

PRINTING

How to prepare the data resources or final data for printing?

RESOURCES FOR GRAPHICAL WORK, BREAKING OF THE TEXT AND PRINT DATA PREPARATION

1) Vector graphics – i.e. logos, crests, flags

- Formats: AI, EPS, CDR – all in vector graphics
- Color model: CMYK

2) Bitmap graphics - i.e. photos, drawings, paintings

- Formats: TIFF, JPEG, PSD, EPS
- Resolution:
 - 300 dpi for offset printing, 1:1 ratio
 - 100 – 150 dpi for digital printing, 1:1 ratio
 - 30 – 100 dpi digital printing, 1:1 ratio for extra large formats/longer estimated viewing distance
- Color model: CMYK

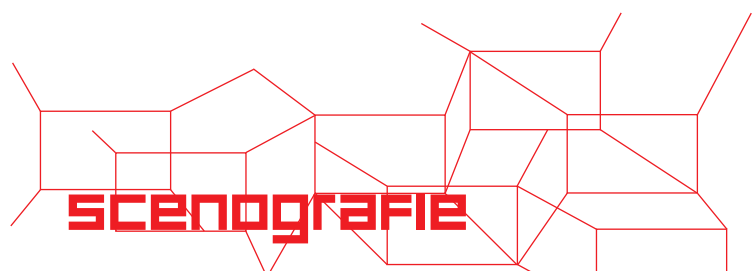
3) Text

- Formats: TXT, RTF
- Form: Without formatting, final texts after proofreading

FINAL PRINTING DATA

- Data are already prepared by the Client, who is responsible for meeting the required criteria on data compactible with a chosen technology. The studio does not process or check the data. Data are directly used for printing. Prospective extrawork is charged separately.
- Formats: PDF compactible with Acrobat 5.0. Final format must be stated.
- Bitmap pictures resolution in documents:
 - 300 dpi for offset printing, 1:1 ratio
 - 100 - 150 dpi for digital printing, 1:1, viewing distance dependant
 - 30 - 100 dpi digital printing, 1:1 ratio for extra large formats/longer estimated viewing distance
- Color model: CMYK
- Another requirements: Registration marks, bleed, dependant on print size and chosen technology

SOFTWARE USED: Adobe Illustrator CS6, Adobe Photoshop CS6, Adobe InDesign CS6, Corel Draw X8



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