

Art Submission Guidelines

GENERAL INFORMATION

- The information provided here assumes that you already have a basic understanding of graphic design and/or print production. Please call us at 409-832-8000 with any questions. We want to do everything we can to make your project go smoothly.
- Although we can't cover every possible issue that may come up, these tips cover the production problems we encounter most often when working with customer art.
- There is a certain normal amount of work involved in pre-flighting a job before going to press, however we cannot take responsibility for errors in artwork provided by the customer. We will do our best to catch such problems before it's too late, but we must apply additional charges for making corrections.
- Always specify colors as either "Spot" or "Process" as appropriate and use the correct Pantone Color Guide to insure accuracy.
- Please provide composite proofs of what you expect the finished job to look like, as well as color-separated proofs to assure that you have prepared the job properly.

HARD COPY

- All camera-ready art must be black & white only, no colors or shades of gray.
- Multi-color artwork must be color-separated with matching register marks on each color plate.
- Screens should be 85lpi or they may be lost during reproduction.
- Photo copies, laser prints, inkjet prints, and preprinted materials are generally not suitable for quality reproduction. Please provide true camera-ready art such as a velox, PMT, amberlith overlays, etc.
- Photographs should be transparencies or glossy prints. We can accept either in sizes from 35mm to 8x10".
- Plate-ready negatives should be RRED at 133lpi for spot color or 150lpi for process and include register and crop marks.

DIGITAL FILES

- Text files
 - Text should be supplied in Microsoft Word or as plain ASCII text. Any styles and formatting applied in your word processing program will be lost when we import the text into the layout. Also, avoid formatting the pages since it can cause problems such as garbled text or broken paragraphs when we convert it to plain text.
 - Do not use double spaces after periods, it causes paragraphs to flow poorly in the layout.
 - Don't type in ALL CAPS. We will apply text styles as needed within the layout.
- QuarkXPress
 - Do not use the "Bold" or "Italic" styles for text. You must use the actual bold or italic font. Also, do not use True Type fonts since the imagesetter will only produce reliable results with PostScript Type 1 fonts.
 - Be sure that any items which must bleed off the edge of the paper extends at least 1/8" past the document edge.
- Adobe Illustrator
 - Under the File menu, go to "Document Setup" and check "Use Printer's Default Screens" and "Compatible Gradient Printing". Resolution should be 800dpi and "Split Long Paths" should be checked.
- Adobe PhotoShop
 - For clipping paths set the flatness to 3 and use as few anchor points as possible.
 - Be sure the size of your image allows for any bleed when placed in your page layout.
 - Photographs should have a resolution between 225dpi and 300 dpi at actual size. Color images must be converted to CMYK or they will not separate when we send the files to the imagesetter. Save these as EPS with Binary encoding — if you use JPEG encoding the image will not separate.
 - Line art should be between 600dpi and 800dpi at actual size. Save these in the "Bitmap" mode — with "Grayscale" mode you will get a halftone dot even on lines which appear crisp on screen. Save these images as either TIFF or EPS. One advantage that TIFF has is allowing transparency and colorizing within QuarkXPress.
 - In PhotoShop 4 the "Monitor Setup" should be Gamma: 1.8; White Point: 6500K; Phosphors: Trinitron — of course you can use settings provided by the manufacturer of your monitor if you know them to be correct. For "Printing Inks Setup" choose "SWOP-Coated, -Uncoated, or -Newsprint" as appropriate.
 - If you are using PhotoShop 5, do not use any color management profiles in the "RGB Setup" or the "CMYK Setup". Refer to the PhotoShop 5 installation Read Me file for information on making the program behave more like PhotoShop 4. Set "Grayscale Setup" to "Black Ink" and turn off all conversion and embedding options in the "Profile Setup".
 - Use the calibration sheet we have provided to adjust the brightness and contrast of your monitor. You may also wish to use the Gamma control panel (Mac only) or another third party utility to tweak the way your screen displays color. We don't recommend using anything which relies on embedding profiles in your images since this can produce unexpected results.
- Media
 - When collecting for output be sure to include all images along with any images linked to those placed in your layout. Also, include both printer and screen versions of all fonts used in the document.
 - We can accept files on ZIP, JAZ, CD, or diskette. You may also wish to send your files via the internet by using our FTP site. The address is <http://www.creativeimpression.com/ftp/public>. Use your email address as your logon name and the password ARTFILES. To use this service you will need FTP software.