

DIGITAL PHOTOGRAPHIC IMAGES

SPECIFICATIONS for HIGH END DIGITAL PHOTOGRAPHIC IMAGES

This is revolutionary, high-end digital photographic process similar to the old Lambda® process but a step beyond. Art is produced direct from a disk, please include:

- Send only the files that are needed on your disk or through the FTP site.
- Fonts and all images should be included on the disk.
- A color or laser print or Low Res PDF from the supplied disk should be included.
- All raster-based art should be provided at 75-100 dpi at final output size (raster based copy should always be done at 125 dpi).
- Do not send flattened files unless specifically instructed to do so.

NOTE: Scanning, type setting, retouching, digitizing, excessive file searching, or composition will require additional art charges.

SCREEN PRINTING

The silkscreen printing process prints one color at a time. It is not possible to blend one color into another. When considering silkscreen printing, remember that each color is printed on a different screen. Unlike a 4 color digital process using cyan, magenta, yellow and black, silkscreen printing prints each color one at a time. We can print solid colors only, no continuous tone, or blends.

*Maximum art size area for silkscreen process is 32 inch by 32 inch.

All properly formatted art should include:

1. Sharp black and white flat art suitable for scanning (no smaller than 1/4 scale of final size) or a digital file, preferably vector based.
2. Layout should be proportional to the finished graphic size.
3. Digital files should include fonts or typestyles, imported, scanned, or placed images that should be clean and ready to use. Please do not send continuous tone images, ie. photographs, as they cannot be reproduced using screen printing.
4. Raster based files are not recommended. They will only work when they are solid fill objects without continuous tone. If raster based files must be used, then they must be supplied at a minimum of 75-100 dpi at final size. Additional art charges will apply in order to convert raster art to a usable state for silkscreen use.

Flat art and digital art can be combined. *Example:* If you have a logo on a flat piece of art and want to include it in a graphic done digitally, you must indicate the position and size on the layout.

NOTE: Business cards, brochures, letterheads or disks with inadequate information will typically require additional art charges. You can provide these items for us to review and then we will inform you of any additional charges.

Silkscreen Printing –133 lines per inch on a screen using opaque or translucent inks.

Best Uses		Issues	
1.	Large quantity runs of the same graphic	1.	Graduated tones can't be printed
2.	Best process for matching PMS colors	2.	Photo images can't be printed
3.	You can print brilliant colors as well as metallic colors like silver and gold.	3.	No half tone capabilities. Percentages of color are printed as a separate color.
4.	Opaque and translucent inks available.	4.	Metallic colors can not print translucent
5.	Excellent for printing table skirts (beware of size limits).		
6.	Translucent copy with an opaque background.		

VINYL COPY

Vinyl is cut on a digital plotter from a digital file or by hand. It is opaque or translucent with pressure sensitive backing.

All properly formatted art should include:

1. Digital file created in Freehand or Illustrator (must be able to be saved in outline or as curves)
2. Provide a printout detailing cropping, position, color and size.
3. Text or graphic saved in outline form is necessary.

NOTE: Anything not provided on a disk will have to be scanned, redrawn or recreated and will require additional art charges.

Best Uses		Issues	
1.	Simple 1-3 color copy panels.	1.	Color match is limited to vinyl available in stock at Downing Displays.
2.	Adding copy to laminate panels.	2.	Complex logos can be difficult or impossible.
3.	Adding copy over a photomural.	3.	No colors can overlap.
4.	Best for opaque applications.	4.	Maximum of 60 characters and a minimum of ½ " letter height.
		5.	No blending or gradation of colors.
		6.	No translucent reverse graphics.

DOWNING DISPLAYS

550 TechnCenter Drive Milford, Ohio, USA 45150-2763 (800)-883-1800