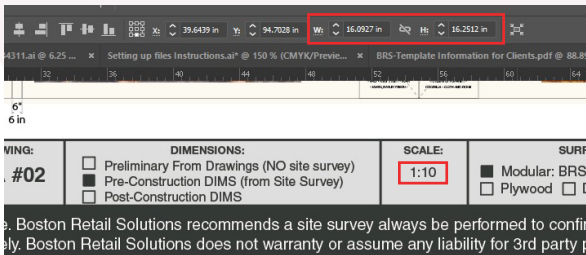


IMAGE RESOLUTION

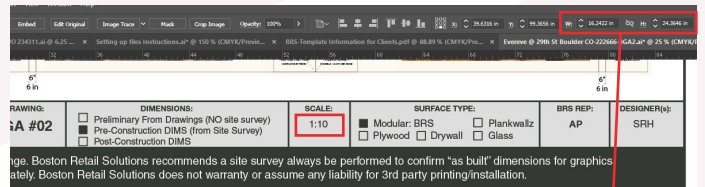


STEP 1: CHECK IMAGE RESOLUTION

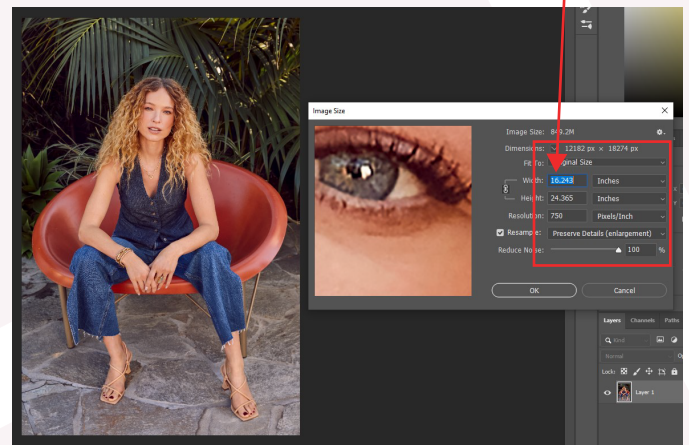
Once the artwork is placed on the barricade/window, check for the resolution at the size it was placed on the barricade/window. Open the image in Photoshop and change the image size to the full size of the image that was placed on the barricade. Not to the cropped (clipped) size of the image. Then, change the ppi to 75 if working in full scale. Since most barricades do not fit on the Illustrator artboard, most common scale used is 1:10th. When using 10th scale, the image size that was used to check for resolution also must be in 10th scale in Photoshop and change the ppi to 750 instead of 75.



**CROPPED IMAGE
DO NOT USE THIS SIZE TO
CHECK THE RESOLUTION**



FULL IMAGE



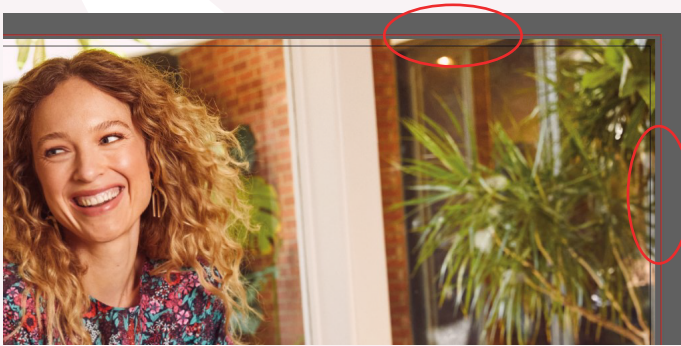
**CHECK RESOLUTION ON FULL IMAGE SIZE
AND CHANGE PPI TO 750 (10TH SCALE)
PHOTOSHOP**



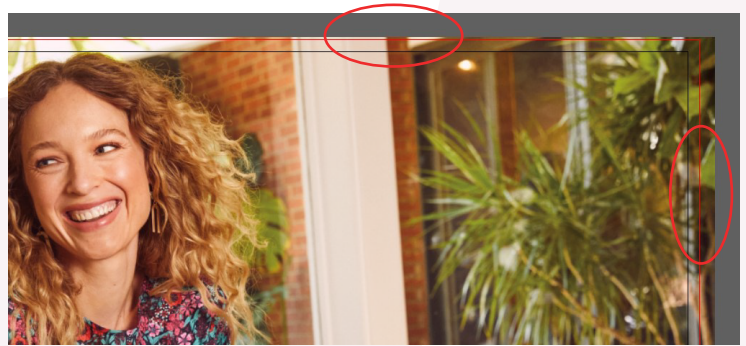
STEP 2: BLEED

When placing artwork, they need to be placed on the barricade/window with bleed. If the client doesn't send enough bleed, then flip the artwork to create bleed. When receiving files, it would be ideal if the client could provide the artwork with extra bleed so when it goes to print production there are no gaps on the edges.

- For barricade artwork, it needs at least 3" of extra bleed outside the final size.
- For window artwork, it needs at least 2" of extra bleed outside the final size.
- For any other type of artwork, it needs at least 4" of extra bleed outside the final size.



NOT ENOUGH BLEED PROVIDED



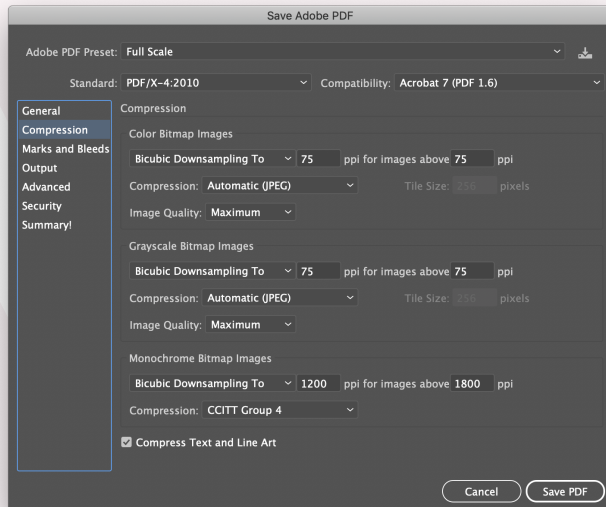
ENOUGH BLEED PROVIDED



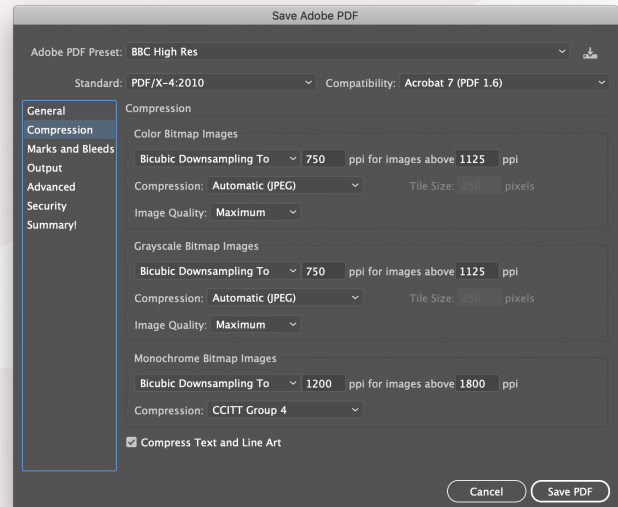


STEP 3: SAVING HR & LR FILES AS PDF

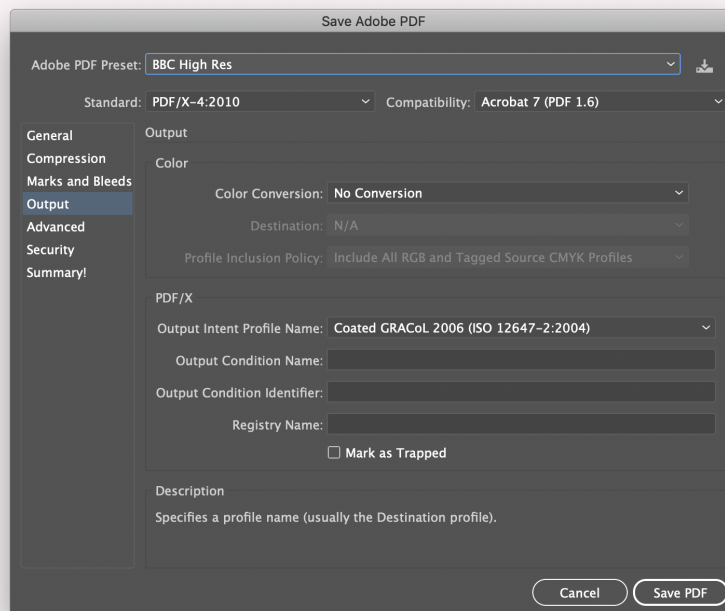
- If the resolution looks good enough, then save a High res version of a PDF using below compression settings for Acrobat. For the Low res version of a PDF use the smallest file size preset. Once saved, open the file in Acrobat and if the artwork looks pixelated when zoomed in to a 1000% (if saved in 10th scale) then turn off the Bicubic Downsampling in Acrobat compression settings and resave the file.



USE THESE SETTINGS IF WORKED ON THE ARTWORK IN FULL SCALE



USE THESE SETTINGS IF WORKED ON THE ARTWORK IN 10TH SCALE

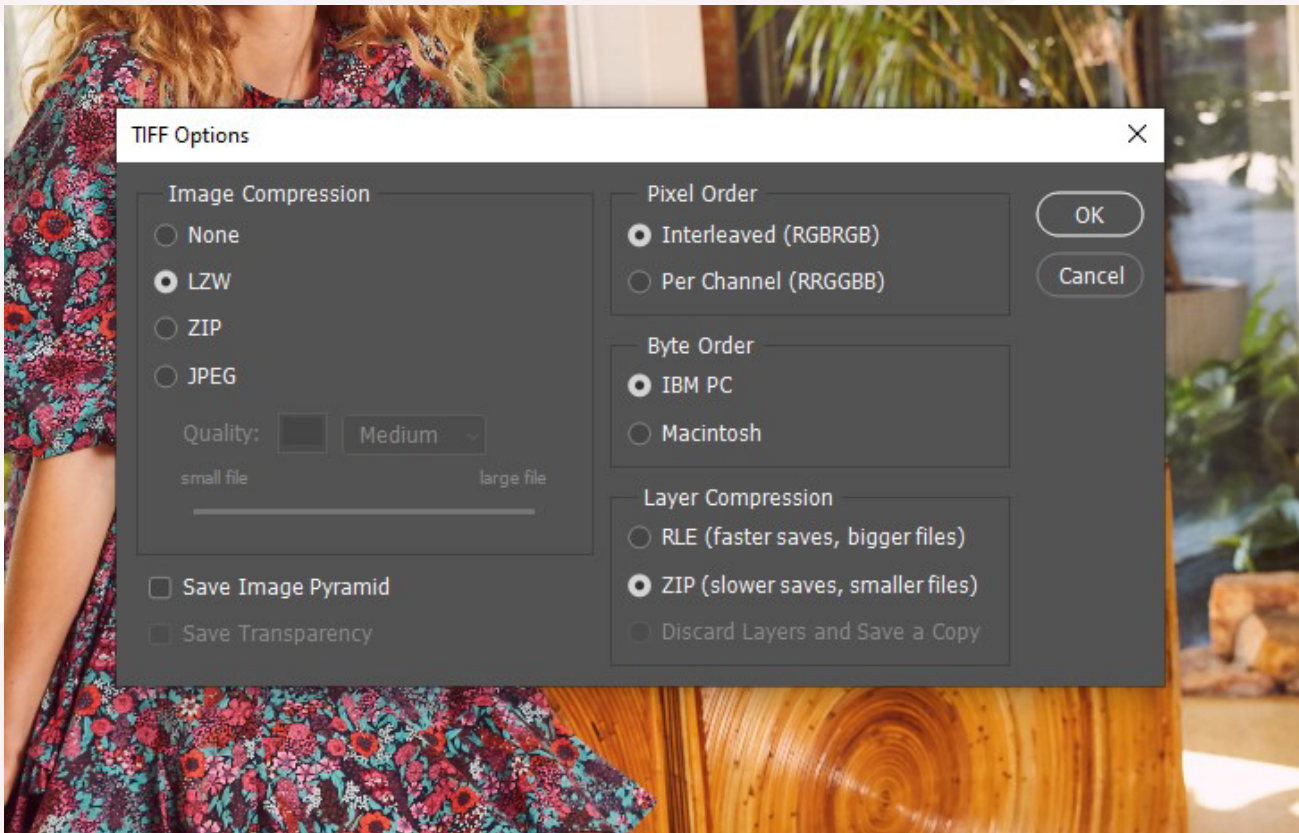


OUTPUT INTENT PROFILE MUST BE COATED GRACOL 2006 (ISO 12647-2:2004)



STEP 3: SAVING HR & LR FILES AS TIFF

- When saving files as TIFFs in Photoshop, please follow instructions in Step 1 and use below settings to save a High res file. Save the Low res file as a PDF using smallest file size in Acrobat preset settings.
- Sometimes the TIFF file size can be large when saved. If the saved TIFF file size is more than 1.2GB, it will not read at the printing station. Therefore, it needs to be reduced in size. Open the saved TIFF file in Illustrator and save as a PDF using the instructions in Step 3 Saving as PDF.

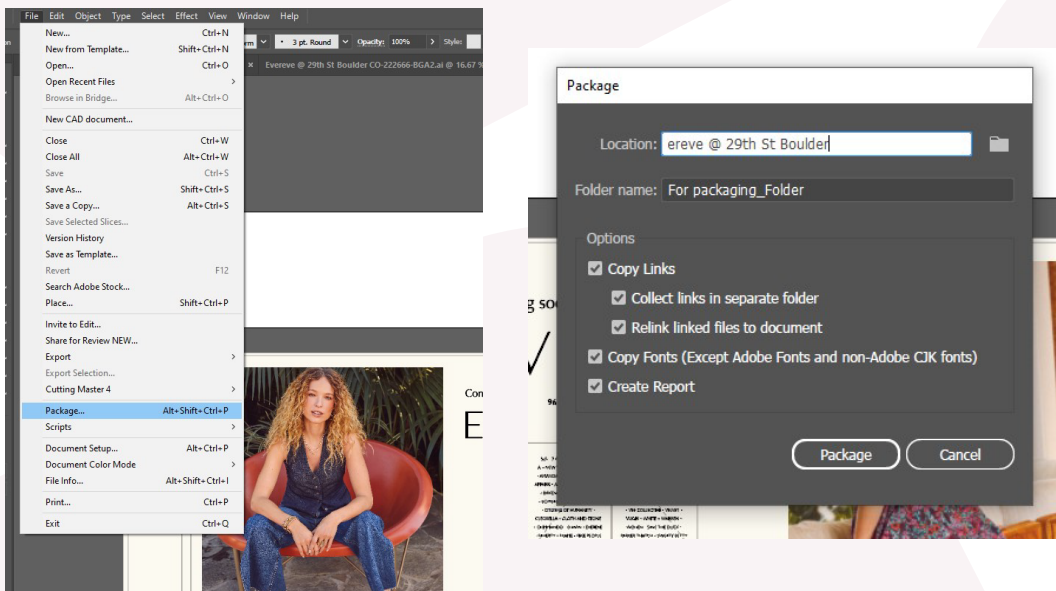


SEPARATING ASSETS



STEP 4: PACKAGE IMAGES/FONTS/LOGOS & OTHER ASSETS

- The client should be packaging native working files before sending the artwork. It will avoid any delays in going back and forth asking for individual images (AKA "Links"), fonts, logos and any others assets used to create the artwork. Having all the assets in hand will help setting up print files to the print production requirements. Packaging could be done in illustrator using the below method.
- When saving artwork, client needs to save a working Ai/Ps or Id file so in case if they need to change the artwork or verbiage in the future.
- It would be ideal if the client could send vector logos instead of JPEGs or PNGs especially if the logo needs to be plot cut or die cut.



PACKAGING FILES



SAVE WORKING FILES
IN ONE OF THESE FORMATS



VECTOR LOGO
EXAMPLE
(NOT PIXELATED)



JPEG/PNG LOGO
EXAMPLE
(PIXELATED)