

# Arizona Displays LLC

## “Exhibit Solutions”

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## FABRIC FILE PREPARATION GUIDELINES

The following guidelines are designed to help you set up your file for digital graphics so that there will be as few delays and problems as possible in the production of your job. All graphic files will first be received by Arizona Displays and then will be forwarded to the print production along with the order for all hardware.

### How Should My File Be Laid Out?

All files should be set up:

- To scale
- With crop marks indicated
- Text should be converted to curves or outlines. Quark does offer text to box, but it is time consuming and often corrupts once the file is reopened.
- INPUT resolution on bitmap files is 72 ppi at final size and 100 ppi if your bitmap file contains text.

### What Formats And Programs Can I Use?

Files may be MAC or PC formatted. The files can be set up in any of the following programs:

- Adobe PhotoShop CS
- Macromedia Freehand MX
- Adobe Illustrator CS
- QuarkXPress 6.0

These files must be exported or saved as an .EPS:

- CorelDRAW! 11.0
- PageMaker 7.0
- In Design CS

*Note:* If Corel, Pagemaker, or InDesign files are sent, we must export the files as an .EPS. This does not always export correctly and may incur additional art time to export or for the files to work properly.

## How Should I Send My Artwork?

Artwork can be sent on the following types of media via:

- FTP site: Arizona Displays will provide address.
- E-mail: info@arizonadisplays.com
- 3.5" floppy \* Zip Disk (100 and 250MB)
- Jaz Disk (1 and 2 GB)
- CD-ROM
- DVD Ram
- DVD Rom
- DDS DAT Tape (Retrospect formatted, MAC only, 4MM wide, 90M long)

Please put all of the files that the Graphics Department will be using to produce your job in one main folder. Also send along both the catalog file on a floppy and a list of the files that are being used).

## Illustrator 9, 10, and CS

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Illustrator 9, 10, and CS come with many interesting filters and effects. We recommend any special features to be done in Photoshop, and you do not use the special filters and effects in Illustrator.

## What Else Is Important To Consider When Setting Up Files?

PhotoShop files should be saved as a TIFF , EPS, or PhotoShop file. If there are "placed images" in Illustrator, Freehand, or QuarkXPress, be sure to send the support files so that the quality of the images can be checked. This is especially important for photographic or highly detailed images. DO NOT send Freehand or Quark EPS files unless you send the support files. Production cannot manipulate the content, proportion or color of these eps files. Illustrator EPS files are usable but result in files that are larger than necessary.

## What Do I Do About Fonts?

To avoid any problems with fonts, always include all fonts. PC and MAC fonts are not compatible. Therefore, when working in a PC format, the Graphics Department requests that you convert all fonts to outlines or curves. If you are PC based and working in a program that does not allow you to convert the fonts to outlines, the Graphics Department may end up having to substitute fonts. Supplying MAC fonts is strongly recommended. Due to slight variations in fonts (kerning, baseline, etc) substituting fonts may change the layout.

## What Else Do I Need To Send?

Please make sure your disk contains both the screen and printer fonts that are used. Along with your disk, send a hard copy of all files that the Graphics Department will be producing and a list of the contents of the disk, marking the files that will be used.

# Photoshop Guidelines

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The Graphics Department uses PhotoShop CS. The following guidelines are designed to help you set up your file so that there will be as few delays and problems as possible in the production of your job.

## At What Size Should My Image Be Set Up?

Your file may be set up at any size as long as it is to scale. The Graphics Department recommends that the INPUT resolution of your file is a minimum of 100 ppi (at final size) for Digital Inkjet prints. As for Lambda prints, PhotoShop text in 6.0.1 or later is now Vector based; therefore if you set your file up at 100 ppi, your text will look great. But keep in mind that even low resolution files will benefit from the high quality of Lambda output.

## What Colors Can I Use In My Layout?

If you are requesting a specific element to be color matched in a bitmap file, please send the layered PhotoShop file along with that element on a separate layer. Additional comp time may be added for color matching to a flattened file.

## What Do I Do About Fonts?

To avoid any problems with fonts, always include all fonts (make sure the screen fonts and the printer fonts are included). If you do not rasterize your type, please include all fonts used in the case the text must be matched for color or changed in any way.

## What Resolution Should My Images Be Scanned At?

To achieve the best quality for your prints, scan your image so that it is 100 ppi at full size.

## Should I Send My Files Layered or Flattened?

Always send layered files for last minute changes and/or corrections. Even minor corrections to a flattened file may incur composition time charges.

## Can I Send An Image That Needs To Be Scanned?

The Graphics Department can scan images sent to us using either a flatbed scan (largest size: 8" x 10") or a drum scan (largest size: 8"x 10"). Drum scans are recommended for highly detailed images that will have a large finished size.

## How Should I Save My Files?

PhotoShop files should be saved in PhotoShop, TIFF, or EPS file formats. Do not use DCS.

## **What Else Do I Need To Send?**

Along with your disk, please send a hard copy of all files that the Graphics Department will be producing. Also include a printout of the contents of the disk, marking the files that will be used.

## **My layout is for multiple mural panels, should I set my artwork up in separate pages?**

No, you should not set up any continuous images (ie., multiple mural panel systems, in separate pages or files). In an effort to insure the best possible line-up of continuous images, the Graphics Department requests that all art be set up in one file. Precision tiling of your image will take place in our production process. The Graphics Department requests that you supply your images at the exact width. Of course, it is always a good idea to include the guides on all layouts to better communicate your expectations. A charge may be incurred to rebuild separate files into a single layout to insure accurate line-up of all your mural graphics. This charge will be passed on to Classic Exhibits for invoicing.

## **Freehand Guidelines**

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The Graphics Department uses MacroMedia Freehand MX. The following guidelines are designed to help you set up your file so that there will be as few delays and problems as possible in the production of your job.

### **At What Size Should My Image Be Set Up?**

Your file may be set up at any size as long as it is to scale with the final image size. Please indicate crop marks.

### **What Colors Can I Use In My Layout?**

Indicate color matches by specifying a PMS color.

### **What Do I Do About Fonts?**

To avoid any problems with fonts, include all fonts. PC and MAC fonts are incompatible. Therefore when working in a PC format, the Graphics Department requests that you convert all PC fonts to outlines. The Graphics Department may end up having to substitute fonts if the font is not supplied. Supplying MAC fonts is strongly recommended. Due to slight variations in fonts (kerning, baseline, etc.) substituting fonts may change the layout.

### **What Do I Need To Send If I Have A Placed Image In My Document?**

If your Freehand document has placed images (logos and/or photos), make sure that the original logo file or photo file is included on the disk. The Graphics Department does not recommend using embedded images

(an image that has been placed into Freehand but is not linked to the original file), as we have no way of knowing whether the original image is of high enough quality or not.

## **How Should I Save My File?**

Save your document as a regular Freehand file.

## **What Else Do I Need To Send?**

Please make sure your disk contains both the screen and the printer fonts. Along with your disk, also send hard copy of all files that the Graphics Department will be producing and a printout of the contents of the disk, marking the files that will be used.

## **Single or Multiple Pages**

Q. My layout is for multiple mural panels. Should I set my artwork up in separate pages?

A. No, you should not set up any continuous images (i.e., multiple mural panel systems, in separate pages or files). In an effort to insure the best possible line-up of continuous images, the Graphics Department requests that all art be set-up in one file. Precision tiling of your image will take place in our production process. The Graphics Department requests that you supply your images at the exact width. Of course, it is always a good idea to include the guides on all layouts to better communicate you expectations. A charge may be incurred to rebuild separate files into a single layout to insure accurate line-up of all your mural graphics.

## **ILLUSTRATOR GUIDELINES**

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The Graphics Department uses Adobe Illustrator CS. The following guidelines are designed to help you set up your file so that there will be as few delays and problems as possible in the production of your job.

### **At What Size Should My Image Be Set Up?**

Your file may be set up at any size as long as it is to scale with the final image size. Please indicate crop marks. To eliminate jagged edges on vector art, the Graphics Department suggests you design your Illustrator files at 800 dpi/800 in attributes for full size. When creating at 50% use 1600 dpi in output resolution from your document set up window. For example, when placing a small Vector image in Quark that will eventually be enlarged, it is recommended to set your output resolution at 9600 dpi/9600 attributes. These settings will ensure smooth curves on text and vector graphics.

### **What Colors Can I Use In My Layout?**

Indicate color matches by specifying a PMS color that you would like to have matched.

## **What Do I Do About Fonts?**

To avoid any problems with fonts, always include all fonts. PC and MAC fonts are not compatible. Therefore when working in a PC format, the Graphics Department requests that you convert all fonts to outlines. The Graphics Department may end up having to substitute fonts if the font is not supplied. Supplying MAC fonts is strongly recommended. Due to slight variations in fonts (kerning, baseline, etc.) substituting fonts may change the layout.

## **Can I Use Transparencies And Shadow Features In Illustrator 9.0 or 10.0?**

Illustrator 9 and 10 have new effects/features that work unpredictably with the Graphics Department's large format rip systems. Although some of these features are great for web design, they increase the probability that what is produced is not what the designer intended. Shadows are a problem, and the Graphics Department recommends these be achieved through PhotoShop. PhotoShop has some great new features, which work wonderful. Some of these features in Illustrator 9 and 10 increase turnaround time, and the images may produce unexpected results. Illustrator 9 and 10 also include new color management features that do not work. Adobe is aware of these problems. The Graphics Department does not recommend you use these features in Illustrator 9 or 10. Sending any files created in Illustrator 9 or 10 that do not contain any of the above mentioned features is acceptable.

## **What Do I Need To Send If I Have A Placed Image In My Document?**

If your Illustrator document has placed images (logos and/or photos) in it, make sure that the original logo file or photo file is included on the disk. The Graphics Department does not recommend using embedded images (an image that has been placed into Illustrator but is not linked to the original file), as we have no way of knowing whether the original image is of high enough quality. Please provide a low resolution .pdf for placement.

## **How Should I Save My File?**

Save your document as a regular Illustrator file. There is no need to save it as an EPS. Although saving an Illustrator file as an EPS does not affect the Graphic Department's ability to use it, it does make the file larger than is needed.

## **What Else Do I Need To Send?**

Please make sure your disk contains both the screen and the printer fonts. Along with your disk, also send a hard copy of all files that the Graphics Department will be producing, a printout of the contents of the disk, marking the files that will be used, and high resolution photos, if using a low resolution photo that is placed for position only.

## **Single or Multiple Pages**

Q. My layout is for multiple mural panels. Should I set my artwork up in separate pages?

A. No, you should not set up any continuous images (i.e., multiple mural panel systems in separate pages or files). In an effort to insure the best possible line-up of continuous images, the Graphics Department requests that all art be set-up in one file. Precision tiling of your image will take place in our production process. The Graphics Department requests that you supply your images at the exact width. Of course, it is always a good idea to include the guides on all layouts to better communicate your expectations. A charge may be incurred to rebuild separate files