adgraphix File preparation.

A perfect finish

To get the best finish, you need to make the best start. We recommend artwork for large format digital print be set up in Illustrator where possible, however we do accept and work with files from most major design applications.

Keep your artwork tidy. Delete all unwanted elements, check your layers, link placement and most importantly that you have the right resolution and colour setting applied.

Our preference is to receive your packaged working files with fonts converted to paths.

Colour settings

Absolutely make sure the colour settings on all applications used are in sync. This ensures your design colours are represented correctly on your display and they will not change during processing. Always embed colour profiles when saving your documents if the option is available.

This example shows the same blue using two different colour settings. If you do not specify what colourspace you used, you could potentially get a blue, but not necessarily the expected one.

We recommend using CMYK in most cases as it improves predictability over multiple devices, especially if you use multiple print vendors.

US Sheetfed Coated v2.icc
100C 60M

US Web Coated v2.icc
100C 60M

Compatibility

Adobe Illustrator .ai - any version
Adobe InDesign .indd - any version
Adobe Photoshop .psd - any version.
Adobe Acrobat .pdf - any version
Graphics - EPS (vector only)
Images - TIFF, JPG

On screen proofing tip

Zoom in and match your screen rulers to a physical ruler or item such as A4 paper (210mm). This will give you an idea of any potential pixelation or quality loss from overenlargement.

Effects resolution - Adobe Illustrator

Effects such as drop shadows require a user designated ppi. You will find this in the Effects menu > Document Raster Effects Settings.

For 1:1 designs set this to 300ppi. If working at a scaled percentage, you will need to set the ppi to allow for the sizing up of your design to print.

Example: A mural designed at 10% requires the setting to be 1500ppi so at full size (1000% enlargement) it is 150ppi. Left at default 300, it will be 30dpi (pixelated).

Resolution

Raster content (psd, tiff, jpg etc)... Image file/links should be set up to a resolution of 80-150ppi. This is adequate for most applications. Images of a very high quality to start with, use 150ppi - 200ppi. Only use 200ppi if the design has very fine text/elements as raster content (not line art / vector).

Use the chart below to calculate the px/in (ppi) your image needs at final size based on the viewing distance the print will be seen from.

ppi required @ 1:1

| 200dpi |
| 150dpi |
| 80dpi |
| 50dpi |
| 30dpi |

Recommended minimum font size listed in pt

.5m
1.5m
3m 30pt
5m 50pt
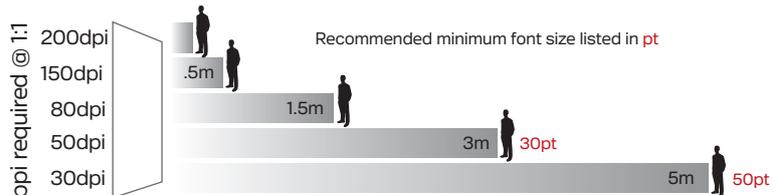
The closest distance the print will be viewed from

Resolution explained visually

Check out our blog demonstrating file resolution vs viewing distance.
http://www.adgraphix.co.nz/blog/pixels-at-a-distance/

Bleed amounts

Direct & face mounted prints	10mm
Fabric	40mm
Wall murals	20mm
Mesh	50mm

outline view

shape   incorrect ✗   correct ✓
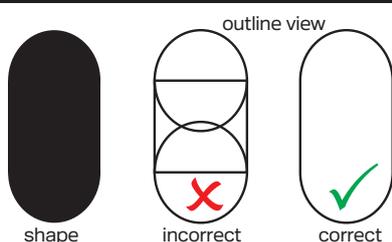
Keylines for cutting

These are files that will be used to cut a substrate to a shape instead of standard straight edges?

For print jobs, leave the keyline on a separate layer clearly labelled so we can assign it with the right settings for the cutting device it is going to be processed on. Get advice for bleed settings.

We require a single smooth vector path of the shape. Turn on wireframe view to check your lines are single line segment of the desired shape and not a group of over lapping objects.

See **page two** for information on the following:

PDF ▸
EPS ▸
BLACKS ▸
SUPERWIDE ▸
BILLBOARD ▸

Saving recommendations

- Sync all colour management settings on all of your apps*.
- Check doc raster and flattener settings (see page 1).
- Use native formats for links such as .ai and .psd.
- Convert all fonts to outlines.
- Avoid using transparency on top of spot colours.
- Place vector and text on top of transparency effects.
- Turn OFF all printer marks etc when saving.
- Delete objects not intended to print.
- Double check image resolutions are adequate.
- Check CMYK and RGB are not mixed.

* Use Adobe Bridge - it syncs all Adobe products.

Save like this

.ai
- ☑ Create pdf compatible file
- ☑ Include linked files

.ind
- ☑ We've prefer packaged InDesign files

.pdf
- ☑ Adode PDF Preset: [High Quality Print]
- ☑ Compression : Do not downsample

Ideally save the file dimensions in the file name.

Rich blacks vs accurate blacks

Did you know that black in the US Web Coated SWOP V2 colour space is more of a dark grey? Have you had printing done where your blacks were printed dark grey? Most likely the printing company had a colour management system which saw it as dark grey, not your intended black.

We assume that 100%K means you are actually intending to get a rich black printed. We assume your preferences are set to display all blacks as rich blacks, which in the case of US Coated, means displayed inaccurately. We fix them so they print rich black like you intended.

If you make a gradient with colour to black, it's best practice not to use just 100%K.

100% K

100M 100Y — MYK

CMYK

Appearance of black
US Web Coated v2

100% K	100% CMYK
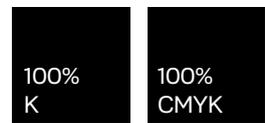
Rich Black

100% K	100% CMYK
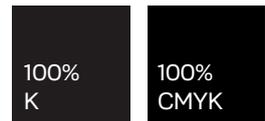
Accurate Black

Superwide stuff

Many design applications do not support large pages so work to 10 % scale. Illustrator is best for superwide as it now supports oversized artboards. It also allows you to freedoms such as using a single placed link over several artboards which is ideal for customised tiling requirements. Note: If working to scale, the resolutions you need are still based on viewing distance so consideration should be made so your images have the right ppi to scale to the finished size correctly. Raster effects default to 36dpi on oversized artboards. Adjust accordingly where required.

Superwide resolution + scaling

Working at 10% makes the maths easy. Let's say we are doing a 20m x 3m mural. Use the following as a guide:

Design stats @ 10%

Page size: 2000mm x 300mm
Bleed   2mm
Link res   800ppi

X 10

Printed result

Print size: 20m x 3m
Bleed   20mm
Link res   80ppi

When working with links keep in mind the more you size and crop them in your design application like Ai and Id, the more likely you are to cause resolution quality issues. Always crop and size in Ps where possible so you can optimise the pixel modification with interpolation settings etc.

Billboard settings

There are specific bleed requirements for billboards as set out in the next panel.

Raster data should be 30dpi at full size. 30ppi is more than enough for a standard billboard site unless the viewing distance is less than 5m.

The resolution for raster content at 10% for billboards is 300dpi.

Billboard page settings

Set up you design like this.

Page bleed 10mm

— — — Artboard
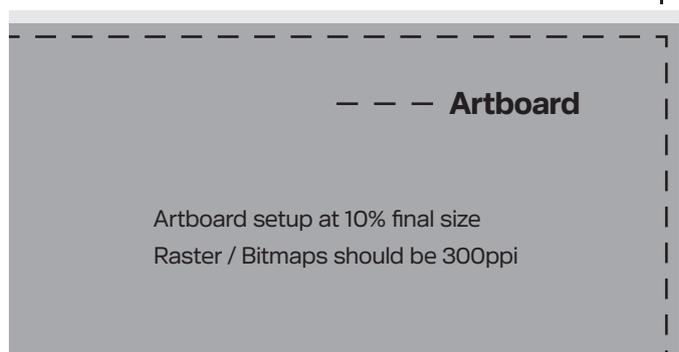
Bleed image over half of bleed area. 5mm

Artboard setup at 10% final size
Raster / Bitmaps should be 300ppi

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