CHRISTIE DAVIS

DESIGN

ARTWORK QUICK FACTS FOR NON-DESIGNERS

FILE TYPES

jpg

- compressed photoshop file
- easy to send via email
- can be inserted into any document for printing when saved at reasonable size
- always contains a white or coloured background

png

- photoshop file
- easy to send via email
- can be inserted into any document for printing when saved at reasonable size
- contains transparent background

psd

- photoshop file
- large, layered file not suitable for emailing
- artwork can be altered
- file to be sent via programs such as wetransfer and dropbox

tiff

- photoshop file
- large, flat file not suitable for emailing
- file to be sent via programs such as wetransfer and dropbox

eps + ai

- illustrator file (also called vector artwork)
- can be blown up to any size without loosing quality
- examples include logos, diagrams, illustration work
- fonts may or may not be outlined*

* *If fonts are not outlined they will default. Request outlined fonts.*

pdf

- compressed artwork file
- easy to send via email
- print ready and web ready options

Note: Always double check with your designer if a file is print ready before passing onto a printer.

WHAT ARE 'WORKING FILES"?

If you need to request 'working files' the designer will provide a "packaged" file which includes all the elements you will need to open the artwork, change the artwork and send it to print. Only accessable if you have Adobe programs. All printers will have these programs.
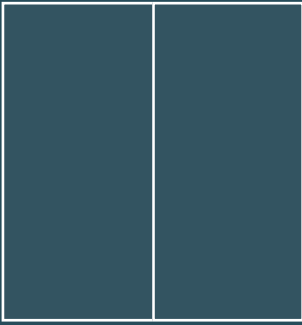
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COMMON PRINT SIZES
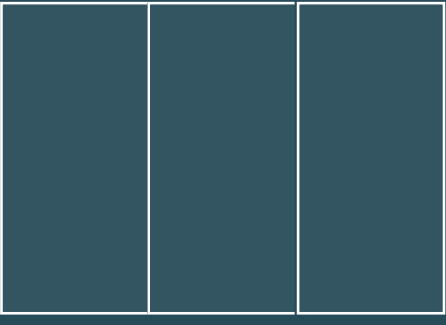
DL 2PP
2 printed sides

210mm

99mm

DL 4PP
4 printed sides

210mm

99mm | 99mm

DL 6PP*
6 printed sides

210mm

99mm | 99mm | 99mm

A4 2PP
2 printed sides

297mm

210mm

A4 4PP
4 printed sides

297mm

210mm | 210mm

A4 6PP*
6 printed sides

297mm

210mm | 210mm | 210mm

* TWO FOLD OPTIONS AVAILABLE FOR THESE SIZES

ROLL FOLD

Z FOLD (OR CONCERTINA FOLD)

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DESIGN

STOCK THICKNESS

90-120gsm

- letterheads, with compliments slips
- light weight flyers
- inside pages of a publication

150gsm

- DL brochures
- A4 brochures (up to 8pp size)
- inside pages of a publication

300-350gsm

- business cards
- publication covers
- postcards

STOCK TYPE

Satin

- low sheen finish
- smooth to touch

Gloss

- high sheen finish
- smooth to touch

Uncoated

- matt finish
- may feel slightly textured

STOCK COATING

Machine Varnish

- sealed finish which prevents ink from transferring or bleeding
- standard finish to all print jobs

Matt or gloss laminate

- thick coating applied in a matt or gloss finish
- adds thickness and protection to the stock

Foil or spot varnish

- specialty finish applied to areas of artwork to add emphasis