

GRAPHICS CHECKLIST

DOWNING
D I S P L A Y S

Quick check... to ensure your graphics will produce correctly!

Printing in large format for exhibits requires special attention to exact size and resolution. Follow these basic steps and your art will produce beautifully! Use vector-based art for the best results.

An easy and dependable method for creating great exhibit art...

- A. Convert your photographic images into Photoshop .eps images
- B. Our preference is Illustrator to compile the entire graphic at full scale and the exact dimensions needed. Place your images into Illustrator. Create and enclose a PDF (if sending electronically) or a hard copy (if sending art via mail) to ensure we know what the final result should be.

ACCEPTED SOFTWARE PROGRAMS:

- ADOBE INDESIGN CS5 or lower (1/1, 1/2, or 1/4 scale only)
- ADOBE ILLUSTRATOR* version CS5 or lower (1/1, 1/2, or 1/4 scale only)
- ADOBE PHOTOSHOP CS5 or lower (Do not use PhotoShop for page layout!)

ART CHECKLIST: *View the specifications for your particular exhibit under "Graphic Specs by Exhibit"*

- Produce art in proportional size to the final needed image, full scale is best, no smaller than 1/4 scale to minimize the chance of pixilation.
- Save all images as .eps images to ensure enlargement quality.
- Place images, do not embed images or we will not be able to edit them if needed
- Use RGB color platform and PANTONE® Matching System (solid coated) for all specific color matches... or provide a printed color sample for us to match (letterhead, brochure, etc.)
- Supply all fonts used in your artwork (both screen & printer) ... or convert text to paths. Convert any True Type or PC fonts to paths in advance or your art will not be useable (we are Mac based)!
- Include a color PDF or hard copy of your *final* art
- If sending art via FTP, supply all original files for .eps and linked elements in one compressed file

MINIMUM DPI: 75 DPI at final output size if using photos only

MAXIMUM DPI: 125 at final output size ***if using raster-based text and effects***

SCALE: 1/4, 1/2 or full size only

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