



**FIRST
DISPLAYS
INC.**

**GRAPHIC
ART
SPECIFICATIONS**

Attention!

If the below specifications are not met, the possibility for delays in receiving your final product(s) on time increase as well as the risk of added charges for upgraded shipping and/or rush fees.

If the following parameters are met, there should be no problems with output no matter what computer platform is used. **We cannot use files from the web or word processing or slide show programs.**

Graphic file can be sent in PC format only and the following programs can be used:

- Adobe Photoshop (preferred)
- Adobe Illustrator
- Corel Draw

The following file formats are acceptable:

- TIF
- PDF
- EPS (please indicate the file created by either Illustrator or Photoshop)
- JPG

Specifications:

- Images: 100 ppi – 120 ppi @ 1:1 ratio
- Text: converted to outlines (aka vector art)
- CMYK color mode

Key Terms:

- **Vector Art:** Vector graphics are drawn in paths. This allows the designer to resize images freely without getting pixelated edges as is the case with bitmapped images. The vector format is generally used for in printing while the bitmap format is used for onscreen display.
- **Rasterize:** An image is said to be rasterized when converted from vector image to bitmapped image. When opening a vector image in a bitmap-based editing program, you are usually presented with a dialog box of options for rasterizing the image.
- **RGB (Red, Green, Blue):** RGB is the model used to project color on a computer monitor. By mixing these three colors, a large percentage of the visible color spectrum can be represented.
- **CMYK:** CMYK stands for Cyan, Magenta, Yellow and Black, the four process color inks.
- **Bleed:** When an image or printed color extends beyond the trimmed edge of a page, it is called a “bleed”. Bleeding ensures that the print extends to the edges of the paper. The paper is usually trimmed to the desired size after printing.
- **Pantone definitions:** The Pantone matching system is used for specifying and blending match colors. It provides designer with swatches of over 700 colors and gives printers the recipes for making those colors.
- **PPI (pixels per inch):** PPI is the number of pixels (or dots – dpi) that fit horizontally and vertically into a one-inch measure. The more dots per inch, the more detail is captured and the sharper the image.

