



Preparing Graphics

How to Prepare Graphics for Printing

Designing large-format graphics for fabric structures is quite different from designing for web or print. Please keep these things in mind:

- Fabric structures are usually not flat, so key graphic elements are not always visible.
- Placement of key elements should be considered with the size and orientation of the structure in mind.
- Fabric absorbs ink differently from paper, and it reflects and transmits light differently as well.
- Each fabric looks different when printed.

Producing useable graphic files for printing on fabric requires special attention, due to the large format and to differences in printers. Graphic effects such as gradients, drop shadows and transparency are often problematic, and we have had best results when such effects are built in Photoshop. If you want to use special effects, a conversation with one of our designers is a good idea.

A project that begins with plenty of lead time can easily become a rush project if graphics are not prepared according to these guidelines, or if it takes days to sign off on layouts and proofs. To keep things on track, everyone must do their part.

We are here to help you get the best possible results. Please call us with any questions you have.

Platform

We work with Windows PCs. Mac users should save their files in PC format.

Software

Adobe Illustrator CS2
Adobe Photoshop CS2
Adobe InDesign CS2

If you use another program, please call to see if we can work with your files.

Checklist

TEXT

Convert all text to OUTLINES (also called CURVES or PATHS).

COLOR

Use CMYK color, not RGB.
Submit a physical proof (if possible) for best color match.
Give PMS callouts for critical colors.

RESOLUTION

Raster-based **graphic elements must be at least 100dpi at final size.**

Elements requiring sharp edges should be created as vector elements, because they are scalable.

If your layout is not full-size, specify the scale clearly and prominently.

LAYOUT

Use graphic templates.
Graphic templates are available for all Ready Made products.

For custom structures, graphic templates must be generated after the structure is designed

BLEED

Extend graphics 4% beyond the fabric border. Don't place critical elements within 4% of the fabric border.

IMAGES

In Illustrator, link images, don't embed them.

In Photoshop, don't flatten images.

You may place low-res FPO images in your layout, but be sure to send the hi-res images!

SAVE

For each layout, collect all the elements for output.
Save a separate layout for each piece of fabric to be printed.

On each layout, specify clearly

Finished size
Scale (1:10 preferred)
Quantity to be printed

ARCHIVE

Archive all files. (.zip .sit .sitx)

SEND

Files up to 10MB can be sent via email.

Files up to 250MB can be transferred via FTP. Please send us your FTP site information.

Files larger than 250MB can be shipped on CD or DVD media.

The Bottom Line

Proof Approval

Before printing, we require signed approval of proofs, or a signed waiver of proofs.

Revisions

Minor changes made by Transformit are billed.

Major changes require submission of new art.

Revisions affect lead time!

Proofs

Price includes initial proofs (3-day turnaround).

Rush proofs cost extra (2-day turnaround).

Additional proofs cost extra.

Lead Time

Revisions affect lead time!

Standard price is for two week lead time, including proofs.

RUSH (6-7 days) adds 50%.

SUPER RUSH (4-5 days) adds 100%.

Copyright

Be sure you have permission to use copyrighted materials.

Warranty

We stand behind our work, BUT we cannot guarantee exact color matches, even with PMS callouts.