

Guidelines for Client Provided Files

All graphic prices are based on receiving “ready to print” client-supplied files unless other arrangements have been made. If you have any questions regarding the preparation & submission of your file, please give us a call. We will gladly advise you regarding the preparation of your disk so as to avoid incurring additional charges caused by incorrectly prepared files.

Additional charges may be incurred due to:

- Layout Revisions
- Graphic Manipulation (including corrections, placement, cropping, etc.)
- Low Resolution Logos/Artwork needing to be redrawn or rescanned

Project Information & Required Data:

Prior to sending us your files, please take a moment to look through this checklist to ensure that your artwork meets our specifications and requirements. This will ensure that your files will be produced to the highest possible standards.

- Supply all files in their native version. (Illustrator, InDesign, etc.) as close to possible to final size, in scale.
- Fonts - screen & printer fonts
(note: text converted to paths cannot be revised)
- Logos - camera ready if possible or digital file
- Use gradients and not blends (these are easier to amend and color correct)
- Supply original files for any EPS or linked elements (including any fonts used)
- Supply Photoshop files in their original layered versions
(note: layered files that have been merged cannot be revised)
- Photos/Artwork - Send originals or scanned copies at highest possible resolution (300-600 dpi preferred), **linked never embedded**
- Hard copy of layout - color proof including PMS colors (coated PMS colors)
- Dimensions - include viewable area, finished size and frame information
- Ensure your layouts include cropmarks and bleeds. Bleed should be at least 1/4” beyond the edge of final printed pieces

This is a general guideline for preparing your designs and artwork that will ultimately save you time and money. It assures a quality job without having to incur extra costs due to misunderstandings or unnecessary steps. Since electronic media is constantly evolving, if you have any questions, do not hesitate to call us at (503)371-9411.

Additional Information:

Scanning:

All scanned items require a resolution of at least 250 - 300 dpi at final enlarged size. We prefer to receive all scanned items at their highest resolution. Resolution of an image can always be lowered to save memory and file size, but it cannot be raised to enhance a lower resolution image.

If you plan to use scanned images in your display, always have them professionally scanned by a qualified operator or send them to us for scanning. Please be wary of scanning your images on low-end desktop scanners, as the result may be unacceptable. Always examine your originals very carefully and be particularly wary of small flaws and imperfections. They may seem insignificant on your original, but once enlarged they can often result in poor quality, unacceptable images.

A Helpful Formula to Follow:

[Width of Final Image x 200 (Final Resolution)] ÷ Width of Original Image = Scanning Resolution
(Ex: Original to be scanned is 4" x 5" needing to be 40" wide at 200 dpi: [40 x 200] ÷ 4 = 2000 dpi)

Text:

If you are writing/providing text, remember to construct it with an 8-9 grade education level.

Fonts:

Mac users should include all font suitcases and video Postscript fonts that were used in the project including those used in linked images. To avoid any font issues, convert type to paths or outlines.

PC users should include all True Type fonts that were used in the project including those used in linked or embedded images. To avoid any font issues, convert type to paths or outlines.

Text should be placed at least .375" away from the edges of a panel.

Color Matching:

Due to the inherent nature of large format digital printing, perfect color matching cannot be guaranteed. While every effort is made to match your colors as accurately as possible, certain color shifts and/or differences should be expected. Reprinted archived files will not exactly match original prints. If color matching from one element to another is required, all elements must be printed at the same time, using the same process.

Photoshop is preferred for continuous smooth gradients. Blends tend to be problematic. Banding is likely to occur.

Supported applications (Mac):

InDesign CS4
Illustrator CS2
Photoshop CS4
MS Word & Excel

(There may be a charge to convert files from PC to Mac format or from one application to a supported one.)

Supported transportable media:

CD-ROM
Zip (100 MB)
Jaz (1 GB)
DVD-R (4.7 GB)
DVD-RAM (5.2 GB)

Printers:

Canon imagePROGRAF iPF9000
Ricoh Aficio MP C4500 Colour
Photocopier

NOTE: Our design guidelines are revised on a regular basis so we encourage you to visit our website http://www.interpexhibits.com/download_thanks.shtml for the latest version (see Miscellaneous Files).

Final Checklist

- I have provided a hard copy of my final file.
- I have not embedded any images and have provided all linked EPS or TIF images and fonts used in my file.
- I have included an additional .25" bleed all around my panel.
- My PhotoShop file has all layers intact.

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