

Parksons Art Work Requirements

File Formats

The most preferred file formats for photographic images are those that retain the colour quality, contrast and file size; namely, TIF or EPS files. On the other hand, JPEG/JPG or GIF files are glossy file formats which are primarily meant for use on the internet and file transfers, rather than printing.

RGB & CMYK

The images that you can see on your screen are a combination of three colours: Red, Green and Blue or '**RGB**'; whereas the images that are used for printing are a combination of four colours: Cyan (blue), Magenta (red), Yellow and Black or '**CMYK**'.

Most graphics software programs allow you to work in either RGB or CMYK formats. However, at some stage or the other, images in the RGB file format must be converted into a CMYK file format for better quality printing on a press.

When converting from RGB to CMYK, there is a possibility of a slight colour change in the image; for instance, sometimes a 100% blue in RGB is converted into a purple-looking colour in CMYK. This slight colour change is normal and accepted industry-wide. Thus, while designing the layout and selecting fonts and colours, it is best to use CMYK definitions. This gives a more precise reproduction of the actual printed output.

Images from the Internet

Internet images are usually saved as JPEG and GIF files at a resolution of 72dpi. This is done to provide faster loading times and images are of a poorer quality, with respect to colour and vision. Thus, images used directly from the internet may not result in a clear and high quality reproduction on the printing press.

Images from Digital Cameras

Before taking a picture, determine the quality of an image and how it can be used in a layout, in order to use images from digital cameras for printing purposes. Use the highest quality setting available on the camera. The pixel dimensions of an image identify the resolution. In order to obtain the dpi of an image, the pixel width and height must be divided by 300 each, and for images containing text, the pixel width and height must be divided by 400 each.

E.g.: Digital Camera Image (with no text) = 1500 pixels x 1900 pixels
 $1500/300 = 5$ inches and $1900/300 = 6.33$ inches
 Layout size for image = 5 inches x 6.33 inches

Thus, the image can be printed at 5 inches x 6.33 inches or a smaller size. The resolution is determined by how the image was acquired.

Since digital cameras use RGB colour space, it is important to brighten and sharpen the image for better printing. This is because, when the RGB is converted into CMYK, images are likely to darken. Adobe Photoshop is widely used for the conversion of a RGB image to CMYK.

RGB to CMYK

How to use the CMYK colour space in the following popular, graphics software programs:

- **Microsoft Publisher 2000**

The default setting of this program is RGB. To convert the document to CMYK, go to *Tools/Commercial Printing Tools/ Colour Printing* and select *Process colours (CMYK)*. Always remember that every image included in the layout has to be linked and not embedded to retain the CMYK colour space within the image. In order to do this, go to *Tools/Commercial Printing Tools/Graphics Manager* and highlight the embedded image. Click *Link* and click *Browse* to locate the original file and link to it. You will need to send both the images and the layout file to us for printing.

- **Adobe Photoshop**

If the file already exists, go to *Image/Mode/CMYK*. When starting a new file, select CMYK for the mode before clicking OK.

- **Corel Draw**

Select each object to be converted. Select the *Fill* tool and click the *Fill Colour dialog*. Make sure the Colour model is CMYK. Select the *Outline* tool and click the *Outline Colour dialog* for each object with an outline. Make sure the Colour model is CMYK.

- **Adobe Illustrator**

For an existing file select *Edit/Select All* and then *Filter/Colours/Convert to CMYK*. For a new file, select *File/New* and select CMYK colour for the *Colour Mode*.

- **Quark Express**

Use the following menu options: *Edit/Edit Colours/Show Colours in Use/Highlight Colour* and click *Edit*. Change model to CMYK and deselect Spot colour.

- **Adobe InDesign**

Go to *Window/Swatches and Window/Colour*. Double click *colour* in *Swatches*. Change colour mode to CMYK and colour type to *Process*. Any colours created in the document that are not in the *Swatches palette*; need to be changed to the CMYK colour space. Select each object you want to convert and make sure the Colour palette reflects the CMYK percentages. Click top right arrow in the palette to change to CMYK if necessary.

- **Adobe PageMaker**

Go to *Window/Show Colours*. Double click *Colours* in *Palette* and select *Model* to be *CMYK* and *Type* to be *Process*. Please be aware that PageMaker does not successfully represent CMYK colours on the monitor.

Important Guidelines for Submitting your Art Work

1. Soft copies your art work can be provided to us in the following formats:

- Post Scripts Composite
- Post Script Re-Separated
- Adobe Illustrator, version 10 (and below)
- Corel Draw, version 11 (and below)
- High resolution PDF file

2. Placed images must be supplied separately and in layered formats. Layout and linked images are required separately.
3. The resolution of images in .TIFF, .PSD, .JPEG and .DCS2 formats must be of minimum 300 dpi.
4. Images should be in CMYK. We will convert images supplied in RGB to CMYK through a standard conversion procedure. However, this may result in slight colour distortion and we are not responsible for sub-par results if you furnish your images in RGB. Thus, we request you to take the time and effort to prepare your file in CMYK colour space.
5. Fonts should be in 'Convert to Curves' format or must be supplied with the artwork.
6. Your artwork must also include the following:
 - Embossing and foil stamping area
 - White image area for met-pet jobs (images on metallic laminated board) with proper separation
 - Spot UV /Varnish area
 - Other PCRO (Price Control Regulatory Order) Details, e.g. Address panel, Manufacture date, MRP, etc.
 - Specification copy along with Engineering Design and Reference for shade