

# *cassette* File Preparation Guide

## IMAGES

Follow the steps inside to ensure an easy transition from artwork to print. You can also download our distiller and preflight settings to assist with your file preparation. If you are unsure at any stage, please ask an account manager for help.

*Note: This guide is based off CS5 on Mac.*

# IMAGES

# Converting Images to CMYK



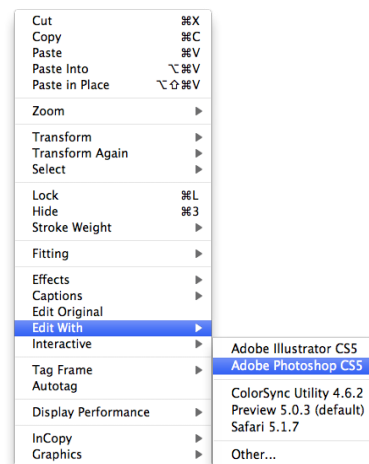
## WHY DO I NEED TO CONVERT MY IMAGES TO CMYK?

All images will start in RGB colour format, unless previously edited. For print, we need everything in your document set up as CMYK to avoid unwanted colour changes during the print process.

## INDESIGN:

- In order to edit the colour of an image/photo in InDesign it must be placed in your document > **File > Place**. Then it will appear in the Links panel > **Window > Links**
- When in the Links panel you can check if the image is set to CMYK or RGB colour space by opening the Links Information. Do this by clicking on the small arrow in the bottom left of the Links panel.
- Select your image in the Links panel and check the Link Information. If the colour space is RGB, right click on the link and select > **Edit With > Photoshop** (See Fig. 11)

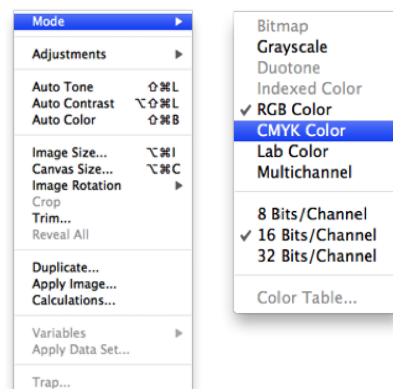
FIG. 11



## ONCE IN PHOTOSHOP:

- Click on > **Image > Mode > CMYK Colour** (See Fig. 11.1) to convert image.
- Resave the image as CMYK, close Photoshop and relink it back into the InDesign document

FIG. 11.1



## IMAGES

# Image Resolution

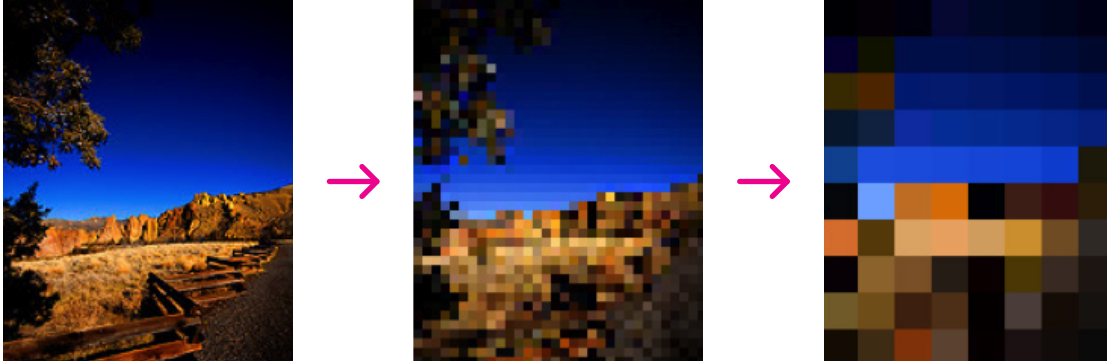


300ppi (At 100% size) – Offset & Digital jobs  
150ppi (At 100% size) – Large Format/Oversize jobs

### WHY DO YOU NEED THAT RESOLUTION?

PPI stands for pixels per inch. 300ppi is the ideal resolution for images and photos for print. Photos should be taken with high quality settings to ensure this resolution is possible. High-resolution files are necessary to guarantee photos and imagery appear sharp when printed. Low Resolution images in a document (i.e. taken from the web at 72ppi) will cause them to appear pixelated, blurry and of a low quality when printed (See Fig. 12).

FIG. 12



It is important to note that an image cannot simply be increased in resolution (i.e. once at 72ppi an image cannot simply be changed to 300ppi) without reducing the physical size of the image (ie scaling it down). The original image of a higher resolution (if available) will need to be sourced or purchased direct from the photographer or stock website where it came from.

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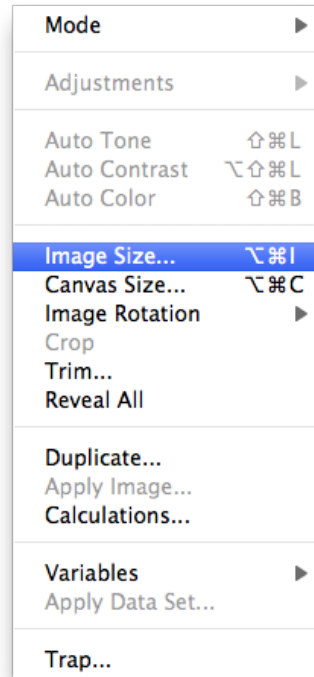
## HOW TO CHECK YOUR IMAGE SIZE USING PHOTOSHOP:

- To check the resolution of images using Photoshop, select **Image > Image Size** (See Fig. 12.1)
- Once selected a pop up will appear. (See Fig. 12.2) Check the image resolution under **Resolution**

Note: This resolution is relative to the image size

- If you wish to view the image at a different size, while checking the resolution, untick the **Resample Image** box, and adjust the document size. This will show the new resolution

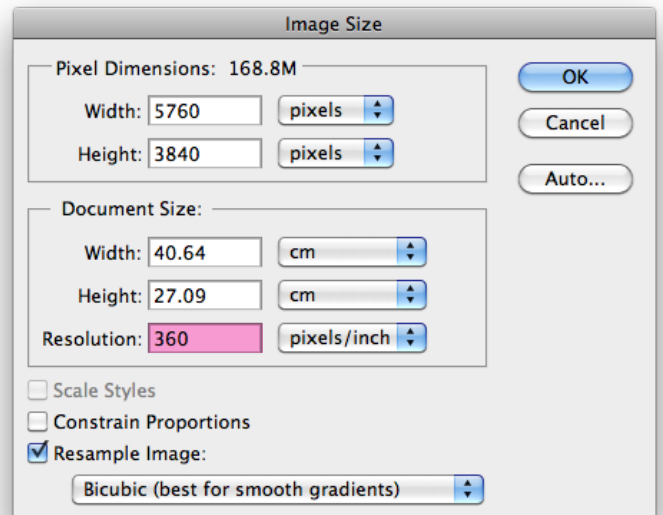
FIG. 12.1



## HOW TO CHANGE THE SIZE OF YOUR IMAGE IN PHOTOSHOP:

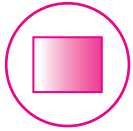
- In the menu go to **Image > Image Size**
- Tick the **Resample Image** box THEN type in the new image size
- Be sure to check the resolution is appropriate for print (300ppi) as this will also change. (See Fig.12.2)

FIG. 12.2



## IMAGES

# Gradients in your Artwork



In some instances, gradients can print with noticeable lines in the finished product – this is called banding. To avoid this, please set up all gradients as per below.

### HOW TO SET UP A GRADIENT IN PHOTOSHOP

- Firstly the gradient needs to be created in Photoshop
- Once created, you need to apply “Noise” **Filter > Noise > Add Noise** (See Fig. 13)
- Then apply a “Gaussian Blur” **Filter > Blur > Gaussian Blur** (See Fig. 13.1)

Save out the gradient as an .eps file and place it into the InDesign or Illustrator document where the rest of the artwork has been or will be created in

FIG.13

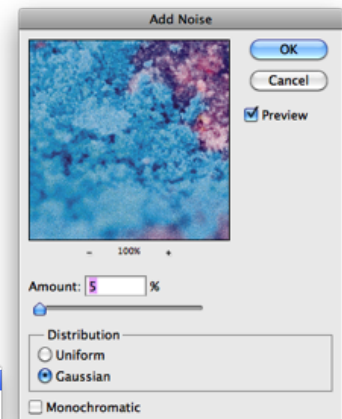
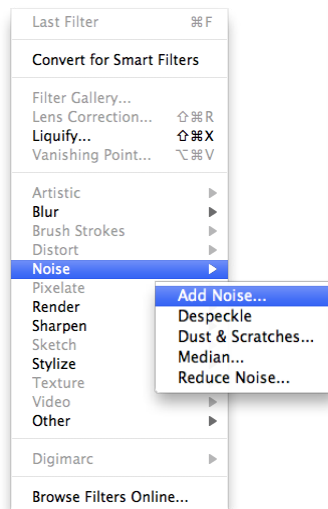


FIG.13.1

