



SEPTEMBER 2018

Artwork Overview

We are committed to ensuring that our products meet the highest standards and pride ourselves on paying attention to detail. Artwork is no exception but in order to output the best results it is essential that any source material that you provide to us is of the highest possible quality in the first place.

In order to assist you in providing us with the best possible results, we have written a short guide to assist you when preparing your artwork to send to us.

Vectors

To ensure the highest quality print/graphic, your artwork, where possible should be created and sent as a Vector PDF file any images should be to a minimum of 300dpi.

Is My Artwork In Vector Format?

If your file name ends in .ai, .pdf, .eps and .svg, then it is likely that your artwork is in vector format but there are a couple of things to check, as it is not guaranteed. One way to assess your artwork would be to open it in Adobe Illustrator or Corel Draw. If you select the artwork with a selection tool you should see some nodes appear in a kind of dot-to-dot style. This means that the artwork was created with a vector program and contains vector graphics.

However, if your artwork cannot be selected in this way, it is likely to be a bitmap that was dropped into a vector-based program which means the quality of the image may be compromised.

If your artwork was designed in a non-standard design program such as Microsoft Word or similar then it might be possible to export it in vector format, but we would recommend that you get it recreated in a design program to ensure no loss of quality.

Probably the single most common source of frustration when originating artwork arises from a lack of understanding of the conflicting requirements of images intended for use on-screen and in print. Images and logos found on web pages are usually low quality images of 72 dots-per-inch (dpi). Whilst these are entirely adequate for display on-screen, and are deliberately kept as small as possible to maximise the speed of loading, this resolution is insufficient to produce acceptable results when printed. For quality printing of, for example, photographic images, 300dpi is considered to be the acceptable norm and hence in the vast majority of cases, files lifted from websites will not produce satisfactory results. It is therefore always worth seeking out and supplying us with the best quality, original artwork that you can.

Ultimately, if high-resolution artwork is not available, we work with a designer who may be able to assist you. This would be chargeable at an hourly rate and, depending upon the complexity, can be time-consuming. If in doubt, please contact us on 01280 701093 for further advice.

Guidelines

Here are a few guidelines to assist you in finalising artwork:

- Create your artwork in a vector based program such as Adobe Illustrator or Corel Draw
- Ensure all text is converted to outlines. This prevents errors from occurring when we do not have the original font that you used to create the artwork.
- Save in Illustrator (.ai), Portable Document Format (.pdf), Encapsulated Postscript (.eps) or Corel Draw (.cdr) format

No Vector Format Available?

We can assist you in creating your artwork but this will incur an additional charge. Please contact Greenbarnes on 01280 701093 for more details.