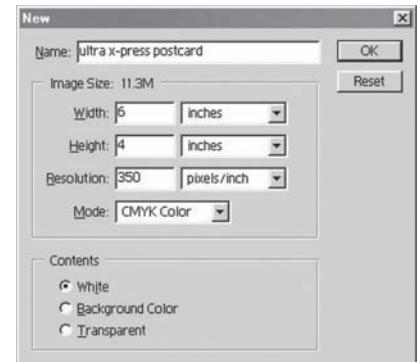# Setting Up Adobe Photoshop Files For Printing

NOTE: Before creating your artwork, we recommend you read our information sheet on "sizing your document"

Step 1: Create a new file
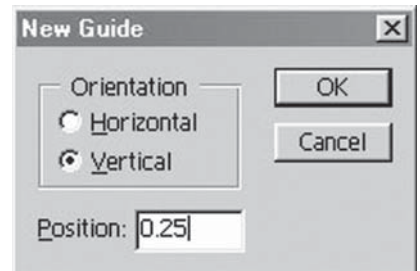**Command: File > New**

Set your file size according to the recommendations found in "Sizing Your Document". Other file parameters should be set as shown at right. Resolution needs to be set at 350 dpi/pixels per inch. Colour mode should be set to CMYK. Note that if you are creating a black and white image, the "Mode" box should be set to "Grayscale".

Step 2: Set up guides
Command: View > New Guide

Guides will remind you where your trim lines and safe zone are as you create your artwork. Measuring inwards from each border of the document, set your trim lines 0.125" and your safe zone boundary at 0.25".

Step 3: Create your artwork

Some tips for creating artwork that will yield the highest quality printed results:

Use a rich black: Large solid black areas will look more vibrant using a black composed of 100% Process Black, 40% Cyan, 10% Magenta and 10% Yellow than if you simply use process Black. Note that rich black should not be used for text or gradients.

Use Large Bitmaps: Imported bitmaps (scanned images, for example) must be created at a size equal to or greater than their final pixel dimension in your final artwork. For example, if you are creating a full-bleed scanned background on a 2"x3.5" business card, you must ensure that the original scan measures at least 790 x 1320 pixels; that's the bleed size (2.25" x 3.75"), multiplied by the resolution (350 dpi).

Avoid Thin Borders: Borders with inside edges close to the edge of your "safety zone" may not appear even once the finished product has been cut. If you must have a solid border, make sure its edge is well inside the safety zone; however, we recommend avoiding borders entirely.

Creating Type: We recommend that you do NOT use Photoshop for creating type. Unless you save your files in a particular manner (see "Saving your Files", below), Photoshop rasterizes all text as the file is saved. Put simply, your crisp test will be transformed into dots, yielding less-than-ideal printed results. We recommend that you create your images in Photoshop, but do your final layout (including text) in a page layout or illustration program such as Quark XPress or Adobe Illustrator.
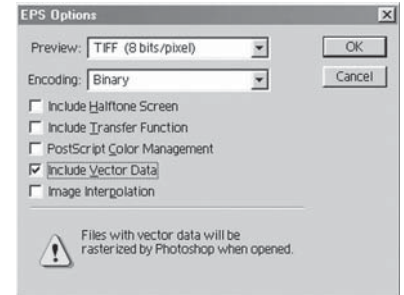
Setting Up Adobe Photoshop Files For Printing Cont.

Step 4: Saving your files
Command: File > Save As
Enter your file name, and select either "Photoshop EPS" or "TIFF" as the file type. Note that if you are using Photoshop 6 or later, saving as an EPS allows you to save fonts as vectors, thus avoiding having to use a separate page layout program for text. **Click "Save"**
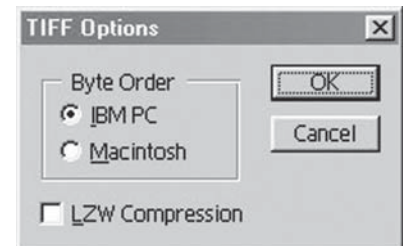
Depending on what file type you selected, a second dialog box will appear. If you are saving as a TIFF, select either IBM or Macintosh Byte order. If you are saving as an EPS, Set the preview to 8 bits/pixel, the Encoding to Binary, and make sure that ONLY the "Include Vector Data" box is checked. Note that Photoshop only allows you to check this box if your image contains vector data (commonly text). **Click "OK"**

Step 5: Submit your files to Ultra X-Press
Please compress your files using Win Zip or Stuff It.
Files can be uploaded through our website at printprint.ca

If you have any questions feel free to contact us.

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