

ARTWORK BRIEFSHEET



P: +353 1 4131400
F: +353 1 4513624
I: +353 1 4057005/6
E: sales@printanddisplay.ie
W: www.printanddisplay.ie

- Operating System:** Our Studio is fully compatible with OSX 10.4 (Tiger)
- Receiving artwork:** We can read information from the following disks - Zip (100/250), C.D, D.V.D, we also have an I-Disk & I.S.D.N line running directly to the finished art studio we use Fetch for downloading from ftp sites.
- Applications:** We have all the dtp applications - Photoshop CS3, Illustrator CS3, In Design CS3, QuarkXpress 7 & Freehand MX.
- Artwork:** We recommend that you put all your promotions together in QuarkXpress or In-Design both are quite stable and reliable outputting applications.
- Visual's:** We would advise that you send in a visual off each part of the promotion with your disk so that we can double check fonts and content.
- Fonts:** Fonts are one of the most important parts of the finished product and must be supplied with the job where possible we would advise them to be outlined (illustrator) to avoid any conflicts.
- Die Cut:** This will determine the final shape of the printed substrate.
- Size:** The size must be clearly marked on the colour print supplied and if the size is over 508mm x 762mm it should be done at a percentage of the finished size.
- Placed Images:** These can cause serious problems with file sizes when high resolution images are placed in Illustrator. Time & trouble can be saved when the images are placed in Quarkxpress or In-Design.
- Scans:** The minimum resolution for top quality screen print is 300 d.p.i, we also supply a scanning service if nessecary to achieve this quality.

*any queries on this briefsheet please contact Pre-Press manager André Clarke
All artwork for Print & Display must follow these specifications.*

PDF BRIEFSHEET



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GENERAL:

1. Compatability:	Acrobat 7 (1.6)
2. Standard:	None
3. Hyperlinks:	None
4. Preserve Illustrator Editing:	Yes
5. Preserve Photoshop Editing:	Yes
6. Optimise for Fast Web View:	No

COMPRESSION:

1. Downsampling:	No
2. Compress Text & Line Art:	Yes
3. Compression:	.jpg (Only if needed)
4. Image Quality:	Maximum

MARKS & BLEED:

1. Printer Marks:	Crop Marks
2. Bleed:	5mm all around

OUTPUT:

1. Colour:	No Colour Conversion
2. Profile Inclusion:	Don't include profiles

ADVANCED:

1. Subset Fonts:	100%
2. OPI:	None
3. Transparency Flattener:	High Resolution
4. Overprints:	None
5. Security:	None

These settings are based on a collaboration of settings from the creative suite range of applications but will have a lot in common with other applications.