

# PACIFIC STUDIO

## Digital Photographic File Guidelines ("Lambda, Duratrans, Duraflex")

Files Due \_\_\_\_\_ to avoid rush charges

### Acceptable software to build files

Illustrator CS4 or earlier

InDesign CS4 or earlier

### Acceptable software to edit images

Photoshop CS4 or earlier

### Acceptable media to submit files

CD

DVD

### Calculating Resolution:

Resolution = output size x output resolution / input size

(For example, a 4" x 5" transparency that is being scanned for a phenolic print at 48" x 60" would need to be scanned at 1800 ppi.)

48" x 150 ppi = 7200 pixels / 4" = 1800 ppi

60" x 150 ppi = 9000 pixels / 5" = 1800 ppi

ppi = (pixels per inch) the number of pixels displayed per unit of length in an image

### Design & File Prep Guidelines

All text should have final spelling, punctuation, size, color and placement. Always include **two hard copies in color** with each file. On these should be final size and color specifications. These hard copies, in combination with technical needs outlined in the guidelines on this sheet, constitute an acceptable level of completeness.

### File Size, Resolution and Bleeds:

- Set up files at 100% of their final output size or clearly specify size on document
- Include cut-marks to indicated the finished size
- For profile-cut panels, provide vector file on separate layer within art file and proper image bleed
- Photoshop files should be saved as TIF or EPS (do not use LZW compression)
- LINK images (do not parse or embed)
- A 1/4" bleed should be added to all files
- Resolution should be configured for desired final print size:
  - Images viewed at more than 10 feet should be a minimum of 25 ppi at final size
  - Images viewed at 5 to 10 feet should be a minimum of 50 ppi at final size
  - Images viewed at arm's reach should be 150 ppi at final size

*It is our advice to provide an image of the highest resolution possible and to allow scaling down of resolution to occur at output. Safest maximum seamless panel size is 80"x 144" and depends on size of available substrates. Seam breaks for murals are customarily determined at output.*

### Colors:

- Prepare files as RGB for film output (Duraclear, Duratrans, Duraflex)
- Specify Pantone number and other colors on hard copies or color palette sheet
- Any requested color testing will be run from final production files

### Fonts:

- Convert all fonts to outline (including any fonts in linked files), and include a licensed copy of the screen and printer fonts with your files. (Postscript Type 1 for Mac or OpenType fonts are preferred.)

*Client will be billed as a change order at \$70 per hour if failure to provide correct files or two hardcopies results in additional graphics preparation time or re-sampling for satisfactory color. If you cannot provide hardcopies, we can generate them at \$70 per hour for graphic and management time.*