simply cannot be accurately duplicated, such as fluorescent and metallic colors. If requested, we will make every effort to match a color. For this service, the customer must provide either a hard copy or Pantone number for reference. Charges will apply.

Resolution

Our recommendation for any photo image resolution is 72-150 dpi **at final output size**. Lower resolution results in a jagged or "pixilated" image that is usually unsatisfactory to our customer. Except in small prints, files of more than 150 dpi will not result in perceptible improvements and only serve to make the file size larger.

Some raster image software packages, including Adobe Photoshop, allow you to raise the resolution of a file. This will **not** make the image sharper; it will make the image fuzzier and the file larger. Some improvement to poor quality images can often be accomplished, however. Ultimately, the original scan or digital photo should equal or exceed the resolution requirements of the final print.

Scanning

Photographic prints and transparencies may be scanned to a disk for large format printing, but only medium and large format transparencies are generally good enough for the large prints typical of trade show displays. Even a professionally shot 35mm slide will usually give poor results if printed any larger than 18" or so. Printed images scanned from brochures, magazines, etc. will give very poor results as well. Again, the original scan must equal or exceed the resolution requirements of the final print.

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