

Parameters for Incoming Art

Art charges:

\$60.00 per hour worked on any artwork needing to be laid out and/or created or recreated.

Camera ready artwork needs to be in the form of a crisp, clear image that has minimal to no flaws.

Images printed on vellum, or very porous typing paper will look rough on film.

The best type of paper to get Camera Ready Artwork on is a slick photo quality paper that holds crisp clear lines of any image printed on it.

Photocopies or faxed copies of original Art will not work as a photo-copier distorts the image, if even only a little.

Film charges are \$15 per foot so larger images or multiple images larger than a foot will have a larger film charge.

File format for Art:

Acceptable file extensions of vectored images:

- .AI (Adobe Illustrator)
- .EPS (Encapsulated Post Script)
- .CDR (Corel Draw)
- .FH (Freehand)
- PDF (Files may be accepted after evaluation by our graphics dept.)

Graphics programs preferred from best to worst:

1. Corel Draw Version 11
.CDR
.EPS

2. Adobe Illustrator CS

.AI
.EPS

3. Freehand 10

.FH
.EPS

4. Auto Cad Version 14

DFX, PDF files

**** If we have a file sent in these formats, can use it, but because of the differences between an engineering program and a graphics program, we will need to rework it (which, in essence, takes as much time as re-creating it) in order for us to manipulate it for a plate.

Any client that has any questions regarding this can feel free to contact me and I will talk with them about the translation problems between the programs.

Any other systems should try to convert work to:

.EPS

Any one working on a Mac needs to be aware that we are working on a PC.

We cannot open any Quark Xpress files.

Please Note:

To insure the **BEST QUALITY** we need to receive all computer generated images as vector files, Bitmap images (JPEG, GIF, TIFF, and BMP) are created as pixilated images and tend to have jagged edges. CDR, AI, and EPS files all can contain either a bitmap image, and/or vector images. Most graphic artists should know the difference and be able to accommodate the file requirements.

Q: What is a vector image?

A: A vector image is defined as a series of points joined by lines. Graphic elements in a vector file are called objects. Each object is a self-contained entity with properties such as color, shape, outline and size. Each of these properties can be changed within a vector file, without affecting any other object within the file.

Q: What is a bitmap image?

A: Bitmap images are also called raster, or paint images, and are made of individual dots called pixels. These pixels are arranged and colored differently to create a desired pattern. These pixels combine to create the appearance of continuous form and color of the created image. The closer you zoom to a bitmap image you will be able to see each individual pixel as a small square that is used to make the image. You will also notice that even straight lines appear jagged when they are on an angle. Because a bitmap image is made up of pixels, the seemingly individual components (fonts, shapes, colors) cannot be manipulated individually as can be in a vector image.

All text should be created as paths (outlines/curves) so as to eliminate the possibility of our not having the font used to create the artwork.