

# { Artwork Specifications }

- >> Correct preparation of digital files is crucial to meeting your deadlines. The following are a general guideline to creating files for SDDI.

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## File Specifications

- >> Adobe Illustrator
  - > save as an .ai file, include all linked files & fonts.
  - > save as an .eps with embedded images & change text to outlines.
  - > specify pms &/or vinyl colors

### Adobe Photoshop

- > save as a layered file, include fonts used.
- > save as a flattened .eps & change encoding to a high resolution .jpg.

When exporting from any other programs change text to outlines & export as .eps if possible.

We do accept .pdf files, however problems are more common with .pdfs.

Save .pdf files as high resolution files & change the text to outlines for best results.

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## Scans & Placed Images

- >> There is no specific formula for getting a high resolution scan. Your scan will only be as good as the image you are scanning from.
    - \*Avoid scanning from magazines or similar material, as it picks up line screen patterns.
- Scan in RGB at 300 to 600 dpi depending on the physical size of the image you are scanning. Once the file is scanned, zoom in to approximately a 2-inch by 2-inch area. This should give you an idea of what the image will look like when we print it. Some images can be fixed with gaussian blurs & other effects. The further the viewing distance the lower the resolution image you can use.

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## Size

- >> When using vector programs (Illustrator), the file may be any size as long as it is proportionately sized. Example: a 6' x 8' digital print could be set up as smaller at 4.5" x 6".
- When using raster programs (Photoshop), the file must be created with enough resolution so that it does not print blurry or pixelated.
- Example: a 14' x 48' billboard could be set up at 90" x 294" (with bleed) at 35 dpi, or set it up at 1" = 1' at 300 dpi. Either combination of size & dpi creates a high resolution file, if you are starting with a good resolution image.
- \*If a significant amount of file clean-up is required, an additional design charge will be added if artwork has to be re-created.
  - \*It may not be an exact match of the original artwork.

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## Questions?

- >> Contact SDDI at 952-224-9906