SCHELL SCENIC STUDIO

Digital Printing Service Requirements

Image Files

We will accept image files saved in the following formats:

- *.TIFF (uncompressed)
- *.EPS or PSD
- *.AI Adobe Illustrator
- *.CDR Corel

*Please note: We prefer to receive images in either *.tif, *.psd or *.eps format.*

When creating Illustrator or Corel Files please supply two versions:
One with "Create outlines" on all text to avoid font conflicts, and a second file with all necessary fonts embedded.

Files that have been compressed for email use (such as JPEG images) are insufficient for large-format digital printing, and will not be accepted.

Acceptable Media

We will accept files via the following media:

- CD or DVD (in PC Format)
- USB Flash Drive

We can read MAC format, but prefer media formatted for PC use;
Please call us for confirmation for all other media.

Photography Requirements

If you are using a photograph as the source of your digital image, please consider the following points:

- The Use of 35mm Film or Slides will not produce an acceptable final scan; therefore look for a professional photograph taken with a 120 medium format 2-1/4" camera. (or larger) This will produce the best results for large-format printing. Smaller cameras often are not able to capture a sufficient amount of data for our printing system.

- We recommend scanning the negative of the photograph at the highest resolution possible (at least 2000 dpi).

- When possible, avoid scanning a copy of a negative. The original negative will always provide a better quality image.

Again, perform all of your photo modifications (i.e. - color correcting, cropping, etc.) in a program such as Adobe Photoshop, and save the file to one of our accepted media.

Please Note: We are equipped to provide digital photography in-house only. We can provide digital scanning services.

Artwork Requirements

We understand that image size and resolution can be a tricky subject. However, we have come up with an easy formula to find out your size requirements.

1) Determine the ultimate height and width (in feet) of the finished product.
2) Multiply each of those numbers by 12, in order to convert the measurements into inches.
3) Divide each resulting measurement by 10. This will give you the minimum size (in inches) that your artwork should be.

Examples:

You want a backdrop that is 40 feet wide by 20 feet high.
Perform the necessary calculations:

(40 x 12) / 10 = 48 and **(20 x 12) / 10 = 24**
Therefore, for a backdrop that measures 40 feet by 20 feet, you will need to supply artwork that measures at least 48 inches by 24 inches.

You want a backdrop that is 30 feet wide by 16 feet high. Perform the calculations:
(30 x 12) / 10 = 36 and **(16 x 12) / 10 = 19.2**

Therefore, for a backdrop that measures 30 feet by 16 feet, you will need to supply artwork that measures at least 36 inches by 19.2 inches.

Create and save your digital images at "finished size". This means that your artwork should be the same size (in inches) as the requested finished product. Here are two examples:

- If you need a backdrop that is 40 feet wide by 20 feet tall, then your artwork should measure 480 inches wide by 240 inches tall.
- If you need a backdrop that is 30 feet wide by 16 feet tall, then your artwork should measure 360 inches wide by 192 inches tall
- Please note your file size may exceed the 4GB MS Windows file size limitation. If this occurs, convert the scale to 1" per foot canvas size and save to the highest DPI as possible.

Please maintain as high a resolution as possible, 600 dpi preferred. At minimum, artwork should be created and saved at 300 dpi. Images of a lesser resolution may look fine when displayed on your computer screen; however they will result in a reduced quality when product is printed to size.

Image alterations and modifications, such as color corrections, dust and dirt removal, will not be performed unless they are specifically requested. In general, we ask that all image corrections be completed before we receive the artwork. Since no two monitors can be adjusted identically, what you see may not be what we see. Using industry-standard color values such as Pantone colors (PMS values) is essential for color matching.

Artwork should be saved in RGB format. Please set your image's color settings to Adobe RGB (1998), since this is an industry standard and affords us a better color representation of your artwork. Preview your art in CMYK to verify as there can be subtle differences in color. All print processes are done in some version of CMYK.

If applicable, please leave image layers intact.

Please include any and all fonts used in the creation of your image.

Other Important Points

- Please feel free to contact us if you have any questions. We will be happy to explain the digital printing process, and the services we provide.

- If you have questions specifically regarding artwork or image requirements, we recommend that you contact us prior to beginning your design work. This can prevent time-consuming correcting or re-creation of the image in the future.

- We ask that you send us your digital file at least 2 weeks prior to the date on which you need the finished product. This will allow us sufficient time to complete the necessary image preparation, printing, and specific finishing work for your order. Rush jobs are subject to additional charges.

- Large or unique orders may require additional time and/or work, and may also incur additional charges.

- We will do our best to provide you with an accurate reproduction of your artwork. Please understand that printed colors may not always exactly match the colors displayed on a computer monitor. This is due to the limitations of CMYK ink, and is occasionally unavoidable. However, we can assure you that any color shift will be minor, and it will not be noticeable to the untrained eye.

- Banding can occur when printing gradients and shadows. Please keep these effects to a minimum in your artwork.

- Please make sure that your artwork has been sized correctly. Images that have not been sized appropriately may require additional pre-press or design time, and could result in cropping or resizing of the final image.

- Before you send us your artwork, make sure you view it in Photoshop or Illustrator at 100%. Does it look fuzzy or blurry, or distorted in some way? If so, the image may not be suitable for large-format printing. Pay careful attention to the quality of the artwork itself. Remember, little mistakes aren't so little when printed on either grand or large format printers.

- Verify that the file will open properly from the media to which you have saved it (CD, DVD, etc.). It is worth your time to open the file on a different PC than the one that created it, to be sure that your media burner is working properly. This will ensure a smooth and timely workflow. A thumbnail in PDF format will be appreciated.

- We ask that you supply clear, written instructions with your artwork. There may be more than one designer maybe working on this project.

Questions? Please call us, or email us at sales@schellscenic.com.

Legal Information

- *Pursuant to U.S. copyright law, Schell Scenic Studio, Inc. reserves the right to require a signed copyright release form for any artwork or photographic images provided by the customer.*
- *All images must have releases available at time of printing.*
- *Schell Scenic Studio, Inc. reserves the right to use samples of our digital printing work in our advertising and promotion. By agreeing to do business with us, you give us the permission to use proofs of your image for our promotional purposes. Proper credit will be given to the legal owners of the artwork.*