

# Guidelines for art preparation

SKYLINE Displays

Thank you for choosing Skyline Displays.

Our Design Studio has many years of experience in all aspects of large format design and production. Following are some simple guidelines to follow in the preparation of your artwork. Adherence to these guidelines should save us from any need for additional editing fees once your artwork comes to us. (Please read the terms and conditions section carefully).

Our studio is fully equipped with the latest Mac hardware and software and our designers can assist in any technical questions as well as create original design should you require it.

## [ Layout ]

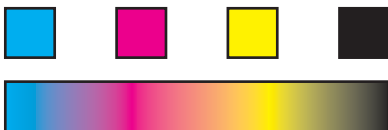
Our preferred artwork set up is in either Freehand MX or Illustrator CS1 (Mac). Files prepared in Photoshop should take into account the file artwork size and should not fall below 120dpi at 100% of output size.

We can accept InDesign CS1 files however your designer should contact our office to discuss which version to save their artwork in.

Please provide a text version of your artwork along with it's fonts and a 'converted to paths' version. Any changes to the copy in the artwork will be charged out as Authors Corrections at our standard design rate (+GST). We would also ask that you supply a colour proof of the artwork, preferably from a colour laser.

In addition to this document you should receive from one of our Project Managers a PDF of the dimensions of the Skyline display system you are designing for. **If you don't have this document please contact our office.**

## [ Colours ]



All of our output is in 4 colour (CMYK) so all artwork must be prepared in CMYK. You may have specific Pantone (PMS) colours you want in the finished artwork, if this is the case please provide a colour proof of the finished artwork and label it appropriately with the place and name of the specific Pantone colour. Printer manufacturers do not guarantee PMS match so we have created colour comparison charts. We will use these to match your PMS colour as closely as possible.

# [Images]

One of our most time consuming issues is dealing with the quality of images supplied with art work. There is very little we can do if images are not supplied at sufficient resolution for the size of the final print.

We often have clients wanting to use an image they have on their website or have used in a flyer and these images are usually far too low in their resolution to be of any use in a large format print job.

Following is a 'rule of thumb' guide to follow to help you determine whether or not your images are of adequate size or whether you'll need to have them re-scanned for the job.



This Mirage system has 5 images that are 750mm x 750mm. These would need to be at a minimum of 150dpi at this size to achieve a sharp reproduction. In file size it would be approximately a 70MB file per image.

**NB.** Some of the images on this Mirage are just sections of a larger image. If you were scanning these images from slides or photos you would be looking at an A1 scan or maximum resolution scan depending on whether the images were going to be cropped.

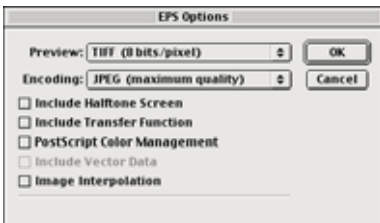


This banner stand uses a crop of a larger image of bakery products. It would require the maximum resolution a scanner can provide. The file size would be in excess of 300MB.



In a similar way this Mirage uses an etched image of a group and a larger etched image of an individual. Both original images were scanned at maximum resolution.

## [ Images cont. ]



In many cases you don't have access to the original photo or transparency. All you have are images on a CD that aren't of high enough resolution to use. Other options in this case may be to create an effect that disguises the fact that it is very low resolution like a motion blur or by fading it back into a colour fill (see example).

Our Design staff have years of experience in designing for large format output so if you have any doubts just give one of us a call.

All images should be supplied as CMYK Photoshop EPSs. Please select the options shown to the left when saving your images.

## [ Logos ]

All logos should be supplied either separately or within the layout as 'vector' artwork. Now and again logos are supplied as bitmap images or JPGs but this usually means they are quite small and if we need to scale your logo up it will become very pixellated and the final quality will look dreadful. Most companies have had a design agency design their logo and should have copies of it in vector format along with a 'Design guide' for how the logo should and shouldn't be used. Please supply both vector art and the design guide for your logo. If you only have a JPG or similar raster format (BMP, TIF, PICT) we do offer a service to convert your raster format logo to vector artwork but this will be quoted out in addition to the hours already quoted for file preparation.

**Skyline** displays • graphics • services ————— Raster version (JPG)

**Skyline** displays • graphics • services ————— Vector version (Freehand MX)



Because the small JPG above has a set number of dots per inch, when we scale it up to fill this large format panel the info. is stretched giving a blurred, pixellated result.



Vector art uses logarithmic calculations to rescale so no matter how large we stretch this logo it will always look sharp.

# Terms & conditions

Your Skyline Project Manager will have given you a quote for **Digital Art Preparation**. This quote allows for the fact that the guidelines referring to in this document have been carefully followed. Unfortunately failure to follow the guidelines contained in this document may result in further set up work here at Skyline and will be charged back to the client at our hourly rate. If further work is necessary our Project Manager will inform you before making changes.

Please follow these guidelines carefully. Working with large format artwork can be a time consuming process and it can add hours to the original quote if our designers are forced to re-format or edit artwork.

The hours quoted for **Digital Art Preparation** do not cover any request for the following:

- additional scans or rescans
- correction to text (Authors Corrections)
- any artwork or editing required because guidelines have not been followed
- additional photos, illustration work

If any part of this document is unclear please don't hesitate to contact us

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# Artwork Checklist

The following checklist must be completed and returned to Skyline before production of your Skyline exhibit can begin. Please fill out this form completely to ensure there is no need for additional charges.

Files have been set up, proofread and saved in:

## Layout

- Freehand 10
- Illustrator CS3
- Indesign CS3
- Photoshop CS3
- Artwork is set up in accordance with the Skyline dimensions supplied.

Although we appreciate pdf proofs, **WE DO NOT ACCEPT PRINT READY PDF's** Please supply in an acceptable format listed.

## Fonts

- Fonts supplied.
- A 'converted to paths, outlines or curves' version of the artwork has been saved and supplied.

## Colours

- Colour proof supplied.
- All colours have been converted to CMYK. **(Do not supply RGB)**
- Specific PMS colours have been identified & clearly marked on a separate colour proof.

## Images

- All images within the artwork **must** be **linked** NOT embedded & supplied separate to the artwork file.
- All images in artwork have been supplied in digital format as **Photoshop EPSs** \*(JPG maximum quality) **\*NO TIFs** Please! **\*Refer to Art Preparation notes pg2.**
- Images are of an adequate size and resolution for the display's final output size.
- Images have been supplied in digital format on CD **Please note. Additional hours may need to be charged for time spent converting files to the appropriate format.**
- Images are supplied in hard copy as:
  - Colour photos
  - Transparencies
  - Negatives**Please note. Additional hours and scanning fees will be charged for image preparation.**

→ Please note that if you need to tick any of the boxes from this point you will incur extra art charges.

## Logos

- All logos have been supplied as vector art

Designers Name \_\_\_\_\_

Company \_\_\_\_\_

Contact number \_\_\_\_\_

Email \_\_\_\_\_

If you have any question regarding this checklist or the Art Preparation document please call our Design Studio on (07) 3252 4343 or email [julie@skyline.com.au](mailto:julie@skyline.com.au) Fax back to (07) 3252 4646

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