

# EMC Artwork Specifications

## Acceptable Software:

Photoshop CS, Illustrator CS and InDesign CS. EMC cannot accept native files from CorelDraw, Microsoft Publisher, or Word. If you have artwork in these unaccepted programs, save or export as a high resolution PDF or EPS file to submit. Include a low res screenshot of the artwork for comparison. PowerPoint is a low res application. If artwork is provided in PowerPoint you will be asked to provide higher resolution art. If none is available your file will be converted into a printable file and a proof sent showing you the best quality of the print for you to determine if the quality will be acceptable for your usage before printing.

## File Setup Size:

Setup all files at full print size. Use half size if file is extremely large at double resolution. Do not add bleed or crop marks (unless your EMC point of contact has specifically requested that you do so for a specific project). Keep crucial elements, such as text, logos and important photographic areas at least 1 inch away from every edge of the artwork.

## Image Resolution:

EMC recommends no less than 150 dpi (dots per inch) at full size and 300 dpi when possible, with an acceptable range of 100 dpi for extremely large projects at 100% of the actual print size. For line and bitmap art 1200 dpi is required for optimal printing. *Resizing up or upsampling an image to a higher dpi, will only blur the image, not add detail and give less than desirable results. Always preview raster artwork (as photographs) at actual print size to check for acceptable image focus.* 100 dpi can still look acceptable from a distance, but will look pixelated upon closer inspection. *To clarify the resolution requirements:* If you are creating an image that will be printed at 48X48 then the optimal file size would be 48X48 with a resolution of 300 dpi (or 14400X14400 pixels), acceptable file size would be 48X48 with a resolution of 150 dpi (or 7200X7200 pixels). The key to success is to supply hi res files prepared properly for the printing process. If your images require scanning, we recommend that EMC scan images from your client provided originals for superior image detail attained by our professional scanners, but note additional charges may be incurred. Even high end retail scanners with high optic resolutions may not provide adequate detail. *Note: files pulled from websites are usually 72 dpi and will reproduce poorly.*

## CMYK Verses RGB Mode:

EMC prints all files in CYMK color mode. If your original files are RGB images and you are unsure of how to convert your RGB images to CYMK, EMC can convert your files for you noting that CYMK mode has a smaller color space and the color will be adjusted to be as close to your original RGB color file as possible. Some colors do not convert exactly into CYMK and a color shift may be noticeable.

## Pantone PMS Colors:

You should spec all crucial color matches from the PMS Pantone fanbook. EMC will try to reproduce the true Pantone Solid Color, however the printed color maybe closer to the CMYK 4/C Process color. There are some colors EMC cannot reproduce perfectly, but we will get as close as each process allows. If choosing Pantone colors, you should select your colors from the *PANTONE solid coated library*, to get the most accurate results. *Do not specify metallic or fluorescent colors, as it is impossible for us to reproduce those colors with CMYK inks. Critical color issues should be coordinated with your EMC point of contact.*

## Black Specifications:

For darkest black output, set solid black objects in your file, including vector and raster art, to C/0 M/0 Y/0 K/100.

## Placing Raster Images:

For placement into Illustrator and InDesign, save images as Photoshop EPSs. Set preview setting to JPEG and Encoding to JPEG (Maximum Quality) or Binary. Make sure to not check any of the check boxes in the Photoshop EPS save dialog window, as these options can cause problems with the RIP software. Do not embed or parse the files. *Always link the files, which allows for color correction, proofing and editing. Make sure to include all linked image files separately. Embedded images can not be guaranteed.*

## Raster Only Art:

If no vector art is used, raster only artwork can be sent in as a JPEG with the quality slider maxed out at 12, a TIF file with LZW compression or flattened high res PDF using Acrobat Distiller and the Press Quality setting. Please note these settings will not guarantee the printed art will look exactly the way it appears on your monitor. Issues can arise depending on platform used, software used, the version of the software and even the features used within the software to create the document as well as monitor calibration differences.

## Fonts:

EMC prefers all fonts to be converted to outline before submission. Once a font has been converted to outline, EMC has no way to change or correct text. Do not assign type attributes (bold, italic, bold italic); instead use the correct font as Arial Italic, Arial Bold, Arial Bold Italic. This will avoid issues with using a type style EMC does not have an actual screen or printer font for. When using fonts, provide EMC with both the screen and print fonts or truetype fonts. If files are presented with fonts only and no font files, EMC may not have the specific font chosen and will select a font from their font library with similar characteristics.

## Artwork Restrictions:

- Critical cuts between tiled panels should be avoided, due to the impossibility of perfection in installation alignment.
- Do not design with borders around the edge, as they may become uneven in the trimming process. If you must, thicker borders are more forgiving, then thinner borders. EMC cannot guarantee the even thickness of borders if you use them.
- PMS color match and CYMK colors produced using different output devices or on different substrates will not match exactly.
- All custom profile cuts must include a vector based outline (template) for computerized cutting. Vector art that has been auto-generated using vector path creation tools may not be acceptable.
- If creating Pantone colors in your raster artwork, submit a Photoshop PSD layered file to soft proof for best results.
- Remove any extra Photoshop alpha channels from your files, used during file creation.
- If you submit a color as a tint or percentage of a PMS color we cannot guarantee the result. EMC suggests choosing a lighter shade PMS color match instead.

## Acceptable Media:

If files are too large to attach to your work request in VIOS, acceptable media include CDs and 4.7 GB DVDs or contact EMC for possible FTP site upload information. Include work request number, your name and phone with all media. Include only files pertaining to your project. Do not include unnecessary or unrelated files on the disk. Always provide a hard copy of your project at the time you submit your files which EMC can compare to our proofs.

## Proofs:

EMC will send a proof with project specifications for all projects. *ONLY upon your approval* will the project be placed into production. It is imperative that you approve the proof as soon as possible to be placed into the production cue for expedient printing and production. *No project will be placed into production until WRITTEN approval has been received by your point of contact at EMC.* Please note, today's digital proofing environment can camouflage the look of lower resolution files by looking clearer and crisper on a computer screen or digital proof compared to the end results of the actual printing. Always preview your proof at 100% size to get a more accurate view of what the printed version will look like even if you have to view the proof in pieces on your monitor. EMC will not assume liability for proofing or errors on printing proofs approved by the client that show in the completed project.