



**MUIR**graphics<sup>inc.</sup>

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# Digital Art Specifications

*Printing can turn your carefully crafted design into a work of art. These guidelines will help ensure the smooth, timely completion of your order, without any additional costs.*

## **GENERAL GUIDELINES AND SPECIFICATIONS**

Our production times are based on receipt of output-ready art, i.e., digital artwork that is color-separated, to-size, and to resolution, and ready for output.

## **FORMATS SUPPORTED**

We accept only files created with or editable by the following software:

### **MACINTOSH (our preferred platform):**

- QuarkXPress (3.3 or higher)
- Photoshop (3.0 or higher)
- FreeHand (5.0 or higher)
- Illustrator (5.0 or higher)
- PageMaker (5.0 or higher)
- Adobe InDesign (1.0 and higher)

### **PC:**

- QuarkXPress (3.3 or higher)
- Photoshop (3.0 or higher)
- Illustrator (5.0 or higher)
- PageMaker (5.0 or higher)
- FreeHand (5.0 or higher)
- CorelDraw (6.0 or higher)
- Microsoft Publisher (2000 or higher)
- Microsoft Word (composite color only)

## **STANDARD GUIDELINES FOR ALL FILE FORMATS**

Please be sure to include all fonts and placed images used in your file. All customer provided electronic files should be accompanied by a clean hard copy of the artwork.

**FONTS:** Due to the proliferation of fonts, it is impossible for us to have every font. Both the screen and printer font should be submitted with the job. If the file was created using TrueType fonts, we may have to substitute Postscript Type 1 fonts. While this can usually be done without problems, some type reflow or spacing changes may occur. To avoid any changes in your type, convert text to paths.

**LINKED GRAPHICS:** Submit 4/c process files in CMYK format. The resolution on each graphic should be 300 dpi at 100%. Please do not embed graphics when importing into files.

**COLORS:** The color format of an image should match its intended output format. For instance, PMS colors must be defined as spot color, and process colors must be defined as CMYK. RGB images must be redefined as CMYK or spot before they can be used. Art charges may be required to convert colors.

**TRAPPING:** Please do not trap digital artwork. We will trap using our system.

**FILE FORMATS:** An editable version of all files, including linked and placed images, must be provided. Files should be submitted uncompressed. Photoshop files should be submitted in TIFF (preferred) or EPS format. PICT and JPEG file formats are unreadable images and are not acceptable.

When exporting a PDF for print production, turn off all resampling/compression options in the distiller, set the color model to "device independent," and include all downloadable fonts.

**BLEED:** A 1/8" bleed (if applicable) on all sides of the finished composed art is required.

**MEDIA:** We accept the following media: 100 MB Zip Disks, 230 MB Optical Disks, 3.5" floppy disks and CD-ROMs.