

Frequently Asked Questions

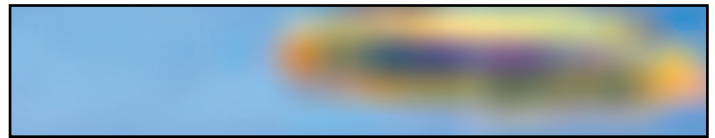
This is a simple guide to answering your questions about providing us with quality images for design and submitting artwork for print.

What is a high resolution photo?

High resolution photos are required for sharp reproduction in our publications otherwise the printing quality is very poor. *Pictures should be taken at the highest resolution setting on the camera.*



High Resolution: 300 dpi



Low Resolution

- A high resolution picture is determined by its number of pixels; more pixels improves the sharpness of the picture.
- 300 dpi (dot per inch) is print quality
- Most household cameras take 72 dpi photographs, which can be converted to 300 dpi, but will make the image significantly smaller.

What is a photos filesize?

The amount of space a picture takes up on your computer and how long it takes to email is determined by the picture's file size. The more pixels a picture has, the larger its file size will be.

- Generally if a pictures file size is at least 3 MB (Megabyte) is will be large enough to use for print projects such as ads and brochures.

What is low resolution photo?

- Any pictures found on the web are low resolution and not suitable for print quality
- A picture that is low-resolution cannot be made into a high resolution photo

What is the difference between RGB & CMYK color formatting?

RGB (Red-Green-Blue) is the colour system that our tv's, computer monitors, cellphones, and many more electronics use to project colours.

CMYK (Cyan, Magenta, Yellow, Black) is the colour system used in our home desktop printers, and a majority of the professional printers.



What are Bitmap Images?

Bitmap images are exactly what their name says they are: a collection of bits that form an image. The image consists of a matrix of individual dots (or pixels) that all have their own color (described using bits, the smallest possible units of information for a computer). *Most images are bitmap images.*

File formats that are used for bitmap data Bitmap data can be saved in a wide variety of file formats. Among these are:

- BMP:** An outdated and limited file format that is not suitable for use in prepress.
- GIF:** Mainly used for internet graphics
- JPEG:** Mainly used for internet graphics
- PDF:** Versatile file format that can contain just about any type of data including complete pages, it is not yet widely used to exchange just images
- PICT:** File format that can contain both bitmap and vector data but that is mainly used on Macintosh computers and is not very suitable for prepress.
- PSD:** The native file format of Adobe Photoshop (which can also contain vector data such as clipping paths)
- TIFF:** A popular and versatile bitmap file format

What are Vector Images?

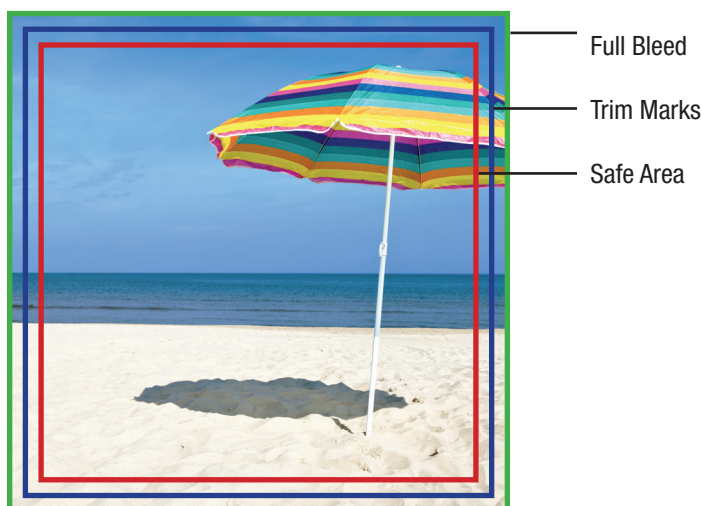
Vector graphics are images that are completely described using mathematical definitions.

- This format is mainly used for logos due to the fact that it can be scaled to any size without becoming pixelated (blurry).
- A non-vector image cannot simply be saved as a different format to make it vector. It must be completely recreated as a vector image.

- EPS:** The most popular file format to exchange vector drawings even though PDF is quickly gaining ground.
- PDF:** Versatile file format that can contain just about any type of data including complete pages.
- AI:** The native file format of Adobe Illustrator.

What are some general guidelines for artwork setup?

- Trim Marks:** The product will be cut on the trim mark (blue line). This should be your document size.
- Full Bleed:** If you wish for your design to continue to the edge of the product, the artwork must continue past the trim marks to the full bleed margin (green line). Bleeds should extend outside your document size 1/8".
- Safe Zone:** All text or other elements, including borders, that you want to guarantee not be trimmed off must be placed within the safe zone (red line). This safe zone starts 1/8" in from the edge of your page.



Artwork Setup - Full Bleeds



Artwork Setup - No Bleeds