3form

Art File Submission Requirements

Digital Printing and Graphic Patterns Etch

FOR BEST POSSIBLE RESULTS, PLEASE FOLLOW THESE GUIDELINES.

There are two basic file formats—raster (pixel based) and vector (line and point based). Depending on the artwork, each offers its own benefits and the artwork should be submitted as such. Continuous tone images such as scans and digital photographs should be created in a raster based program such as Adobe Photoshop. Solid tone images such as logos and illustrations should be created in a vector based program such as Adobe Illustrator.

File Requirements:

- Submit files saved at 100% of the intended output size, as close to 150 dpi as possible.
- Include one full inch of bleed on all four sides of each image
- Save in CMYK (US Web Coated (SWOP) v2) or sRGB
- If using a vector file, save as .ai or .eps. Pattern+ Etch requires a single color vector file.
- If using a raster file, save as .tif, .psd, or .psb.
- DO NOT submit as .jpg, .gif, or .png file formats. These formats compress images, resulting in image quality loss.
- DO NOT submit as .dwg or a .pdf made from a .dwg. These do not convert correctly.

3form is able to receive files via physical or digital means, be it CD, DVD, Thumbdrive, FTP, Dropbox, Hightail, or our transfer site (see page 3). For color sensitive images, please submit a hard copy proof of the artwork.

Sample File Requirements:

Following the above guidelines, select a 9.5” x 9.5” section of your image saved at 100% of the final size.
DO NOT REDUCE the size of the image when sampling as this will not show an accurate representation of the resolution of the final product. This will then be made into the final 8” x 8” sample for approval. It is preferred that the full size image is sent with the sample file, so as to minimize issues when it comes time to make the full size panels.

Raster/Pixel based Images:

- These will generally be digital photos or scanned-in images.
- Composed of dots, or pixels, and are resolution dependent.
- Typical program: Adobe Photoshop
- Resolution: 200 dpi at full size, 150 dpi minimum.
- In order to have a large image, you need a lot of pixels.
  For example, a 4’ x 8’ image at 150dpi would be 7200 px x 14400 px. An image that is 8500px x 5500 px, or 28.3” x 18.3” at 300dpi, can be increased to 56.6” x 36.6” at 150 dpi.
- Artificially increasing resolution does NOT increase quality.
  For example, purchasing an image that is 1000px x 500px, or 3.3” x 1.6” at 300dpi, and then increasing the size to 14400px x 7200px, or 4’ x 8’ at 150dpi, will not make the image higher quality.
- Overall image quality depends on a number of factors, including file type, native resolution, the camera used, the settings on the camera, the lighting, and the photographer’s abilities. Not all of these can be taken into account when simply looking for images online. We recommend hiring a photographer or graphic designer to help you with file creation.
- As stated above, DO NOT submit as .jpg, .gif, or .png file formats. These formats compress images, resulting in image quality loss.
- Files saved as .tif, .psd, or .psb are generally not compressed. If saving as a .tif, LZW compression can be used, and despite being compressed, will not result in a loss of quality, but will decrease the size of the file (not the image).

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Vector based Images:

- Composed of lines, dots, curves and fills and is NOT resolution dependent.
- Can be scaled to any size without loss of quality.
- Typical programs: Adobe Illustrator or Corel Draw
- All text must be outlined, or have fonts provided.
- Save as .ai or .eps only—.dwg files are not art files and should not be submitted as such.

Common Terms:

RGB - Red Green Blue - The colors of light used for television screens and computer monitors. This has a wide color spectrum, which includes colors that may not be achievable in printed materials.

CMYK - Cyan Magenta Yellow and Black - The colors of ink most commonly used in printing. This also referred to as “four-color process”, as these four inks are printed in varying levels, combining to make all the colors available in four-color process. This has a smaller range of color than RGB, but keep in mind almost all printed material use this process.

Dots - A digital unit of color (ink), measured in quantity per inch. The higher the dots per inch, the more color (and digital information) is in the picture, The more information/dots in an image, the more flexibility you have to enlarge your image.

Pixels - A digital unit of color (light) on computer or television monitors, used to measure on-screen dimensions.

DPI - Dots per Inch - The common measurement for resolution quality of images. The higher the dpi number, the higher the resolution. Keep in mind that resolution is dependent on the size of the image. As image size goes up, resolution goes down.

Resolution - The specific visual information expressed in dots that determines the size and usability of a digital image.

Bleed - Outer image data that will be removed to allow an image to go all the way to the edges of the material it is printed on. A solid color/white/clear border is not considered bleed. Due to 3form’s manufacturing process, 1” of bleed is required on all four sides. Having smaller/incorrect bleed may result in unexpected and undesirable outcomes. If an area of an image is too important to have cut off, ensure it is at least 1” from the cutline. See the attached Bleed document.

3form Terms & Conditions:

Copyright permissions - The customer agrees to have the rights on all copyrightable material used in the image file.

Color - Due to the nature of the manufacturing process, color and clarity may vary slightly from the file or color reference provided. 3form warrants that the sheets will be substantially similar to those samples provided to its customers, but cannot guarantee exact replicas.

Front and Back - Each Sheet has a front and back as the color and clarity of graphic images varies between the front and back of the sheet.

Graphic Quality resulting from customer supplied images - Variations in graphic quality due to the digital files are the customer’s responsibility.

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File Transfers:

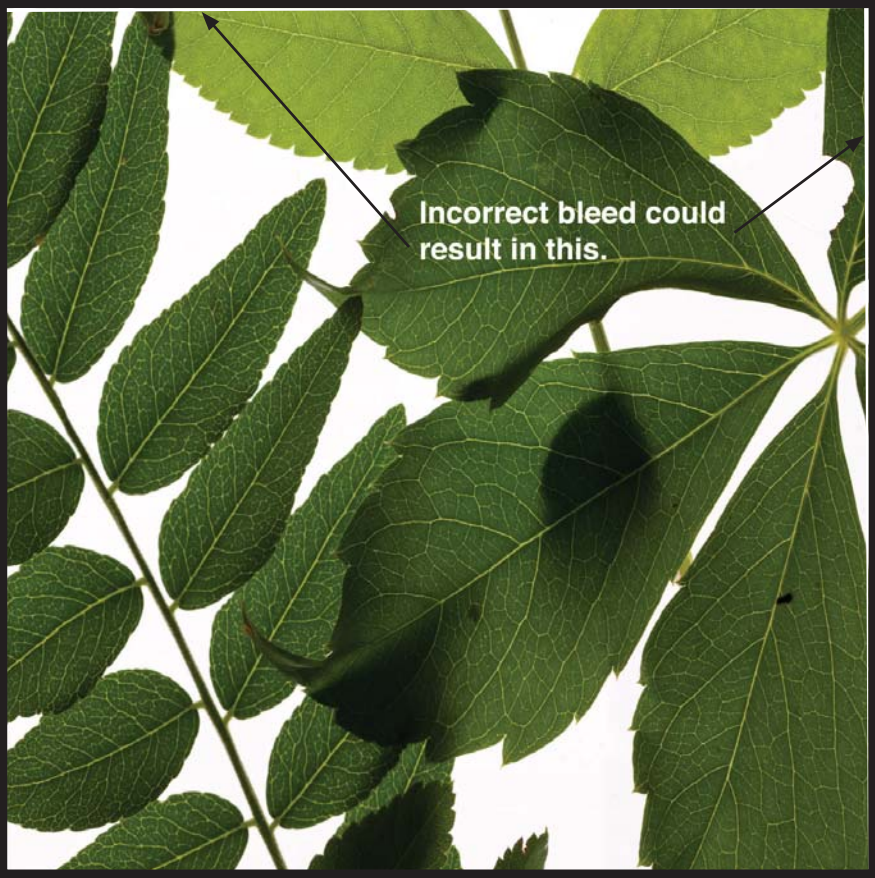
http://transfer.3-form.com

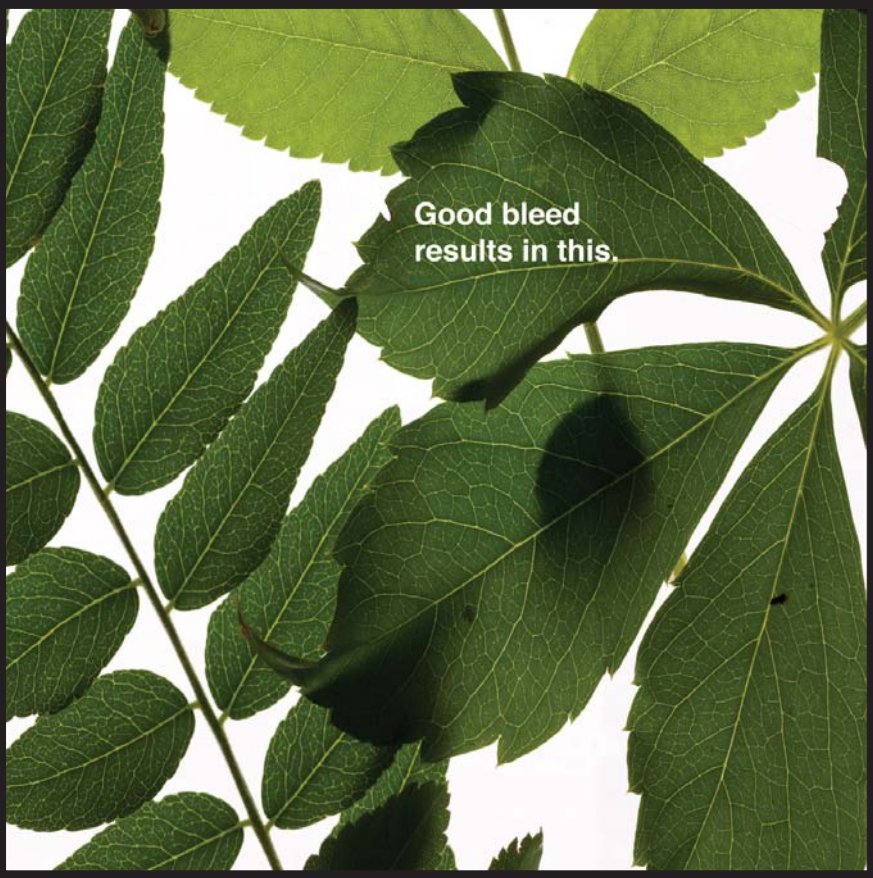
3form File Transfer is a service to make it easy for you to move files up to 20.0 GB in and out of 3form.

- If you are a member of 3form, you can log in with your 3form Gmail account and password and send files to anyone, in or out of 3form. Start by logging in and then clicking the “Drop-off” button.
- If you are not a member of 3form, you cannot log in but you can still send files to people in 3form if you know their email address. Start by clicking the “Drop-off” button.
- If you are a member of 3form and wish to ask someone outside 3form to send you some files, click the “Request a Drop-off” button. This makes the process quicker for them.
- Files are automatically deleted from 3form File Transfer 14 days after you upload them.
- An automatic email will be sent when the files have been picked up.

3form Bleed requirements

3form requires 1” of Bleed around all images. This means that if your finished piece is 48”x48”, your image needs to be 50”x50”. The image needs to extend all the way into that 1” of bleed, which means part of your image has to be cut off. If it is important that part of the image is not cut off, make sure it is at least 1” away from the cut line. Having incorrect bleed may result in your image ending before the edge of the panel.


Incorrect bleed could
result in this.


Good bleed
results in this.