

Go Ahead. Be a Showoff!



Stand out with dynamic large format prints. 104" wide by any length only from Media Works.

Exhibit Design | Large Format Printing & Finishing | Sales and Rentals

MEDIA WORKS
incorporated

❖ large format printing tip sheet

Media Works provides this tip sheet for creating graphics for large format printing.

We pride ourselves on producing high quality, color correct graphics. We will work closely with you, alerting you to potential problems. We offer you the opportunity to view your project at any point during production to guarantee the final product is up to your standards. If you have any questions during the production process, please consult our large format production staff; we will be more than happy to assist you.

❖ PROGRAMS RECOMMENDED

Adobe InDesign
QuarkXpress
Adobe Photoshop
Adobe Illustrator

Limitations:

- Adobe Pagemaker has size limit of 45" wide and high
- Microsoft Word, Publisher, PowerPoint and Excel are **NOT** designed for large format printing.
- Corel Draw works well with vector art, however, imported bitmap graphics do not reproduce color as accurately as other programs.

❖ SIZE

Art may be supplied at a percentage of actual size, as long as aspect ratio is maintained and image resolution is scaled proportionately.
For example:

- 25% of actual size
300 dpi image resolution
- 50% of actual size
150 dpi image resolution
- 100% of actual size
75dpi image resolution

❖ FONTS

Convert type to outlines if possible.
If not, please supply the printer and screen fonts used to create your file.

❖ LOGOS

Logos taken from web sites are unacceptable due to their low resolution. The same holds for logos embedded in Microsoft Word and PowerPoint.

❖ COLOR

- Use CMYK values or Pantone.
(Pantone will be simulated using CMYK when printed)
- Images should be supplied toned according to industry standards. Toning for in-house uncalibrated monitors or desktop printers will yield a poorly toned final product. We can color correct your files, if requested, at \$85/hr.
- **Color Matching** When color matching is important, please send a hard copy to match or alert us to specific PMS colors to match. If a color match is required in a Photoshop file, the file must be in layers. We **cannot** match to specific colors in a flattened Photoshop file.

Color proofs are **recommended** for stringent color matching. Color proofs are \$15 each and are provided on the finished material at a reduced size, as well as a full-size cross section.

❖ SUBMITTING FILES

- Via FTP.
hostname: ftp.mediaworksinc.net
username: client
password: client
- Via CD
Media Works
Att: Michela Whiteside
2136 Kings Avenue
Jacksonville, FL 32207



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