



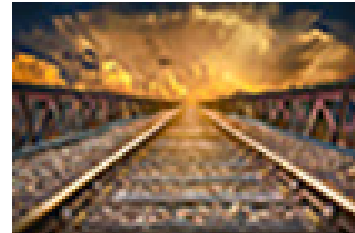
RESOLUTION:



300 dpi



72 dpi



60 dpi

Resolution refers to the number of colored dots or pixels that make up an image. It is commonly expressed in dpi (dots per inch).

For best printing results, we recommend files to have a resolution of at least 300 dpi. Submitting files with resolution lower than 300 dpi may result in pixelated or blurred print.

Image resolution (see images below) is directly and inversely proportional to an image's physical size. When you enlarge an image it will lower the resolution and the image will print poorly.

See the chart below to help you determine the proper dimensions of your image at your desired print size and in the recommended resolution of 300 dpi.



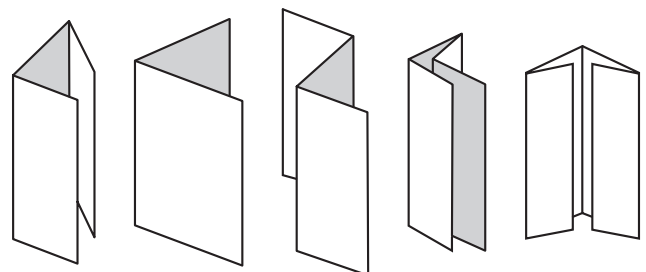
Printed Size	Min. Image Resolution	Image Resolution
2" x 3"	400 x 600 pixels	300 dpi
4" x 6"	800 x 600 pixels	300 dpi
5" x 7"	1000 x 1400 pixels	300 dpi
8.5" x 11"	2550 x 3300 pixels	300 dpi

RULES/LINES:



Keep all lines at least .25 pts thick. Thinner lines may be visible on screen, but they may not show when printed.

TEMPLATES:



EP-Direct has various types of folding options. Before creating your design, feel free to ask for a template for the folds.

SAFE AREA:



Do not place any critical images or text beyond the SAFE AREA, which should be at least 1/8" from the edge of final trim size. This will ensure they are well within the finished size.



trimmed card

When creating a new document, set the size to trim size plus bleed. The document should be .25" larger than the finished size. (Business Card 3.5"x2" = 3.75"x 2.25" with bleed)

GUIDE TO FILE FORMATS:



Adobe InDesign has all of the best tools for creating complete layouts for print-especially multi-page layouts using its master page system.



Portable Document File is a format that provides an electronic image of text or text and graphics that looks like a printed document and can be viewed, printed, and electronically transmitted.



Adobe Illustrator is used primarily for drawing or vector graphics.



Encapsulated postscript image file created using Adobe Illustrator; designed for high resolution printing.



Adobe Photoshop is used to enhance and manipulate images to improve their overall appearance.



Tag Image File Format; preferred bitmap graphics format for high-resolution postscript printing.



Standard format for photographic image compression developed by the Joint Photographic Experts Group.

VECTOR FACTS:

- ✓ Vector images are made up of individual objects composed of lines and shapes with different attributes such as color.
- ✓ Resolution Independent - scaling images does not affect quality
- ✓ Smaller file size
- ✓ Not suitable for photo-realistic reproduction
- ✓ Fonts are vector objects
- ✓ Great for logos
- ✓ Vectors are used when vinyl is cut

BITMAP FACTS:

- ✓ Bitmap images are made up of colored dots (pixels) in a grid
- ✓ Also known as raster images
- ✓ Resolution dependent - resizing affects image quality
- ✓ Scanned images and digital photos are bitmaps

ADDITIONAL HELPFUL TIPS:



Your screen resolution doesn't accurately reflect your image resolution because monitor displays usually have about 72 to 116 ppi. To view print resolution of your image, zoom in up to 300-400%.



When taking pictures from a digital camera for your print project, it's best to set your camera to the highest resolution setting.



Four-Color Process Printing uses the CMYK color mode. Convert RGB images to CMYK using graphic editing software such as Adobe Photoshop. Check all PMS colors before converting to CMYK as they must all be either uncoated or coated - not a mix. (PMS 301C vs. 301U)