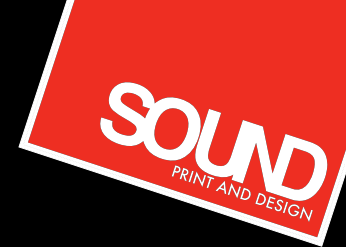


# What software to use?



Setting up artwork for large format print is different to every other type of print. We can print at a lower resolution than litho print and digital print keeping file size to a minimum. This resolution depends on what we are printing, the guides below are the ideal scenario for setting artwork up to print high quality posters.

Illustrator	Photoshop	InDesign	Pdf
<p><b>Colour</b> Use CMYK</p> <p><b>Type</b> Outline text or supply fonts</p> <p><b>Images</b> Place uncompressed images also in CMYK. Optimum resolution for Images is 150dpi at full production size. Scale the resolution with your artwork. If your artwork is half size, resolution should be 300dpi.</p> <p><b>Effects</b> Flatten any transparency or effects such as drop shadows before supplying your file.</p> <p><b>When to use Illustrator</b> For files with Vector images. Created with shapes and outlines in illustrator, they can be scaled up to infinity. So a logo created for a letterhead as a vector artwork can simply be scaled up to wrap a whole building without any loss of quality.</p> <p><b>Saving your illustrator file</b> Save as an illustrator file <b>.ai</b> Save as illustrator eps file <b>.eps</b> Save as a pdf file, to ensure accuracy choose PDF 2001-A1 <b>.pdf</b></p>	<p><b>Colour</b> Use CMYK</p> <p><b>Type</b> Flatten text layers</p> <p><b>Images</b> Optimum resolution for Images is 150dpi at full production size. Scale the resolution with your artwork. If your artwork is half size, resolution should be 300dpi.</p> <p><b>Effects</b> Flatten any transparency or effects such as drop shadows before supplying your file.</p> <p><b>When to use Photoshop</b> When working with rastered images made out of pixels such as photographs or manipulated images.</p> <p><b>Saving your photoshop file</b> Save as a photoshop file <b>.psd</b> Save as photoshop eps file <b>.eps</b> choose jpeg compression at maximum quality to reduce file size but not quality Save as a pdf file, to ensure accuracy choose PDF 2001-A1 <b>.pdf</b></p>	<p><b>Colour</b> Use CMYK</p> <p><b>Type</b> Outline text or supply fonts</p> <p><b>Images</b> Place uncompressed images also in CMYK. Optimum resolution for Images is 150dpi at full production size. Scale the resolution with your artwork. If your artwork is half size, resolution should be 300dpi.</p> <p><b>Effects</b> Flatten any transparency or effects such as drop shadows before supplying your file.</p> <p><b>When to use InDesign</b> For multiple page jobs. Set up a template with rules and margins to speed up your design time.</p> <p><b>Saving your InDesign file</b> Save as an InDesign file Save as a pdf file, to ensure accuracy choose PDF 2001-A1 <b>.pdf</b></p>	<p><b>Saving your file as a PDF .pdf</b></p> <p>You can save PDF files from most software packages. We don't advise it, but if you have to supply artwork created in DTP software such as Word, or on-screen presentation creation software such as Powerpoint. You should create your artwork at full size and save as a PDF.</p> <p><b>Images</b> Place uncompressed images in CMYK. Images should be at least 100dpi at full production size. Scale the resolution with your artwork. If your artwork is half size, resolution should be 200dpi.</p> <p><b>Saving your PDF file</b> To ensure accuracy choose PDF 2001-A1, this flattens your file and fixes all of the placed elements.</p> <p><b>We also accept</b> <b>Quark Xpress</b> <b>Corel Draw saved as EPS</b> <b>Tiff saved with no compression</b> <b>Jpeg saved at maximum quality</b></p>

call or email us with your big ideas

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