

Photoshop

Billboards, Mesh Building Wraps

All Graphics Designed 1" = 1' (eg. 14"x48" design will output to 14'x48')
All Pixel based graphics (photoshop) 1"= 300/400 dpi (eg 14"x48" @ 300 dpi will output to 14'x48')

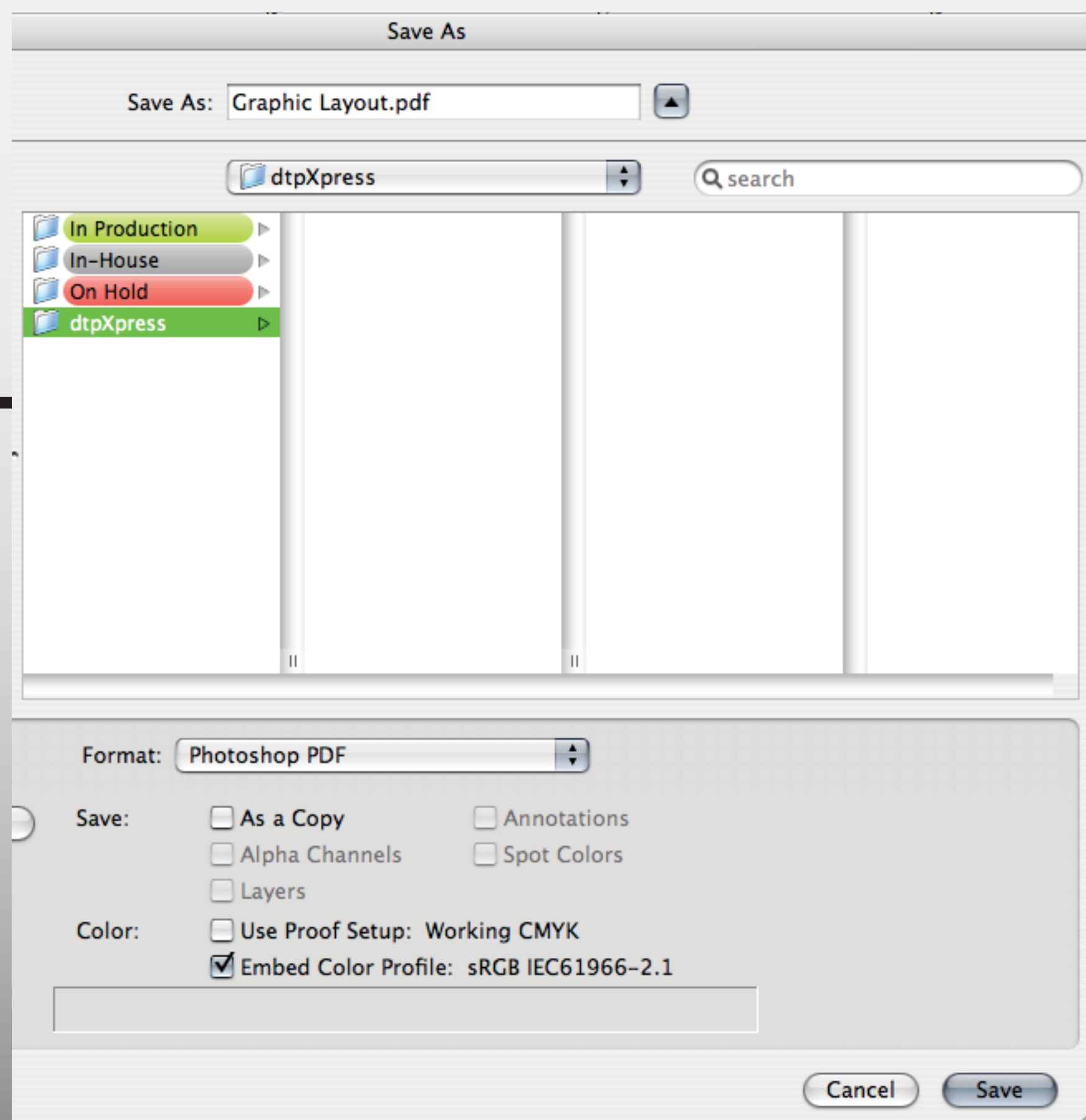
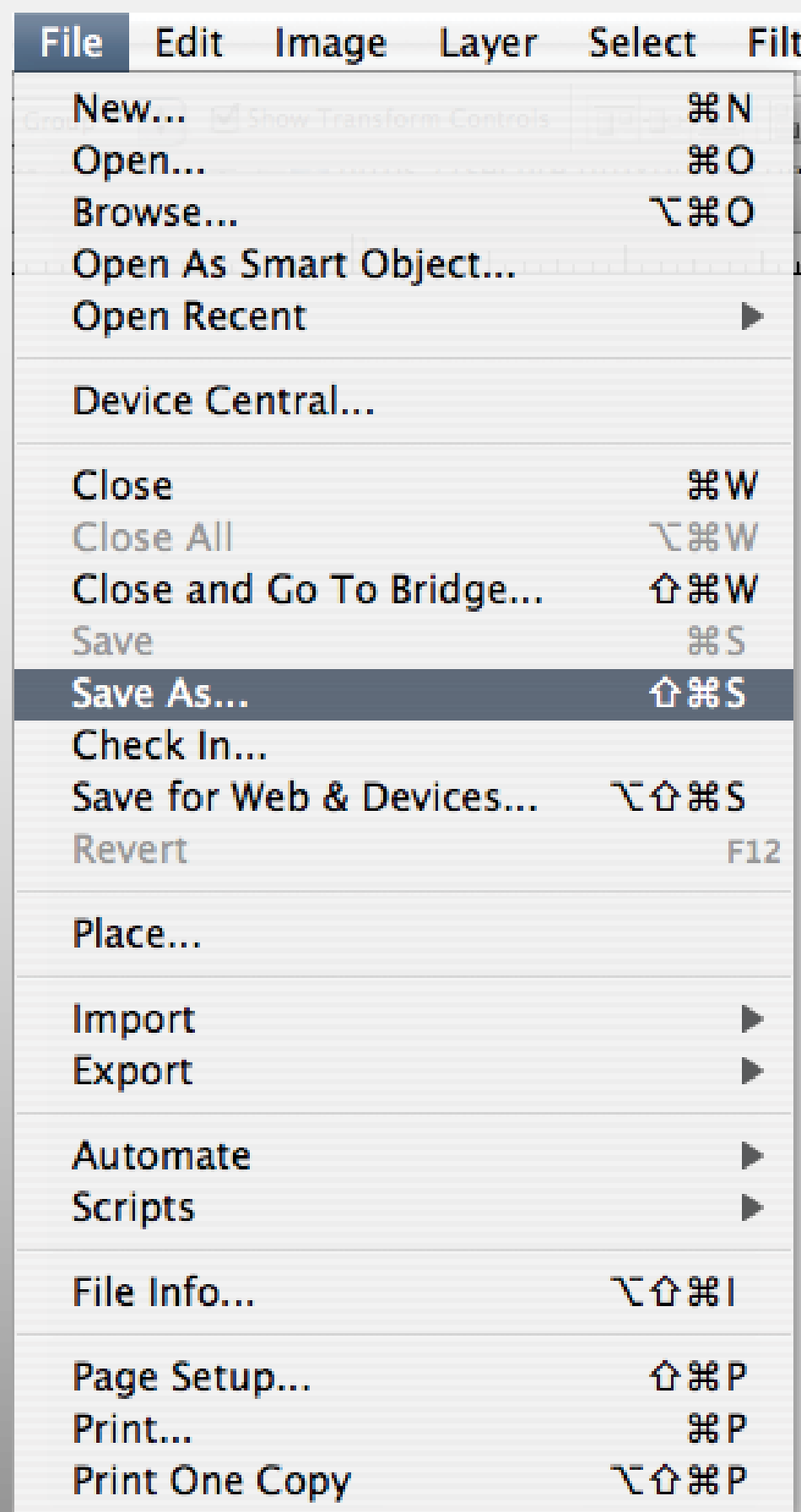
Design issues to watch out for:

1. Do not use hairlines
2. Do not fill picture boxes with none unless vector art from an illustration program such as Illustrator is used
3. When using large areas of black make sure to build a new color in the color list "Rich Black" with the following color vallues; Cyan 40%, Magenta 40%, Yellow 20%, Black 100%. This will give your print a richer/ denser feel, much more pleasing to the eye!
(Note: this is only for large black ink areas, DO NOT use rich black for text or thin lines or run risk of blurring your image)

Always start your designs at 300-400 dpi/ppi in CMYK color space @ 1" = 1' (e.g. 14'x48' billboard would be designed 14" x48" 300dpi). This will ensure that your end result is a perfectly crisp output with no artifacts or blurring. (Note: DO NOT design in low resolution and increase the resolution in Photoshop before final output) make your document layout 1" larger in height and width than the final print size. (e.g. If a billboard has a finish size of 14' X48' then set the document up 15"x49") Refer to the template to see how the extra 1" will be printed on the pockets in the finishing process (Note: 1" at 1/12th scale is the maximum needed bleed size, please download the appropriate template, or closest available size template for accurate bleed specifications for your finished product needs.).

After designing your files save them as Photoshop PDF

FILE: SAVE AS then select from the Formats pull down Adobe PDF (PDF) Note: Do not worry about the warning at the bottom of the save as screen "Some of the document's data will not be saved using the chosen format and option" all this means is you're are flattening the image with the chosen options and layer/font data will be merged and flattened.



Note: After you save your Press Optimized PDF file, OPEN the file in ADOBE ACROBAT and inspect the final image layout and quality. Remember that in Acrobat what you see is what you get (WYSIWYG), so make sure if something looks incorerect to fix it before uploading!