What file types do we recommend?

It is always best to supply us with the native files if possible. This way we can add bleed and make minor corrections if necessary. The most popular applications are the Adobe Suite of InDesign, Illustrator, Photoshop and QuarlXpress. We prefer you NOT use application such as Powerpoint, Word or Publisher as these are not intended for large format output.

Keep in mind when sending in native application that the support art and fonts need to be supplied. If you are concerned about fonts you can turn them into outlines or paths but we will not be able to edit the text if needed. The support art is usually vector or bitmap images that have been linked. Please do not embed images in Illustrator when sending files to us. We prefer to have linked files provided separately in case we need to edit the images.

It is always best to work in a single color mode. So if you want to work in CMYK make sure all the images are such and all support art and working documents are in CMYK color mode. You can do the same for RGB, just keep it all consistent. For example, if you are using Pantone spot colors but your Illustrator document is in RGB color mode, unexpected results will occur. Another example will be using RGB color swatches and CMYK color swatches together. The program will pick one color mode and convert the other and again unexpected results can occur. It is better to avoid using colors spec'd as spot colors. Convert all spot colors to process colors CMYK whenever possible.but

JPGs and TIFFs are perfectly acceptable but (especially if there is text), you need to make sure the resolution is acceptable for the type of output.

Lastly, PDFs are common and increasing in popularity. They are great and can be a very convenient way to send files. Though we are happy to take them and do so regularly, it should be noted that we cannot control what settings the customers use when saving the PDF. Especially regarding color output and resolution, some strange or undesired issues have been known to arise.

What resolution should images be?

First of all it is important to understand that there are 2 types of images, Vector and Bitmap (Raster). Vector images are resolution independent and will print at any percentage of enlargement without concern for resolution. Examples of vector images would be native Illustrator artwork. Bringing a JPG or TIFF into Illustrator and saving it does not make it a vector file. It is only truly vector if the art was created originally in Illustrator or a program similar to it. Another example would be any text (font) or shapes, boxes, lines etc. created in a program like Illustrator, InDesign, or Quark.

Bitmap (Raster) images are TIFFs , JPGs , anything created in Photoshop, or any scanned images.

Resolution of Bitmap (Raster) files and be anywhere from 75-150 DPI at 100% of final output size. Please keep in mind that if you have an 8" x 10" file at 300DPI but it needs to be printed at 400% (32" x 40"), the effective resolution of the file and the final size would be 75 DPI.

The suggested resolution is dependent on the output:

- Photographic Process: (Lightjet, Lambda) 150 DPI is recommended
- Flatbed Direct Imaging : (Vutek) 100-150DPI
- Dye Sublimation Fabric Printing: (Mimaki, Roland) 100-150 DPI. *Note: 75 DPI will have acceptable printability if it is a background image and not a small graphic treatment.*
- Solvent Inkjet: (Roland EcoSolv) 100-150 DPI.

When in doubt about the resolution of your file, please do not "resample files up" to create a high resolution file. Send us the original file and let us know if there is a concern. We can advise and determine if the file is of sufficient resolution.

One last thing to keep in mind is the size of the final output. If you have a really large image that will be tiled over several panels, to save time, space and aggravation you can go tot the lower end of the resolution spectrum. Due to the fact that with a larger print the image will be viewed at a greater distance, resolution becomes less of an issue. Often referred to as the "Billboard Effect" the Apparent Resolution of a graphic is dependent on thedistance that it is viewed. It will also be much more efficient working with files that are smaller and more manageable. We have printed from files that had lower than recommended resolution and the customer was happy with the results. It is really a subjective judgement that must be made on an individual basis. If there is any question, we can print a small sample of the file at the full enlarged size to give the customer and idea of how any given file would look at the finished size.

How much bleed do we need?

When setting up files, bleed needs to be included (especially with fabric output) to make sure that when the final product is sewn there is a smooth transition in the hem, pole pocket, etc. If there is going to be a very large pole pocket on a single sided banner, or if some strange shape need to be cut out we may need quite a bit more bleed. As a rule of thumb, if there is at least an inch of bleed available on all 4 sides of the image it will usually be sufficient and we can create he rest if necessary.

What is fabric stretch and how does it effect the positioning of graphics and type?

When positioning your graphics and type when designing for fabric displays it is important to allow for fabric stretch that occurs during the Dye Sublimation process. For larger size Display Units, such as 8' x 8' , critical graphics and type should be placed 4"-6" from the edges. For smaller display units, such as typical Banner Stands ,2"-4" is the tolerance.

What is the best way to supply files?

Of course we can always take CDs/DVDs but as that is getting less common customers can email the file, post to our FTP site or to their FTP site. yousendit transfer of files is also quite popular.

Tips to keep in mind:

- Always stuff or ZIP files. Unkown file formats are often altered or extensions deleleted by some email applications and/or FTP sites and as a result we are the unable to use the files
- Zipping or stuffing files usually protects them from corruption
- PDFs and JPGs files are usually not a problem
- Reminder to have extensions on all files so that we can identify the application used to create the file
- Don't send large files through email
- Email limitations are generally 8-10 MB

QCI FTP Access:

Host: ftp.quakerchroma.com

Username: visitor

Password: qc1069

- Placing files does not sound off any bells or whistiles. Please contact your QCI representative or production co-ordinator
- Provide file name
- Corresponding client PO or Job Number is helpful
- Zip Files or Stuff
- If File size exceeds 1GB it is recommended to break up into more than 1 ZIP
- It is best to use an FTP Client Software such as Fetch, Transmit, or Cute FTP
- Avoid using Explorer or other internet applications. Files can time out during transmission and FTP compatibility issues with certain versions exist
- Provide Login information if we are instructed to pull files from your FTP site