

MAGICLAD PANELS

SETTING UP YOUR ARTWORK FOR PRINT

VERY IMPORTANT

Please read and follow these guidelines very carefully; correction fees WILL be incurred if you don't!

Software

Files submitted for print must be professionally created and laid out in either Adobe InDesign, Adobe Illustrator or Quark Xpress; saved as native files and packaged or collected for output (ie with the linked graphics and fonts supplied or outlined). We do **NOT** accept artwork created in Corel or Microsoft Office packages.

VERY IMPORTANT: If you supply your artwork as print ready PDFs your files WILL NOT be checked. You will be 100% responsible for any errors in your artwork as our full checking procedure cannot be carried out. Mindful of the cost of production, we do not recommend that you submit artwork in this format.

File preparation

When we run artwork to print we use the crop marks created by the software package to trim from, this is why we need each panel set up exactly to scale within the artwork file. Designers working in InDesign and Illustrator can create spreads of pages/artboards at different sizes, thus enabling the design to remain as a complete spread where necessary. (See fig 1) When artwork is set up in this way and supplied as a spread we can guarantee that the panels will trim correctly and the final design will join seamlessly as you expect it to. If your design has elements within it that stop at a panel edge this file will need to be supplied as an individual panel with the bleed added all round (see fig 2).

Images

Image resolution should be given careful consideration - as the final shell scheme 'wall' is over two metres high and has to stand up to close inspection; as well as creating an impact when being viewed from a distance - the imagery is therefore all important. Files created in Adobe Photoshop should always be supplied in the CMYK colour mode and 100% in size at 100ppi or 300ppi for artwork set up at 1 : 3.

IMPORTANT REMINDER: ALL pixel based imagery within the design should be supplied with an output resolution or 'Effective ppi' of 100 ppi (dpi).

To prevent pixelisation the imagery should never be subjected to any major scaling within Photoshop and never use .jpps within your design that have been 'grabbed' from websites, as these files are only suitable for viewing on screen and will not withstand enlargement of this scale.

When creating vector files in Adobe Illustrator (or any other software package) please make sure you are working in the 'CMYK preview mode'.

Best black

If your design incorporates a large black area within it, a solid, rich colour can be achieved by increasing the levels of Cyan, Magenta and Yellow to boost the colour. Our recommended CMYK mix is 25/25/0/100.

Bleed

Sufficient bleed must be added to all of the panel edges that are to be trimmed. Artwork supplied as a spread has ready-made bleed and will only need to be added on the outer edges. 3mm bleed is sufficient when working at 1 : 3 or 10mm when working at full size.

Proofs

Please supply colour hard copies and / or PDF proofs marked with the relevant panel sizes. This will give us the means to check your files properly.

If you have any concerns or queries AT ALL please call us.

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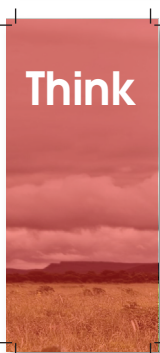
958mm 990mm 990mm 958mm



Fig 1. Files supplied in InDesign or Illustrator can be set up as a spread with different page widths

NB: Panel sizes shown above example only

Fig 2.



When an element within the layout stops at a panel edge this page will need to be extracted from the spread and supplied as an individual panel with the necessary bleed added on all four edges.

DISCLAIMER: The reason we ask for native files and linked graphics is so that we can check that all banners are set up to the correct sizes with the right amount of bleed and nothing important within the area that will be trimmed off. However we do not check every individual element of your artwork. So it is your responsibility to supply all elements (logos, images, etc.) in a format that is suitable for large format print.

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