

Visual™ Specifications and Design Guidelines



Image and Graphic Files:

Raster Image Files are those taken by a digital camera, a photograph scanned into the computer or any digital artwork created or manipulated with image processing software such as PhotoShop. These files are comprised of individual pixels, each with its own color and when arranged in a specific pattern, create what our eye perceives as a coherent image. Resolution is a term used to define the number of pixels in any given image. The higher the resolution of the image, the more pixels it will have, making them smaller and less obvious to the eye. The higher the resolution of your image, the more it can be enlarged without loss of image quality. You can increase the resolution of an image file but you will not increase the quality or clarity, so it is best to begin with the highest resolution available.

Vector Files are comprised of mathematical data that creates shapes, lines, curves, paths, and colors, etc. This type of file does not contain any pixels, and is not resolution specific. Vector files are those generated by software such as Illustrator, they are generally small files but can contain a large amount of information. Vector files can be enlarged to any size without loss of quality.

Layout:

In order to greater control color and consistency, you should construct your layout using only one color model, CMYK is preferable. Prepare compositions at 100% if possible, if not, work at 50% or 25%. Images and compositions will look better and be more accurate if your enlargement factor is 2 than if your print must be enlarged by a factor of 5.8824. Do not include any 'non-printing' information with the output document. Any special instructions, PMS colors or CMYK color data should be prepared on a separate 'non-printing' layer or provided on a color proof. Layouts should be accurate in measurement and proportion especially if it must be enlarged, as any miscalculation is also subject to enlargement. If your vector file composition contains images, they should not be placed directly into the file, but should be linked to it and provided with the composition file. This not only increases the efficiency of preparing the document to print, it also makes necessary adjustments, touch-ups, and color corrections faster and easier.

File Preparation:

Avoid compressing image files, as with LZW TIF and JPG files. File size reductions are not worth the potential image quality reduction. Special consideration should be made regarding the minimum, maximum and optimal viewing distance of the final piece. In general raster image files should be no less than 150 pixels per inch at the final size of the print. For longer fixed viewing distances lower resolutions may be used. 300- 600 pixels per inch at final size, will provide optimal printing quality, resolutions above 600 generally do not yield appreciable improvement.

Images will print more accurately of definition and color if resolutions are whole numbers (150,200,260 etc.) and not 53.6372 pixels per inch.

Production Files:

Utilize logical file names and directory structures to simplify the data collection process. Include all native files, support files, linked images, graphics, logos, etc. Convert ALL typography to curves or paths. Include all fonts used within the composition in case adjustments must be made to the layout. Raster Image files are best submitted in TIF format, but can be accepted in PSD and EPS format. Vector files will be received in AI format or an editable EPS. Preserve layers if possible for ease of color correction. Compositions should be provided with 1/8" bleed and appropriate crop marks. Files may be submitted on CD or DVD.

- Images and layouts should be provided at 100% and print ready.
- Multiple or Tiled images should be submitted as a single composition with a supplied elevation drawing of the entire project as it would be installed.
- Rasterized images should be full scale at no less than 150 pixels per inch and color corrected in CMYK color space.
- Supply color proofs of the artwork containing color data, PMS data, measurements, and any important information.
- Linked images and fonts must be included, typography should be converted to paths or outlines.
- Provide 1/8" bleed on all artwork. Illustrator files with gradients should be rasterized or expanded.
- Auto CADD .dwg/.dxf saved as .eps files are not recommended.



High Resolution Image



Low Resolution Image