



Art Requirements

Imaging Science art and design studio utilizes both Mac and PC computer platforms. Our design team primarily uses the Adobe software options. The software and versions that we prefer are as follows:

Software Package	Version	Common File Extensions
Adobe Illustrator	Any	.ai, .pdf
Adobe Photoshop	Any	.psd, .tif, .jpg, .eps
Adobe Indesign	Any	.indd
Adobe Acrobat	Any	.pdf

For the best and most expedient results, please review the following design criteria:

Resolution and File Size: When designing artwork, work in full size when possible. If file size is too large, you can set up files at 1/4, 1/3, or 1/2 scale and adjust the resolution (ppi) accordingly. We prefer that the files are set up at 150 ppi at final size. Please be sure to specify the scaling used to create the file if it is not created at 100 percent.

Layers vs. Flattened files: Supply layered files when possible. If you prefer to send flattened files, then please send both a layered version and a flattened version.

Embedded Images: Never embed files within your design. Always include a separate file, or “support file” for every placed image. Embedded files cannot be checked for quality or adjusted for color and may act unpredictably when ripped at output.

Fonts: Include all fonts. Postscript fonts are preferred. If you cannot provide the font, then convert text to outlines.

Multiple Panel Projects: When creating multiple panel files, set up the art as one image at the exact combined width. Images are tiled at the production level from a single image. Designs generated as multiple files can incur production charges and/or not be guaranteed to line up precisely. Attempt to have fonts and logos miss panel splits. It is a good idea to measure out and include guides where panels meet.

Printed Layouts: Whenever possible, please include accurate printouts of your design. Although colors may be somewhat different due to the many output devices used for proofing, an accurate layout helps confirm the composition of the file. If any fonts or files are linked incorrectly or an image has shifted, our preflight department will have an accurate map to reference. For electronically transferred files, a flattened screen shot will work as quick reference of the layout.



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Color Mode: When deciding to use RGB or CMYK, we prefer that art created for raster output be set up using the RGB color mode. A vector based image should be set up using the CMYK color mode. In the long run it doesn't make a huge difference. We find that raster art looks better when kept as RGB due to the larger gamut of the default working color, and vector art is more accurate when ripped as CMYK. Ultimately the color mode choice is image dependent and the decision to switch from one color space to another will be made by our color specialists.

Color Matching: We strive to match color to the best of the ability of the printing process that we are using for a particular project. It is always best to supply a physical color chip for our color experts to use as a reference. If a chip is not available, then an industry standard color reference can be referenced (i.e. Pantone and popular paint companies such as Benjamin Moore). If a Pantone color is specified, but coated or uncoated is not, our default is coated. Hard copies, print-outs, and photos can also be used as targets for color matching. All critical color matches need to be specifically called out in the file and by written instructions.

Artwork Submission Process: Our art and design department can receive files via electronic mail if less than 20 mb, or via FTP for larger files. The most common method used by our customers for art submission is YOUSENDIT.com. It is a free service that allows you to send one file at a time. With a paid subscription to this service, you are able to send multiple files or folders at one time. All files can be sent to artwork@imaging-sciences.com. Files can also be sent to our offices on a cd or dvd.

After receiving your files, we will review for production-readiness including image resolution, color specifications, image size, etc. If there are any questions, issues or areas of concern, we will contact you prior to proceeding. Upon confirmation that your artwork is confirmed to be production-ready, we will notify you and proceed with production.