

GENERAL TECHNICAL HELP FOR DIGITAL PRINT

Below are some general guidelines that should be used when creating documents for large format printing. If you have further questions please do not hesitate to call our digital department on 03 9546 3345 or fax on 03 9546 3365 or E-mail art@bravoprint.com.au



BRAVO

WHEN USING QUARKXPRESS:

Please supply the last saved active QuarkXpress file with all image folders and fonts (including screen & printer fonts). Images can be either CMYK or RGB colour mode and in Tiff, or EPS file format. Please also place all saved Quark EPS pages in a Quark layout page, as some Quark EPS's are incompatible with some RIPS. Please make sure that the Quark documents are in proportion to your required finished size. Files should be set up at either 10%, 25%, 50% or 100% of final size. All files should be set up with 30mm bleed at final size, or as advised. Any artwork changes will incur additional cost.

WHEN USING PHOTOSHOP:

For all general printing purposes Photoshop files should be supplied as either CMYK or RGB colour mode and in PSD, Tiff or EPS file format. Please refer to the "Image Resolution" list provided opposite for recommendations of the resolution required to achieve best possible, quality prints. Any artwork changes will incur additional cost.

WHEN USING ILLUSTRATOR OR FREEHAND:

Illustrator & Freehand files are acceptable for printing. All Illustrator files can be supplied as AI, PDF or EPS file format. Freehand files are best saved as in EPS file format. Colour images can either be provided as either RGB or CMYK colour mode. When using Illustrator or Freehand files make sure that their output resolutions are set to the maximum. Also convert all text to paths (i.e. convert to outlines). If you require any modifications to the artwork at a later date, please supply all relevant fonts. It is always best to embed any images within a file to ensure that no images are left missing. The only time that images should be linked & supplied separately is if you wish us to make any changes on your behalf. Any artwork changes will incur additional cost.

WHEN USING INDESIGN:

As with QuarkXpress please make sure that all components of your project are within an image folder as are fonts (including screen & printer fonts). Images can be in either CMYK or RGB colour mode & saved as either a Tiff or EPS file. Please make sure that the Indesign documents are in proportion to your required finished size. Files should be set up at either 10%, 25%, 50% or 100% of final size.

WHEN USING PDF'S:

Please make sure all that all PDF files are set to the highest quality setting and that all fonts are embedded.

PLACEMENT PRINTS:

All artwork including bleed-off should be set up at least 10cm smaller than the width of the fabric, to ensure that nothing of importance is cut-off due to the natural bowing & skewing of fabrics. All artwork must be provided with bleed-off that is appropriate to end use & sufficient to overcome the natural bowing & skewing of fabric. Alternatively Placement Prints can be designed to print the full width of the fabric, as long as the edges are designed in such a way that should anything be cut off it is not obvious.

YARDAGE PRINTS:

All artwork must be checked by the client to ensure that the artwork repeats correctly. Bravo will not take responsibility for patterns that do not repeat correctly. Only a single "Repeat Unit" is required. A single "Repeat Unit" is a "masked" square or rectangle with one full "width" & "length repeat". The "width repeat" is considered "perpendicular" to the "Selvedge" of the fabric, whilst the "length" repeat is considered "parallel" to the "Selvedge".

ALL ARTWORK:

Clear direction must be given by the client, in the form of a layout including written instructions & diagrams/sketches as to how they wish their artwork to be printed on the fabric. These instructions/directions must include the following if relevant:-

- colours to be matched & appropriate colour reference
- positioning on the fabric including the direction of selvedge, relation to other designs & the size of any gaps required
- relevant scale of artwork provided - so we know whether to enlarge or not
- crop marks or break lines, showing how designs are to be cropped or split into sections/panels.

All artwork must be checked by the client to ensure that there are no mistakes or faults within their artwork. Bravo will not take any responsibility for poor quality artwork or lack of direction.

QUALITY OF ARTWORK:

Bravo Print Group will make sure that your project is printed to the highest quality available on the quoted device. This can be compromised if badly scanned files, damaged images, poor quality images or poor resolutions are supplied. Every effort will be made to advise you of poor quality, but we will not take any responsibility for "bad files". Below is a guideline for minimum resolutions required on our printing devices.

IMAGE RESOLUTIONS:

Final Visual output size: 100dpi
50% Visual output size: 200dpi
25% Visual output size: 400dpi

We ask our clients to try to restrict their files to be no more than 400mb in size. However if you are in any doubt & feel that you may be compromising the quality of your artwork, by trying to keep your file size to 400mb, you are most welcome to contact our art team to discuss suitable resolution sizes.

LOGOS & TEXT:

All company and branding logos should be supplied as Illustrator, Freehand or a vector-based program in either RGB or CMYK colour mode & can be supplied as AI, PDF or EPS file format. Bitmap or Raster format logos should be at least 100dpi at final output size.

BLENDS:

For best results, create all blends you require in Photoshop at the correct size and import directly into your layout application. Blends & gradients should also be given a greater amount of steps to avoid colour banding or stepping on final output.

COLOUR MATCHING:

Each fabric has its own specific gamut (i.e. possible colour spectrum) & so it is not possible to achieve every colour on every fabric. Also the nature of the artwork itself can restrict how easily it can be re-coloured & therefore colour matched. We are often asked about Pantone colour matching - the use of Pantones for colour matching has been the standard protocol for some time. Whilst it is not possible to match all Pantones using digital or screen printed technology, it is still a good way to communicate what colour you want & we can provide you with closest possible match to your specified colour. For the purpose of colour matching, colour reference can be provided in the form of Pantone PMS Coated (appropriate for shiny fabrics) & Uncoated (appropriate for matte fabrics), Pantone Textile Swatches, hard copy printouts, painted chips & swatches of fabric.

PROOFING:

We require that all new artwork, be first sent to the client to approve by e-mail, as a low resolution PDF, to first check that we have been sent the correct artwork or that any changes that we have made to any existing artwork or newly created artwork is acceptable to you. These low resolution PDFs are sent for the purpose of layout approval only & are in way indicative of final print in terms of colour, print quality or degree of detail. From this point, we then require that all designs, fabric & colourways be first tested for their suitability for digital print in terms of quality, degree of detail, scale, dye uptake & resultant colour. This can be done through either a "Fabric Test" or "Strike-off/Proof" at the customer's expense prior to final print. If the client opts not to first test their designs, fabric, etc. then payment will be required in full, prior to commencement of final print.

ACCEPTED METHODS OF PROVIDING ARTWORK:

Artwork must be provided "electronically". Supported Electronic Computer Media Storage Devices are Portable Hard Drives, CD, CDR, DVD, DVD+R & Flash Drives. If you need advice as to how to turn non computer aided design into an electronic file, we would be happy to advise you. You can also send your artwork and files to us either through our FTP site or E-mail depending on their size. If colour matching is of importance, all computer files should be accompanied by a Hard Copy proof of your final artwork.