

# Photoshop

## Business Cards and Postcards

All Graphics Designed full size @ 300 dpi and must include .125" bleed on all sides

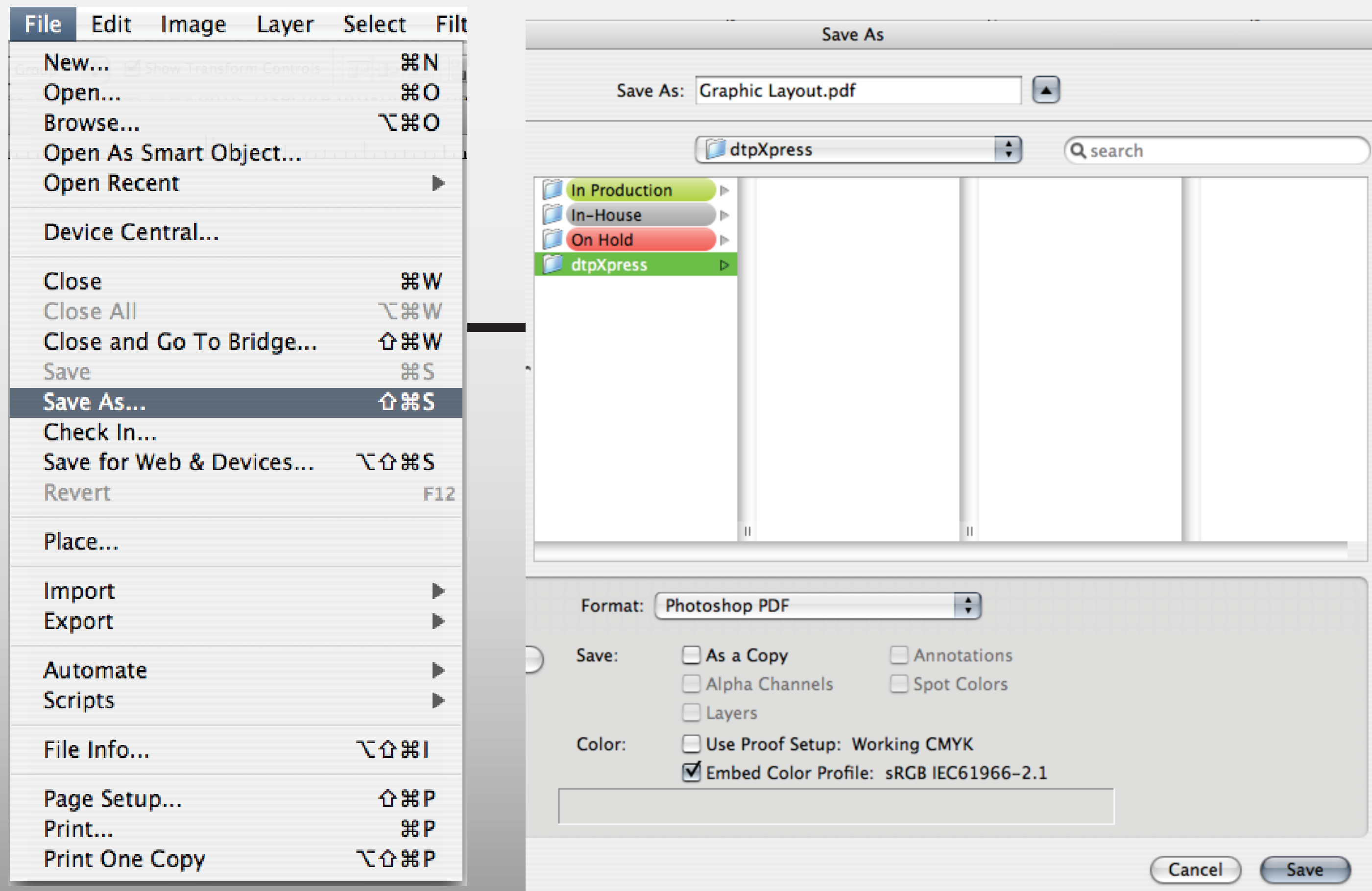
Design issues to watch out for:

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 values; 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 This will ensure that your end result is 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 .25" larger in height and width than the final print size. (e.g. If a card has a finish size of 3.5"x2" then set the document up 3.75" x2.25") . Keep all live matter .25" from the edge of the document as .125" will be trimmed away during finishing and a .125" margin is required.

After designing your file save 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 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 incorrect to fix it before uploading!