Photo Backdrop   DIGITAL PRINTING GUIDE

Artwork Setup Guidelines

- Set up file in CMYK mode (not RGB) when possible, to prevent unintentional color shifts.
- If the file is already in RGB please communicate this to us, but do not convert it to CMYK.
- Include Pantone colors when they are used to create artwork
- Provide a printed reference (paper print that you provide for color matching).This helps us get as close as possible to the color that you want.
- Plan for printed bleed. Bleed is additional printed area that extends outside the planned visible artwork. Printed bleed allows material for cutting and finishing without reducing the finished size.
    - Typically 3" bleed (minimum of 1") on all sides to allow for sewing.
    - 6" bleed is typical for pipe pockets or when wrapping prints onto frames.
    - Bleed can also be created by expanding the existing artwork slightly if that is acceptable.
    - Place guides in the file to indicate the visible area of your print.
- Send your file in its native format.
    - Please send flattened files. We will request layered files if needed.
    - Save images as TIFF for photos and as AI or EPS for vector images.
    - Convert all fonts to outlines to avoid font substitution problems.
    - Package InDesign files and send all links and fonts.
    - Provide special fonts when used if they cannot be outlined. We will need to install the font to print it correctly.
    - Do not embed raster images in Illustrator – send the file separately.
- For color critical, extremely large jobs and permanent installations we recommend doing color test prints on fabrics prior to creating artwork, when possible, for best results.
- Proof Approval
    - A PDF proof will be emailed for your review and to ensure correct artwork
    - Files are checked for correct size, resolution and bleed.
    - Inspect the proof for any errors- including layout, suggested seaming, missing elements, spelling, and incorrect information.
    - Colors shown in the proof are only approximated but should be close to your colors.
    - Please email your approval to your Digital Printing specialist.
- Printing
    - Once the proof is approved for content we will proceed with print production.
    - Production time can vary depending on current number of projects, overall size and complexity of the project, etc.
    - It is not possible to change the artwork once printing has started. Changes to artwork after printing begins will require a new print at an additional cost and increased production time.
- Acquiring artwork for printing
    - There are many sites where you can download or purchase high quality artwork at reasonable prices. Please adhere to copyright laws when acquiring artwork.
    - Website images are 72 DPI at the size you see on your screen. These images do not enlarge cleanly above 4 times their original size and do not work well for most large prints.
    - JPEG files are compressed to make the file size smaller, which can result in a low quality print. High compression leads to undesirable visual artifacts.
    - Scan photographs or original artwork using the information below as a guideline.
    - See resolution guidelines below for detailed information on resolution.

- Copyright
  - The customer is responsible for obtaining the rights to use any copyrighted material. J. O'Brien is not responsible for claims of copyright infringement. By submitting files for reproduction you accept full legal and financial responsibility for any claims of infringement.
  - There are many sites selling stock images online. Before purchasing an image check the resolution of the image to determine if it will enlarge well enough for the project.
- Determining an appropriate resolution for your final print
  - Your **Target DPI (i.e.,** resolution)should be selected based on the viewing distance of the audience
    - **75 to 100 DPI** at full size – viewing at close range (5' or closer)
      - Museum exhibit, corporate office murals
    - **50 DPI** at full size – viewing at close range as a backdrop (10' to 15')
      - Trade show booth, poster, banner, wallpaper, set dressing, costumes, props.
    - **35 DPI** at full size – viewing at a distance (20')
      - Theatrical backdrop, film/tv backings, scrims, large events
    - Resolutions higher than 100 DPI are possible but rarely used for large prints. Please contact BadgePlus to discuss your project needs if you would like higher resolution.
- Choose a **Scale Factor** for your artwork that makes sense with how you work
  - Typical scale factors are 1:1 (full size), 12:1 (1' = 1") or 10:1 (10"=1")
    - Please communicate the scale of the artwork to BadgePlus
- Determine correct **Artwork DPI** from **Target DPI** and **Scale Factor**
  - Use the **Target DPI,** multiplied by the **Scale Factor** = **Artwork DPI**.
    - For Example: **Target DPI** is 75 and **Scale Factor** is 12:1
    - **75DPI X 12 = 900 DPI** for the artwork file. o Here is a quick reference chart for common resolutions and scales

Target DPI	DPI for Art 10:1 Scale	DPI for Art 12:1 Scale
35	350	420
50	500	600
75	750	900
100	1000	1200