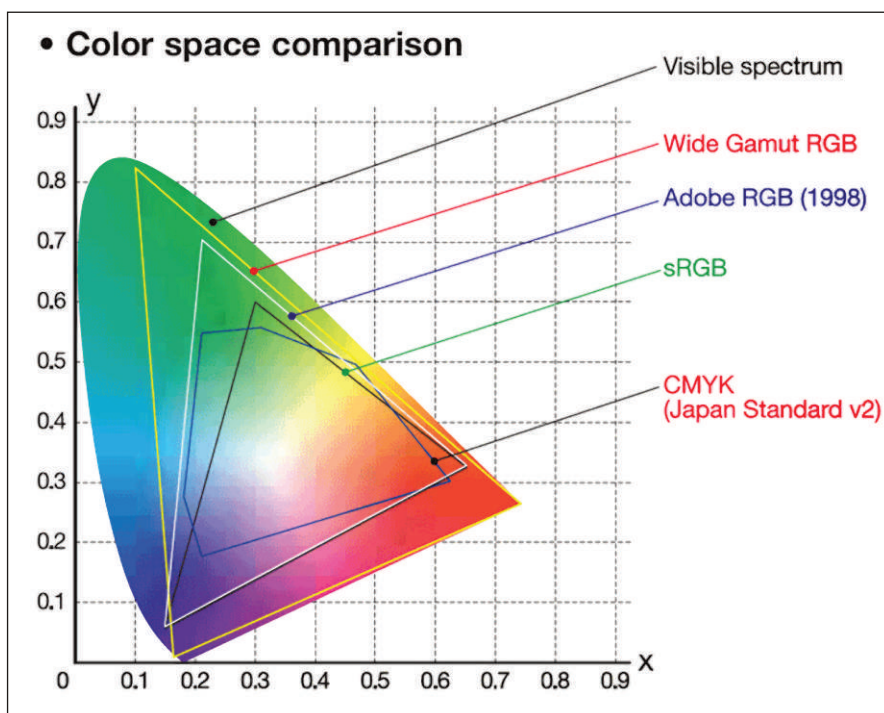


Photographic & Fine Art Printing Guidelines



- For high quality photographic printing we recommend keeping your files as RGB colours not CMYK. RGB has a wider colour gammut and can reproduce a wider range of colours, (see chart below).
- TIP 1: If you're a real Adobe Photoshop expert - change the RGB colour profile to Adobe 1998 (the default is normally S-RGB).
- TIP 2: If you have a high end SLR camera you might also be able to change this to Adobe 1998 to increase the colour gammut.
- If saving an image as a jpeg file in Photoshop, choose quality number 11 or 12.



- To avoid pixellated results try to make sure your image files are at least 150dpi (actual size), ideally 200dpi or higher. *You will not notice any difference in the quality of the printing above 300dpi - However there is no upper limit - the largest student file so far is about 1.5 gigs!*
- *The exeption to the above dpi settings are if you are designing a vector based piece of graphic design.*
- For photographic & poster printing - we prefer you save your image files as jpegs, but we can also accept *flattened* Photoshop files, Tiffs, EPS's, PDF's, InDesign, Illustrator and Quark files, as well as Microsoft Powerpoint, Word, Publisher and Excel.
- If you are providing InDesign or Quark files - make sure you provide a "Packaged" or 'Collect for Output' set of files. This will ensure that all linked files and fonts get included.
- If using Illustrator - ideally convert all your text to outlines AND save the document as a PDF which should embed any linked files.
- If your work is a Microsoft document e.g. Microsoft Word, we suggest you save it as a PDF document and provide us that file for printing. This will lock everything in place. Please make sure you've checked the PDF is OK before giving it to us!
- If you are providing us ANY Microsoft files, we suggest you spend a few moments checking your document on our computer before we proceed with the printing. *If you have used a font that we do not have, Microsoft software will give no warning and just change it to a font that we do have. If you have used non-standard fonts - we suggest you provide them as well.*
- We can accept files on CD, DVD, USB flash drives, portable hard drives, via email or using a Web based service.
- You can email us files if the attachments are below 20megs per email - for larger files we suggest one of the free web based services such as www.dropbox.com.



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