

Outputting your Designs from your Design Application

Method a) Send the actual design files:

We prefer this whenever possible as it allows us to make adjustments where needed or requested without you needing to re-send everything! You will need to package ALL fonts and linked images to transfer your design successfully to us:

Fonts - Send all the fonts you've used or convert your text to curves/ paths/ outlines so that they become un-editable images.

Linked Files - Include all image files that are linked to the design. See the reference section below for advice on sizing and preparation of images.

Method b) Send as a TIFF, JPEG or other file format:

If you're using an application that can Save As or Export the entire design as an image then you could send them this way.

Guidelines on Scanning and Sizing Images for use in Your Design

Resolution - Images must be submitted at 300 d.p.i. Over this there will be no visible difference to the print quality, but a massive difference to the size of the file, causing problems for your computers and software and ours!

Dimensions - Please also select the output height and width for the scan in accordance with the size of the CD component, so that the resultant image does not need to be stretched or shrunk.

File formats - We recommend that you save your file as a TIFF, or a JPG but **only** at the highest quality setting.

Preparation of Graphic Images - conversion from RGB (for viewing) into CMYK for Printing

Monitors, scanners, and digital cameras create RGB (Red, Green and Blue) images. However, Printers print using CMYK (Cyan, Magenta, Yellow and Black). Because of this you will see colour differences when comparing what you see on screen to the printed image.

You will need to convert all the RGB graphics that you use in your design to CMYK and then make any adjustments needed to the resultant colour composition. This can be done from the Image, Mode menu option in Photoshop. You will need to take all images that you scan for example in to Photoshop and convert to CMYK.

For RGB images we receive we will apply a standard conversion profile before printing. This may produce unexpected results such as colour substitutions in cases where there is no direct equivalent to the RGB colour in CMYK.

Preparation of Graphic Images - File Resolutions

Please use our templates, which have the resolution of 300 d.p.i. set in them. Please ensure that any images you present are at this resolution, as below this you will not get the best result, and we find that above this you will not see any difference at all in quality of print!

Use of bleed and positioning of text

Applying a bleed to the design means simply that any graphics or colours that go up to the edge of the design should be increased in size or positioned so that they go 3mm outside it. We recommend for the best visual result that text should be placed at least 4mm inside the edge of the design.