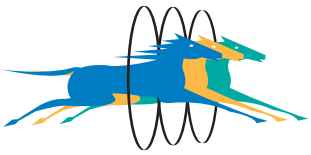
ART SPECIFICATIONS:



PERFORMANCE COMPANIES™

Pioneers In Plastic Printing

We accept your PC or MAC files created in:
Adobe Photoshop (psd, pdf, tif, high quality jpeg, eps, sct)
Adobe Illustrator (ai, eps, pdf)
Macromedia Freehand (fh, eps, pdf)
Quark X-Press (qxd)
Adobe Indesign (indd)
Corel Draw-Files should be exported as ai files and converted to **CMYK**

PREPARING FILES

Using:		
Adobe Photoshop	**Photographic Large Format Printing and Small Format**	**1:1 scale @ 300 dpi** (high resolution graphics)

Using:	
Adobe Illustrator	Embedded photos @ **300 dpi**
Macromedia Freehand	Photographic and small format: **300 dpi @ 1:1 scale**

Using:	
Quark X-Press	Linked photos at **300 dpi**
Adobe InDesign	Make sure all linked images and fonts are included Photographic and small format: **300 dpi @ 1:1 scale**

DISPLAY JOBS should be built at half the print size with **300 dpi images**

Additional recommendations:
When posting files to our FTP please limit file sizes to no more than 500mgs per file. If sending several files try to separate them into smaller groups or use a utility such as **Stuffit** to reduce file sizes. If you have several large files, a **CD** or **DVD** is preferred.
Save files in **CMYK** mode
Include all support files, links, and necessary fonts used in the artwork. Fonts can also be outlined.
Include at least 1/8 inch bleed on any art at the edges of the piece or on any art that die cuts. Use 1/4 inch bleeds for large format display jobs.
Keep dielines on a separate layer from the art when possible.
Specify colors: For solid colors you can use PANTONE Matching System Values.
(Solid to Process Guide Coated or PANTONE Color Bridge Coated)
Rich Black Values: Cyan 40% Magenta 30% Yellow 30% Black 100%
Give files short names no longer than 13 characters if possible.
For **Jeti** jobs **150 dpi** images can be used (for large format jobs to limit file size)
For **screen printing make black type 100% black and overprinted. Make solid large areas of black 100% when possible.**

Additional **lenticular** recommendations:
Send layered **Photoshop** files for best results.
Avoid thin lines, **especially** going the same direction as the lens.
Avoid type smaller than 14 points.

Avoid solid color, black, and white backgrounds. Use a **busy or textured background** or a common background when practical.

3-D:
All images submitted for **3-D** must be layered files with all the elements editable - no placed images. Submit art as a layered **Photoshop psd** file whenever possible. Layered Illustrator or InDesign files can be used **but will be converted to a Photoshop layered file** before processing. Image resolution should be **300 dpi** or higher.
Avoid solid color backgrounds, especially black and white.
Create as much "visual" 3-D and perspective in the original image as possible. The more 3-D the image looks to start with, the better the 3-D lenticular effect will be.
Overlap elements when possible.
Add 3/8 inch of bleed to each side of background image. For large format images add an extra **5/8 inch** bleed to each side of background.

Flip/Motion/Morph/Animation/Zoom:
Avoid solid color backgrounds, especially black and white. Photographs or busy, noisy images work best. Since both images are present under the lens, some bleed through or "ghosting" of one image into the other is usually present. The effect of this ghosting is minimized when busier images and backgrounds are used which mask or hide the ghosting.
Avoid flipping from one high contrast element to another.
Keep the backgrounds the same when possible while flipping individual images or text of similar shape and color.
In the case of motion or morph effects, use the minimum, preferably 8 or less number of pictures or frames required to create the effect.
Art files for these effects need not be layered but should be high resolution and must be editable. Image resolution should be **300 dpi or higher.**
"Motion" should consist of one movement, such as swinging, kicking, jumping, etc. Multiple movements can create blurred confusion within the piece.