## Small Rule of Thumb for Saving Your Files...

Full size (100%): 150dpi (dots per inch)

Half Size (50%): 300dpi

Quarter (25%): 600dpi

## File Types & Specifications

Image files for digital printing come in two basic format flavors:

Raster and Vector

## Raster

Raster files are the most common and represent the image as many dots referred to as pixels.  Typical files types are JPG or TIF or PDF (PDF can also include vector information, more on that later).  These files are often created with Adobe Photoshop and saved as PSD files.

Generally raster files are simple to print, but resolution (the density of the dots) can be an issue, especially when enlarging an image.  For poster graphics it is optimal to have 150DPI (Dots-Per-Inch) at the final output size.  For example, a 24"x36" print would be 3600x5400 pixels.  Enlarging an image beyond this progressively degrades the image because as the individual pixels get bigger they become increasingly visible to the naked eye.

Lower resolution is often acceptable, depending on a variety of factors including the image itself.  Viewing distance is also an important consideration regarding what will be acceptable resolution.  We would be happy to review your file and make recommendations.

## Vector

Currently the most common vector files are those that are created with Adobe Illustrator and saved out as AI files or sometimes PDF. These files preserve the basic shapes like lines and curves and can be enlarged without pixel enlargement problems like raster files.

But something that can be a problem with vector files is that fonts (and with some packages, images) are linked to the file and can be lost and substituted when transferred to another computer. This can be avoided in Illustrator by using the Create Outlines command . Or write out a full size raster file (TIF is best but large) at 150DPI and the desired size
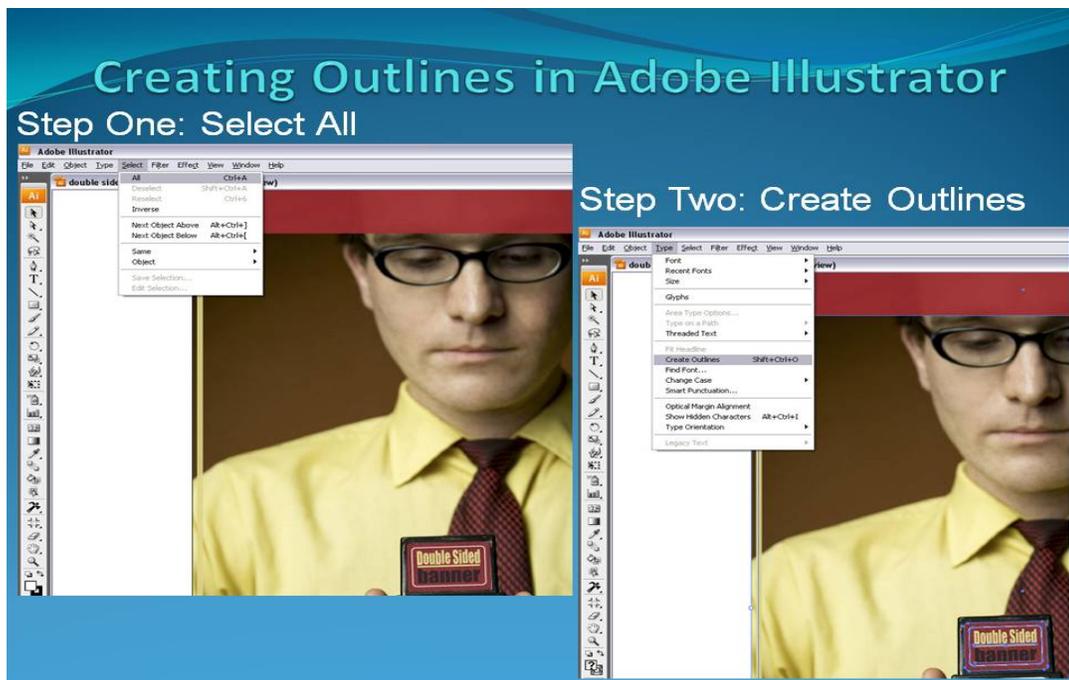


## Microsoft Office Files

Some of our customers generate simple sign graphics in the Microsoft Office products, typically PowerPoint. There are two keys to doing this:

**First -** Expand your page size to be as large as possible to the desired size of the poster. This is done with the Page Setup command under the Design tab in PowerPoint. This is very important because the default size of the PowerPoint slide is only 7"x10" and when you save out the printable file it will be high enough resolution to print, but not high enough to enlarge.

**Second –** Write out JPG, TIF or PDF files.  In this case PDF files seem to work best but requires this free plug-in:

http://www.microsoft.com/downloads/en/details.aspx?FamilyId=4D951911-3E7E-4AE6-B059-A2E79ED87041&displaylang=en

**Illustrator -** Place all images into your files rather than linking them. Convert all text or fonts to outlines (graphics, curves, paths, etc.). Export your file as an Illustrator EPS or PDF.

## Images to be Scanned

Scanning Services - We offer two types of scanning services. We can handle anything from a snap shot, 35mm slide up to an 8" x10 transparency or negatives.

$15.00 Scanning fees includes color correction

Digital Photo Re-Touching and Manipulation at $65.00/hour

We are always ready to help coach you through this and are happy to review your files!

Call us at **937-331-5388** or email us at
**info@thedigitalfringe.com**