

filepreparation



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Our extensive pre-press facilities include high-end drum scanning, image manipulation, colour managed workflows and data management.

Firstly, when producing your artwork take into consideration the final output size and resolution. It is not uncommon for files to become unmanageable for production and/or transportation of data.

Images should be supplied as CMYK at a minimum of 300dpi but ideally at 350dpi. RGB images should not be used. We prefer images not to be compressed but if unavoidable use LZW TIFF compression. Please clearly identify any compressed images. No compression is truly lossless.

Where possible scans should be placed at 100% size within the finished document. If this is not possible a proportional reduction in artwork size can be made. Files can be processed from artworks prepared at 1/10th of final size although we would recommend higher to 1/3, 1/4 or 1/5th.

Remember your final document must remain in proportion to the final output size.

This method is also particularly useful when you reach the document size limitations of some software packages - QuarkXPress for example has a maximum document size of 1219mm. Adobe CS has much larger page size of 5780mm.

Remember to include any additional bleed relevant to specific finishing requirements such as allowances for pockets, hems and wrap arounds for mounting to boards or frames. Specific finishing requirement may differ for each job - for clarification of these, please speak to your account handler. Trim marks and colour bars should not be included within the document.

Where possible fonts should be turned to vectors else fonts will need to be supplied giving consideration to embedded fonts within EPS files.

It is commonly accepted that large format print requires greater viewing distances than that of smaller format digital printing and as such scan resolutions and output resolutions can be lowered to suit. This will result in much smaller more manageable file sizes particularly for those with insufficient computing power. Please contact us if you require assistance in creating your artwork.

We accept all popular desktop file formats including:

QuarkXpress v9.3
Adobe CS5.5 and CS6.13

Adobe Acrobat PDFs are also supported. The benefit of supplying PDF files is the smaller physical file size which allows faster downloading. They also combine images and fonts. However, we refrain from adjusting or editing PDFs. PDFs if supplied, should not be multipage. When supplying Adobe Illustrator v9.0, v10.0, v11.0, CS2, CS3, CS4, CS5.5 or CS6 files, ensure any transparency effects are flattened. Please do not supply unflattened v9.0 EPS files or placed .PSD files within an Adobe Illustrator document. Always include bleed if required but remember to offset crop marks else they will appear within the print area unless removed. When creating, exporting or saving a PDF, always use the 'Press Quality Setting'. If unsure, please contact our studio regarding this complex function of Illustrator.

Our Colour Management System (CMS) adopts the Adobe 1998 Euro standard. Our ICC profiles are built to this target profile.

We are able to read and write virtually any digital source of media. Data can also be delivered via our secure FTP service. Please contact Imaginators to obtain your unique username and password.

Email is not an ideal method of transport for large amounts of data and we only recommend sending small manageable EPS files, logos or fonts via this method which should be sent to 'studio@imaginators.co.uk'

EPS Files

EPS (Encapsulated PostScript) files are self-contained Postscript documents, usually containing both an on-screen preview function and the PostScript (PS) file data for PostScript printing. The EPS format describes both the pixel and exported vector graphics. EPS files are high quality, very large memory files regularly used by design and print professionals, due to their lossless format. EPS files are useful to retain 'clipping paths', which are created to define selected parts of an overall pixel image, for final output using popular desktop page layout programs. The file extension is .EPS

TIFF Files

TIFF (Tagged Image File Format) files contain flexible information fields, called 'tags' which allows the format to handle multiple images and data in a single file. The TIFF format differs from others through the use of these tags which also offer the ability to use a wide range of compression schemes and colour spaces. TIFF files are high quality, large memory files (slightly smaller memory size compared to an EPS file) regularly used by design and print professionals, due to their lossless (no data lost) format. When saving a TIFF file the option to select the byte order for a Mac or PC is available, however most recent software applications can usually read either option. Also available are several compression techniques for producing a smaller file, but using any of these options is not advisable for producing a suitable file for printing. The file extensions for this format are .tif and .tiff

JPEG Files

JPEG (Joint Photographics Experts Group) files are based on a set of compression algorithms developed by the JPEG committee in 1992. This method for saving photographic images is a lossy compression format, which means that some visual quality is lost as the format selectively discards data when saved under this standard. JPEG is the most popular format in use on the web, due to the availability to trade the balance of image quality with file size when saving. JPEG is also widely used as the standard format on digital cameras, which requires images to be saved at maximum dimensions to compensate for any quality deterioration. Due to its lossy format JPEG is not the desired method for saving images destined for professional print projects. The most common file extensions for this format are .jpg and .jpeg



InDesign
File extension:
.ind
.indd
.jpeg
.psd

Photoshop
File extension:
.eps
.tiff

Illustrator
File extension:
.ai
.eps

Acrobat
File extension:
.pdf

QuarkXpress
File extension:
.qxd