Artwork Guidelines, Specs and General Art Information.

Artwork files can be submitted in high-resolution 300 dpi PDF to iDigital Australia's specifications (more common templates are available elsewhere on this site www.idigitalaust.com.au other templates are available on request). Alternatively we can also accept artwork in Quark, InDesign and Illustrator applications.

Upon receipt of your artwork and your purchase order, we undertake the following pre-press work included in our charges:

• processing and pre-flighting of the supplied art, and converting if required, to ensure that the PDF files have been set-up correctly;

• reporting of any errors or issues with the supplied files;

• providing you with low resolution PDF proofs for approval; and

• checking film/proofs to the signed off PDF.

Artwork files submitted which do not conform to our specification may incur additional costs to convert. We will contact you in this instance before proceeding. Turnaround time is re-assessed upon completion of re-worked artwork files or their resubmission. We also have full graphic design facilities in house should you require this extra service.

Proofs

We will send you low resolution PDFs of your artwork via email for you to approve before we proceed with the job. Please be aware that the low resolution PDF proofs are for the purpose of content checking only and only provide a general display of colours. If you wish to check the colour of the process colour (CMYK) jobs more thoroughly, you must request digital proofs. This may add to the turnaround time for the job. There is no additional charge for supplying 1 set of digitalproof

Pre-approved artwork

If you wish to send us pre-approved artwork it must be a high resolution PDF prepared to our specification.

CD/DVD Disc face printing processes

We use two different printing processes to produce your disks

1. Offset - we can only offset print CMYK colours - with an all over white base or no white base. If you wish to use spot colours in your artwork the job will be printed silk screen.

2. Silk Screen - we can print up to 5 colours (including a white base). We are only able reproduce 85% of the colour from your original artwork due to technical restrictions of this process. This process is perfect for printing spot colours if you wish to achieve a smooth tonal graduations you will need to consider offset printing.

3. If you have a strong preference for offset printing please specify on your artwork and purchase order.

Sending artwork to us

VIP: Always keep back-up copies of any artwork you are sending to iDigital Australia.

CD/DVD - We accept artwork which has been copied onto a CD/DVD. Please send these to iDigital Australia, Into Images Building, Unit 7, 12-18 Victoria St East, LIDCOMBE NSW 2141.

Electronic Delivery through service such as you yousendit, mediafire and other online file sharing are also acceptable. Notification should be emailed to sales@idigitalaust.com.au or your local contact at iDigital Australia

Sending artwork to us (continued)

FTP - If you wish to upload files electronically we can organise access to our FTP site. If you are supplying original files i.e InDesign documents please compress all items before uploading -this is particulary important for the fonts as they may become corrupt when uploaded to the ftp server. Please contact us at sales@idigitalaust.com.au for ftp access details. Alternatively, if you have an FTP site you can upload to it and advise details and we will download the file from there.

Email - We also accept artwork via email where the file is under 5MB. Please email files to sales@idigitalaust.com.au or your local contact.

Accepted file formats

Adobe PDF Adobe InDesign - Up to CS3 Adobe Illustrator - Up to CS3 Quark Xpress - Up to V7

General rules

Text - If using fine type please try not to set the text colour in more than 2 colours. If your text is to be reversed out (eg. white text on dark background), please ensure that the text size is no smaller than 5pt. Please do not set black text using 4 colour black - black text should be set at 100% Black (K) and set to overprint.

4 colour black - Please try and avoid using 4 colour blacks. If you have a large area which you wish to print as rich black, underpin 100% Black (K) with 40% Cyan (C). For CD & DVD offset printing, please underpin 100% black with 20% cyan. For CD & DVD silk screen printing 100% black is more than adequate.

Line weight - Please ensure no hairline rules are used in your artwork, a minimum line weight of 0.14pt must be used.

CD/DVD screen printing -Please try and set the colours as solid CMYK or PMS colours, try and avoid using half tones. We can print half tones silk screen but they will not appear as smooth as offset.

Images

Resolution -All images should ideally be supplied at 300dpi, however if the image is of a reasonable quality 150dpi may be acceptable.

Colour Space - All images must be supplied as CMYK, if your images are supplied as RGB when printed the colour may appear less than desirable.

File format - Our preferred file format is .eps or .tiff if you are using InDesign .psd is also acceptable. We would prefer it if you did not save your images as .jpg because this compression can degrade images after being saved a few times. Please try and avoid using DCS & DCS2 file formats these are only to be used if your image contains a spot colour and you are putting the document together in Quark, if you are using InDesign please save the images as .psd

Fonts

Formats - Our preferred font format is Type 1, but we also accept True Type and Open Type. Please do not use multiple master fonts as these can be very troublesome

Supplying fonts - When supplying fonts if they are Type 1 make sure you supply both the screen font and printer font

Trapping

In the unlikely event that you are supplying your own label film please apply 0.08mm trapping where possible, otherwise leave all trapping to us. This is only relevant to disc face printing.

Adobe Illustrator

Format - Our prefered file format is .eps with images embedded.

Text - When supplying illustrator files, please convert all text to outlines if this is not done then all the fonts will need to be supplied

White overprint - Please ensure no white text/objects are set to overprint because they will disappear when printed even though sometimes they can be seen in the PDF because of overprint preview settings.

Bleed, Trim Marks, Fold Marks etc

Please refer to the information on the templates elsewhere on this site. However, note the following:

Bleed – A minimum of 3mm bleed must be applied extending past the trimmed area.

Fold Marks – these should be applied and supplied

Text – Ideally text should be no closer than 2mm-3mm to trimmed or folded areas.

----

www.idigitalaust.com.au

October 2012.

m: 0414 318 419
e: mark@idigitalaust.com.au
p: +61 02 9649 8790
f: +61 02 9649 0244
Unit 7, 12-18 Victoria St East,
Lidcombe NSW 2141
www.idigitalaust.com.au

Mark Sequeira