



Duplication.ie
Online CD Reproduction Company

ARTWORK
SPECIFICATIONS
FOR CUSTOMERS



Artwork Guidelines

We are supplying this guide to help you to supply the artwork in correct format so we can process your order(s) correctly and in a fast turnaround.

By following some basic rules it may prevent unnecessary delays in getting your production underway.

Artwork – Golden rules

1. Artwork to be supplied all in CMYK. Please convert any RGB elements to CMYK before outputting.
2. Please use templates which we can supply . Please **remove** any templates that you have used in the artwork setup before outputting final file .
3. CD artwork – flow artwork to centre, no holes or die rings
(See page 2).
4. Bleed background of graphics 3mm **OVER** the cut edge
keep text/logos 3mm **inside** cut edges (see Page 3).

CD Artwork Specification

Wrong X

CD has hole -
unsuitable for printers



Wrong X

CD has hole -
unsuitable for printers



Wrong X

CD has die rings -
unsuitable for printers



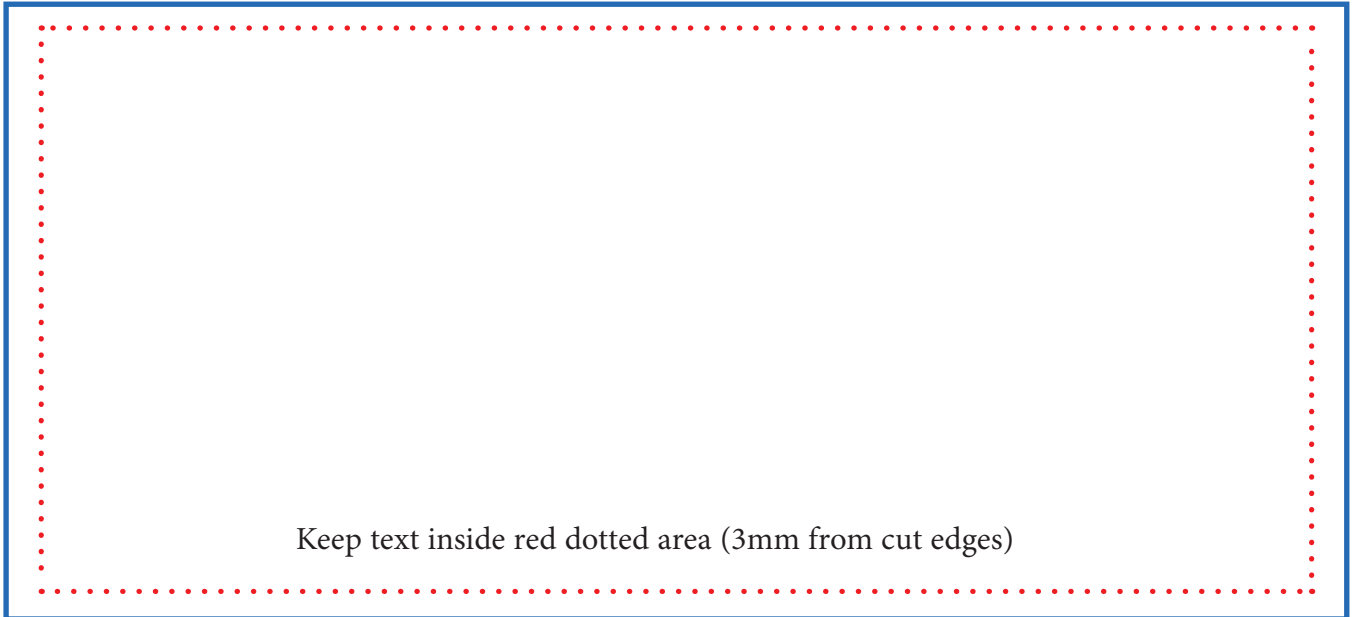
Correct! ✓

CD ART flows to centre -
no holes or rings



Case artwork Guideline

Blue is cut line (actual size)



Correct! ✓

Background flows at least 3mm **OVER** cut edges and text is kept 3mm **inside** cut edges

Things explained and Hints & Tips.

4/4 means full colour both sides

4/1 means full colour 1 side black only on the other

4/0 means full colour 1 side only, the other side has no printing

2pp means 2 page ie. 1 sheet (no fold)

4pp means 4 page ie. 1 sheet folded over

.pdf (portable document format) - We ask for this format because it is becoming an industry standard. The reason for this is that with a pdf, what you produce on your computer is stored in the pdf and when we open it we get exactly what you designed and not our computers interpretation of what you designed. Because there are so many design programs and different versions of the same software and also designers working on Apple Macs and PCs, with a .pdf this means everyone is seeing the same design no matter what program it has been designed in. PDFs also work the same on Apple Macs and PCs. PDFs also store 'vector data' which is extremely important if you want top quality screen print on your disc. The 'vector data' means your artwork will print pin sharp. If for example you send us a jpg which cannot contain vector data, quite simply we cannot screen print your artwork 'pin sharp'. If you are designing in photoshop and you flatten your image, you destroy all vector data and this means we cannot screen print your artwork 'pin sharp'.

Exporting pdfs - When exporting pdfs please tick the option to include all fonts. If you are a designer please convert all text to outlines/curves before exporting. **TO ALL DESIGNERS** - When you have created your .pdf check it on screen. Zoom into 'text areas' and check 'vector' text etc is pin sharp even when fully zoomed in. There should be no pixelation! (i.e ragged edges on vector text or vector graphics)

Can I send artwork in another format? - Yes you can. We prefer .pdf but can accept files in the following formats (In order of preference), - .eps (convert text to outlines/curves or imbed fonts), .tiff, .ai, .ind, .psd, .jpg (highest quality setting and not for screen printed CDs only thermal retransfer print). If you supply artwork other than .pdf there is a good chance there may be an artwork charge. The reason for this is that we will try and convert your file to pdf, but if you cant do it, that suggests there is a problem.

CMYK colour space (Cyan, Magenta, Yellow, K is Black) - We need the artwork in this colour space because we print (99% of the time) using these coloured inks. They are mixed together onto a page to reproduce your artwork. Explained simply, a man gets up and pours these 4 coloured inks into four big buckets at the top of a big metal machine which then prints your booklets, tray liners, digipacks etc. If you give us artwork in RGB which is your PC's colour space (i.e. your PC monitor) we have to convert it to CMYK sometimes the colours can change slightly. So we need you to do this and check you are happy with any slight colour changes that might occur. To change your artwork to CMYK in Photoshop for example - go to Image (top bar) - Mode - CMYK.

300dpi (dots per inch) - We need your designs in 300dpi to ensure high quality printing. 72dpi is used for websites so if you take an image of the web it will probably be 72dpi and not suitable for high quality print. To ensure your design is 300dpi set this as the resolution when starting your project. To find out the dpi in Photoshop for example - go to Image (top bar) - Image - Resolution (make sure this is set to pixels per inch). If it says 72dpi you have been designing with the wrong settings applied. Changing this to 300 will probably not work. If you change it after you have started you will only be changing low quality images into :) low quality images! You need to set the dpi when you start the project.

3mm bleed - This is an additional 3mm added to your design around each edge, for example if you are designing a CD Booklet the Dimensions are 120mm x 240mm after it has been guillotined. But we need you to supply the artwork with 3mm bleed added i.e. 126mm x 246mm remembering that the extra 3mm on each side will be cut away with the guillotine. So do not place anything in this extra 3mm that you don't want to be guillotined (See TEXT SAFE below). A white 3mm border is NOT 3mm bleed. It must be an extension of your background artwork but obviously not contain any text etc.

All text that is black and barcodes has to be in C=0 M=0 Y=0 K=100

For visual guideline of CD/DVD label artwork and Inlay card artwork guideline..please check pages 2 and 3..