



Submitting Artwork for Inkjet

File types:

We can accept files created in most industry standard software, including Acrobat (5 & earlier), Quark XPress 6.5, Adobe Illustrator CS, Adobe Photoshop CS and Adobe InDesign CS. Our preferred method of receiving finished art is as a PDF file.

Setup:

Ensure all fonts are embedded and that all raster images are 100ppi*at final output size. If you are supplying artwork in formats other than PDF format, please ensure all images and fonts are included with the document.

Sizing:

You can submit artwork at any percentage of the final size (from 10%-100%) However we do request that you make clear what percentage the artwork has been provided at.

Colour:

All artwork must be supplied in CMYK format. Our printers can only simulate Pantone colours, so we ask that all Pantone colours are converted to CMYK when being supplied to us. If you have a specific colour you are trying to match, provide a physical sample of the colour or the number of the Pantone number you would like to have matched. Please note that whilst most Pantone colours are achievable, not every colour can be simulated accurately.

Bleed:

Please ensure a minimum of 10mm bleed is supplied. Some substrates (eg: Banners) may require further bleed, please contact our sales staff if you require further information.

Sending art:

You can supply finished art on CD or DVD in either Mac or PC format. You can also email artwork to admin@vfx.com.au or via our FTP server (available upon request).

*If your artwork is set up at a percentage of the final size, please ensure that all images meet 100ppi at final size (eg: If your artwork is set up at 10%, all images should be set up at 1000ppi to allow for scaling)



Communicate with Impact

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Common Issues

- 01 **No proof supplied:** *Supplying a hard copy (proof) of the artwork with the job is the best way to ensure complete accuracy in printing.*
- 02 **Linked fonts or images are not supplied or embedded:** *This can cause a delay in production, as we are unable to proceed without both fonts and images being either embedded or supplied with the job. It is also preferable where possible to outline all fonts.*
- 03 **Resolution too low:** *The three most common causes for this are:
a: Forgetting to update low resolution positionals with high res images.
b: Using incorrect distiller settings when preparing a finished PDF.
c: Artwork not setup at 100% (eg 10%) but the resolution has not been adjusted to suit this. Remember, at 10% a 100ppi image will need to be 1000ppi.*
- 04 **Resolution too high:** *The maximum resolution required for Inkjet prints of any size is 100ppi at output size (for Raster images). To go above this resolution will not improve the print quality, all it will do is increase the file size of the job and slow down processing time unnecessarily for all concerned.*
- 05 **No bleed supplied:** *This is not always a problem, however some jobs such as ones which require image wrapping can have important images cut off because of this.*
- 06 **Text or logos too close to edge:** *This becomes a problem when framing or other elements are going to be covering the edges of the print, be sure to leave important elements such as logos well inside the edges of the artwork.*
- 07 **PDF's not saved to version 5 or earlier:** *Although Acrobat is up to version 7, our RIPs prefer files saved in version 5 (PDF 1.4) or earlier. Where possible we ask that PDFs are saved as version 5 or earlier.*
- 08 **Unused clipping or working paths not deleted:** *Unused paths left in the document can produce unwanted results. If paths are not being used in the final product, be sure to delete them from the document.*
- 09 **Gradients not reproducing accurately:** *Common for this are:
a: We recommend that only CMYK colours are used, no spot colours.
b: "Compatible Gradient Mesh Printing" must be selected when using gradients in Adobe Illustrator.*



Checklist for Inkjet

Text

-All fonts outlined or supplied with artwork

Yes No

Images

- All images CMYK

Yes No

- All images are 100ppi at final output size

Yes No

- All images are embedded or have been supplied

Yes No

Bleed

- Bleed has been included

Yes No

Proof

- A colour proof has been provided

Yes No