

Guidelines for Supplying Artwork

This document is aimed to help you in preparing your artwork for output on large format, grand format inkjet printers and vinyl cutting machines. Please read it carefully to avoid delays in getting your order processed.

Vinyl

All files for vinyl cutting should be sent as Adobe Illustrator (vector) files, with text converted to paths (outlines). Please note that vinyl cannot be cut from QuarkXpress, Photoshop or Freehand otherwise artwork costs will be incurred for logo redraws and studio time.

Printing

Files are required ideally as Photoshop EPS, but the critical thing is that our printers work to file size rather than resolution (dpi). Therefore as a general guide, files should be supplied at 15 megabytes per square metre. For example, a 3m x 1m panel with a background covering the whole area would require an image file size of 45 megabytes. (3m² x 15mb)

Files can be supplied on CD - ROM/DVD/DVD-RAM, or via the media outlined below. Please ensure that all folders and disks are carefully labelled with your company name.

File Transfer

For uploading your files to our 'FTP Site' please contact the studio on (01923) 230430.

Email: Your Project Manager can inform you of the correct email address at the time of sending. If you are sending your file via email, please archive the file with a popular mac compression program such as Stuffit.

Setting up files for print

All the finished artwork needs to be collated. All linked files including fonts and images must be included in the final job folder. There is an excellent extension from Extensis called Collect Pro that does all the checking for you. Failure to check these files will result in a printing delay and possibly affect the delivery date of the finished project. The following guidelines apply for QuarkXpress/Adobe InDesign.

QuarkXpress

Fonts can be postscript Type 1 or Truetype. If Truetype fonts are to be supplied then please note that it can lead to delays at the printing stage as they are not as reliable in RIPs as Postscript fonts are. If you are using any extensions to design a document which are vital to the layout of the finished document then please include these with the files to prevent any layout problems at the print stage. If you have placed an EPS within a QuarkXpress file from another application then please make sure that you have included its fonts or opened the file within your vector package and converted the text to paths (outlines).

Images

Our printers use CMYK for their colour output. Any RGB files will be output as CMYK and therefore could suffer colour shift or drop-outs at the print stage. Please be sure to supply your images as CMYK files. JPEGs are lossy compressed image files. They contain noise and patterns which may cause defects in the final output. It is advisable to only apply JPEGing to an image if you are trying to save disk space. Use 100% (level 12) quality JPEG or save the file as a compressed (LZW) TIFF file if you need to shrink the file size. These are loss-less compression methods i.e the image quality will not suffer unduly.

Please Note: Any files that need to be re-artworked will be charged for. We cannot be held responsible for incorrect files that have to be re-artworked. Any artwork that has been signed off by the client will be charged for and will not be Rocket's responsibility.