



CREATIVE

## Artwork Supply Guide

**At DS Creative we are delighted to accept your artwork to print from. However, in order to get the best results, and not to incur any extra charges, we need it supplying to certain guidelines.**

### Formats

We do the majority of our design work using the latest version of CorelDRAW, but we recommend all files for printing are supplied as PDFs. You can supply your files in other formats, but there may be issues if you've used a font that we don't have, or if you've used 'linked' files. We recommend you supply your PDF files with 3mm bleed and margins (see page 3).

If you can't save your file as a PDF, we can also accept a wide range of other file formats. However, some file formats are easier for us to work from than others. We may have to charge to correct your file, though we will of course inform you first.

CorelDRAW, Corel PHOTO-PAINT, QuarkXpress, Adobe Photoshop, Illustrator, InDesign, Fireworks, Xara, EPS, Postscript Files (PS), Microsoft Word, Publisher, PowerPoint, JPEG, GIF, TIF, BMP, PNG and Various Other Less Common Formats

### Resolution

The resolution of an image is the number of dots (or pixels) that make up that image. Whilst we can print images at any resolution, we strongly advise that all pictures and photos are supplied at a minimum resolution of 300dpi to ensure good quality.



HIGH RESOLUTION



LOW RESOLUTION

The most regular problem we have is with images taken from Google images which tend to be low resolution. To check an image zoom in close and see if it looks pixelated.

### Page Size

Please try to create your files at the correct size. The most common sizes are shown below. About 50% of all Word documents we receive to print have been created with the page size set as the American Letter paper rather than A4. Also Powerpoint sizes are not correct, so please set these manually.

1/3 A4	A6	A5	A4	A3	A2	A1	A0
99mm x 210mm	105mm x 148mm	148mm x 210mm	210mm x 297mm	297mm x 420mm	420mm x 594mm	594mm x 841mm	841mm x 1189mm

### Laying Up Designs

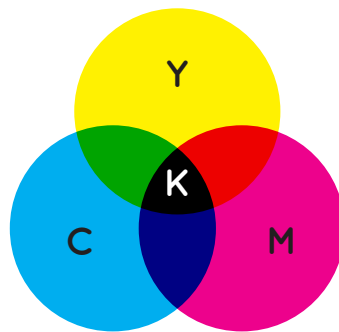
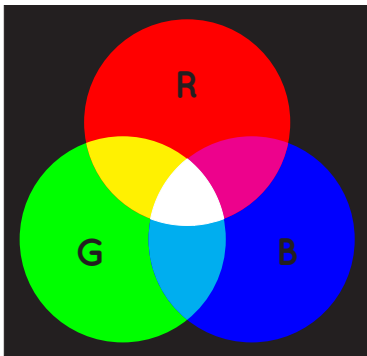
This sounds a lot more technical than it is and it's very important so please read on. Don't worry though, this is something we don't want you to do, so you can rest easy! Laying up images is simply when you put more than one copy of your design on a sheet ready for printing.

For example, you might want an A6 leaflet, which is a quarter of the size of an A4 leaflet. Please don't supply your artwork as an A4 document with 4 A6 leaflets on it. We know your just trying to be helpful, but please supply artwork 1-up. 1-up is the same as saying 'please just create a single version of your artwork the right size and let us worry about laying it up.'

## CMYK, RGB & Spot Colour

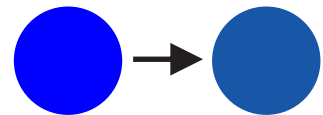
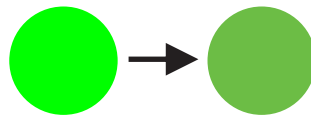
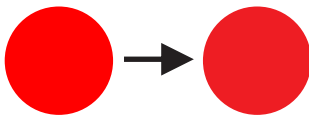
**CMYK** and **RGB** refer to the **two main 'colour spaces'**. RGB represents **Red, Green** and **Blue**, the three colours used to **make up light**, such as on your TV screen or computer monitor. CMYK on the other hand stands for **Cyan, Yellow, Magenta** and **Black**, and these are the colours used to make up **full colour print**. Incidentally, the **K** is used for black (standing for 'Key') as B has already been used for blue. All this is confusing enough already without the same letter representing two different colours!

Why are different colours used for light and for print? Well, in simple terms, when using RGB the zero setting (i.e., if there is zero red, zero green and zero blue) gives you black. The more of each colour you add, the closer you get to white. With CMYK, you start with white (as in a blank piece of paper), and the more colours you add the closer you get to black.



Quite annoyingly, the colours that RGB can create are different to the colours CMYK inks can produce. Therefore, it's always better to design in CMYK if you can. If you design in CMYK, the printed version of your design will look much closer to your screen version than if you design in RGB. We can print from RGB files, but we wouldn't want you to be disappointed with the colours when it's printed and they don't look how you expected them to. CMYK printing is also known as full process colour. This diagram gives a rough idea of the different colours that can be represented.

One of our most common colour problems is when standard blue is used in Microsoft Word. The bright blue you see on screen cannot be printed using CMYK and will come out darker. Some examples of RGB to CMYK conversions are shown below.



### Spot Colours

You may have heard of spot colours or even have a specific colour code that you want printing. The most well known spot colours are the **Pantone system**. They give you a choice of over 1000 specific colours to print in which will always print exactly the same. If it is crucial that your colours are always perfectly consistent from one print run to the next, you should use spot colours. CMYK printing is normally pretty consistent, but there can be slight variations from one run to the next, and precise colour matching is not possible.

Whilst we can print using spot colours, it has a number of disadvantages. Firstly, it limits what you can print. Photographs are normally printed using full process colour. If we are using spot colours, we can only make up images using the spot colours being printed with.

In addition, because the vast majority of printing we do is CMYK (full process colour), we can batch print jobs, reducing costs. That is to say, we can print several different leaflets on our large press at once, splitting the set up costs between a few customers. If you are using spot colours, we will have to set the press up specifically for your job, so the set up costs can't be spread.

# Guide to BLEED and MARGINS

## What is 'Bleed'?

'Bleed' is an essential part of creating artwork for print. Professional designers will always extend (or 'bleed') background elements and images beyond the edges of the document by an additional 3mm or so. This prevents unwanted white borders around the edges of a printed document.

## Why is bleed required?

Most conventional and digital printing presses suffer from slight sheet-to-sheet mis-registration. In other words, due to slight movement as the paper passes through a press, your design may not be printed in exactly the same position on every sheet of paper. We're not talking about much - usually only fractions of a millimetre but the accuracy differs from press to press.

That's not all. When we use our guillotine to trim your design down to size, it would take someone with an incredible aim to cut exactly along the edge of your design. Any press mis-registration would make this job impossible. So what do we do? If we cut into the design there's a danger that text or graphics close to the edge of the sheet will be lost. Cut too little off and you'll end up with a white border on at least some of the prints.

## So what should I do?

When creating your design, you should make sure you extend any elements that need to be printed right up to the edge of the page, beyond the edge of your on-screen canvas. This means that we can trim through the image and not leave small white borders. With certain programs like Photoshop, it is not possible to extend beyond the edge of the canvas. In these instances, please make the design area 6mm larger than the final document. For example, if you are creating an A4 leaflet, set up your document to be 303 x 216mm (as opposed to 297 x 210mm). But don't forget that the edge 3mm of your design will be cut off!

## What about margins?

Please don't put text or any other essential elements right up to the edge of the page. We ask that any text is at least 3mm from the edge of the page otherwise there is a risk that the cut might take the end of it off. Nobody wants to get their business cards back with the final digit of a telephone number cut off!

Examples:

**NO GOOD!**



**PERFECT!**

