



## SUBMITTING FILES

### **What Software Does DGI-Invisuials Support?**

We can work with almost any popular Mac graphics program and most PC graphics programs. The preferred programs to use are: *Quark*, *Photoshop*, *Illustrator* & *InDesign*. Files from office programs such as Microsoft Word and PowerPoint are difficult to work with and don't always output properly thus we advise against them. An additional charge may be incurred if we need to output from these files.

### **How Can I Submit Files for Production?**

#### **FTP**

Files can be uploaded to our FTP site, when you do that it is imperative that you also email your Sales Support Representative informing them of the file name along with PDFs for content reference. See attached for how to upload to our FTP site.

#### **Email**

If your file is under 2mb, email the files directly to your Sales Support Representative. Be sure to include PDFs for content reference along with the files.

#### **CD/DVD**

You can always send a CD or DVD directly to your Sales Support Representative at our Burlington location. Always include laser print outs of your files for content as well as including the file names on the disc that you want us to print from.

## FILE BASICS

### **PMS Colors**

Always be sure to **call out PMS colors in your file** and notify your Sales Representative that a PMS match is required. Do not give us CMYK mixes.

### **Fonts and Links**

Be sure you supply all links and fonts with your layout. We prefer that you convert text to outlines to ensure proper output. When you name colors in your file, be sure you name the files consistently in all layout and linked files.

### **File Specifics for Photographic Images**

#### **Placed Images**

Be sure to include all placed images that are associated with your job, even if they are embedded.

#### **Bitmap/Raster Images**

We prefer all Bitmap or Raster images to be saved as RGB or CMYK Tiffs without LZW Compression with no embedded profiles attached to them.

#### **PMS Matching in Photoshop**

PMS colors selected in Photoshop are difficult to achieve; they can sometimes be edited to reproduce correctly on our output devices, but please speak with your Sales Support Representative if this is a requirement for your job.

### **File Specifics for Vector Images**

#### **Vector Files**

Our preference is to have all vector images saved as Illustrator AI or EPS files.

#### **PMS Matching Vector Files**

Colors should be specified as PMS Coated Colors within print files. This is so that we have an understanding of the color you are trying to match. Our color management system is PMS based and will output more accurately if you set your files up in this manner.

#### **Filters and Special Effects**

Various filters, drop shadow and transparency effects offered in the most current versions of Illustrator, Freehand and InDesign, are not always supported by RIP software and therefore may not reproduce correctly. Be sure to notify your Sales Support Representative if you have used any of these techniques.

### **PDF Files**

While PDFs are used extensively in the offset printing workflow, they do not function the same way in a large format digital workflow and are not the best file format for large format digital printing. The reason being there is very little we can do to color manage these documents. We recommend using PDF files for content reference only and not for final print files. While they may be easier for a client or designer to send to us, we advise you send the native files always.

## RESOLUTION, SCANNING AND IMAGE SPECIFICS

### **What Image Resolution Is Needed?**

When we talk about resolution, it is always in relation to the final size of your print. Resolution for scans and other images is dependent upon what type of print you are ordering and what the viewing distance will be for the final product. If your print will be viewed from 2 feet or closer; you should use the highest resolution required for that printer. The further away you are from the image, the lower the resolution can be. For example, if you are printing a large vinyl banner that is going to be hung 20 feet above the ground, resolutions as low as 50 DPI are acceptable. Discuss the end use with your Sales Representative.

The general rule of thumb for resolution is as follows:

- **Lambda Prints**  
200 DPI at final print size, although our RIP will interpolate your image at resolutions as low as 72 DPI at final size.
- **Vutek Flatbed**  
100 to 150 DPI at final size
- **Adhesive and Banner Vinyls**  
100 to 150 DPI at final size
- **Dye Sublimation Fabric**  
100 to 150 DPI at final size
- **HP Inkjet**  
100 –200 DPI at final size

### **How Should I Save My Scans?**

Scans can be done in RGB or CMYK, although RGB has a large color gamut. Our color management system will convert the files to the correct color mode based your output device.

### **Can I Set My Files Up At ½ Size?**

Layouts in programs such as Quark that do not allow you to make an image larger than 48” can be created at ½ or ¼ size. We will enlarge them at the printing stage. Keep in mind that the resolution guidelines above must be followed when enlarging your file. For example if you create your scan at 200 DPI and your layout is designed at ¼ scale, the enlarged scan will only be 50 DPI at final print size.

## PROOFS

### **What Should I Expect From My Proofs?**

Proofs are highly recommended for every order. Proofs are printed on the same device and material as your final project. We offer two types of proofs:

#### **Full Magnification Strip Proof**

This is a 24”x24” section of your file at it’s final size. This will show you exactly what the final will look like at full size.

#### **Full Image Reduced Size Proof**

This is your entire file printed at ¼ or ½ size, and it will show you your entire file, but will be a lot smaller that your final. Be aware that because the proof is a lot smaller the pixels are condensed making colors and resolution appear richer than the final print may look. The low cost of a proof will easily pay for itself if content or color problems are discovered.