

Guidelines for Submitting Artwork

Before you begin to create artwork for your CD, consider the following...

It's quite a bit easier - *and the outcome will be better* - if you build all of your artwork from the beginning according to generally accepted graphics practices. If not, it can be quite time consuming and expensive to correct some non-standard techniques. Here are a few guidelines which will help you maintain a high degree of quality and avoid later issues throughout the creation process.

1. **Scan** all color and black and white photographs at **300 D.P.I.** (dots per inch) resolution. It is not necessary to use a higher resolution, as this will not result in a noticeably better quality output. It will, however, create very large files, which can be unwieldy. Once your photos are scanned, you will be required to save them as one of several types of picture formats. If possible, **save them as .TIFF files**, or, if that option is not available, save them as **.JPG (.JPEG) files**.
2. **If you are using digital photos** try to make sure these are also high resolution. Most digital cameras have a default resolution of 72 D.P.I. Some higher end digital cameras will allow you to **take pictures in .TIFF mode**, which is advisable whenever possible. Otherwise, **.JPG (.JPEG) mode is acceptable**. The 72 D.P.I is not necessarily low resolution. It depends on the *size* of the file. If you were to print the picture at a normal picture size, say 4"x5", would it look great, or would it look pixelated and hard to see details? You might try this to determine whether the overall quality looks acceptable to you. **If the file size for an individual picture is greater than 1 MB (one megabyte), that should work out fine**, however this is just a guideline. On many of the better digital cameras each picture can be 9 MB or even higher. **If the file size is less than 1 MB**, say, for example, 128 kB (kilobytes), **the results when the artwork is finally printed out may be less than spectacular**, but we will work with what you have, so don't worry!

NOTE: If you use filters, such as "*Remove Red-Eye*" or "*Sharpen Picture*," be sure to **save a copy of the original picture** in case you have to work from that file at a later point.

3. **For booklet and trayliner artwork, all Photoshop files and all .TIFF or .JPG files should be in CMYK mode.** (See "About Color Models" below for more about this topic.) **Send Photoshop files WITH LAYERS.**
4. **On-CD artwork (for printing on the disc itself) should be in RGB mode.** (See "About Color Models" below for more about this topic.) **For silkscreen printing, files should be in CMYK mode, or as spot colors.*** (See "About Spot Colors" below for more on this topic.)
5. Be sure to **include all fonts** used in creating all of your artwork when you send us your files. Also, keep in mind that if the font size is too small it may not be readable when printed (even though it might look fine on your monitor). **We recommend font sizes greater than 5 pt.** for optimal results.
6. **Send all PDF files as "Print Quality."**

ABOUT COLOR MODELS: When using **RGB mode**, colors are formed by combining **Red, Green and Blue**. Each of these has 256 levels, thus a total of **over 16.7 million colors** are available to be used. Your monitor displays colors in RGB mode. Most desktop inkjet printers print in RGB mode. When working in **CMYK mode**, colors are formed by adding a percentage of each of **Cyan, Magenta, Yellow and Black**. In this model, there are **about 10 million colors**. Most commercial printing (offset, laser, silkscreen, magazines, etc.) is done in CMYK mode. Now, the fun begins! **If you create a file in RGB mode, and it needs to be converted to CMYK mode for commercial printing, there is undoubtedly a perceptible color difference** (*Why doesn't this printed version look like the picture on my monitor or the printout from my printer?*). This is due to the fact that colors are formed by using a **different process** and **from over 6 million fewer colors**. **We do our best to do minor color correction to make photos look crisp and color-rich, but it can never possibly match your monitor or printer exactly.** We offer an extensive color correction service at our regular hourly rate, but keep in mind that there is virtually no possibility of matching your printout *exactly*. As you adjust each color, it has an effect on all of the other colors as well. So, adjusting the blues to look exactly as you thought they would might drastically change the reds and yellows. With a lot of trial and error, we can get closer and closer, but statistically speaking, it is not likely to *exactly* match colors with the two different models. **Don't worry, your artwork will look fabulous! It will, however, take on some degree of color difference.** We will send you a proof which is exactly how all copies will look before duplication begins.

ABOUT SPOT COLORS: You may choose to have all of your artwork use only two colors. **When you define two colors** (or three, or one, or many) as the only colors to be used in your file **these are called spot colors**. In this case **you should use PANTONE colors** (predetermined, universally used pallettes included in many programs, like the paint swatches you choose from at the paint store. Call us if you have any questions about using spot colors.) It is best if you can **submit these types of files as Adobe Illustrator files with the spot colors in your swatch library.**