

THE KEY PRODUCTION



**GUIDE TO
SUPPLYING
ARTWORK**

INTRODUCTION

Thank you for using Key Production to manufacture your vinyl, CD or DVD.

We will endeavor to make your product the best possible, because we know that your release is important to you, and so it's important to us too.

We have made this guide to help you prepare your artwork, please read through it, even if you are an experienced graphic designer.

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ESSENTIAL INFORMATION

We prefer to be supplied with native files such as Quark, Photoshop, InDesign, or Illustrator.

We can accept artwork supplied as a PDF file, but as we have learned from experience, there is a vast variety of pitfalls in supplying artwork as a PDF.

All images must be at least 300dpi.
Images with fine lines or small text should be 600dpi, and bitmaps should be 1200dpi.

Colours should be CMYK or greyscale.

Remember to send us all of the fonts that you have used.
If you are emailing or sending us artwork via ftp then please zip or stuff the fonts.

Mark all relevant information such as page numbers or spot colours or special instructions on the pasteboard or in an area outside the bleed.

Never mark centre holes on the label artwork.
If you want holes on printed vinyl sleeves be sure to let us know but do not mark them.

Do not leave key lines around the outer edge of artwork.

Make sure that your catalogue number is on the label and cover (back and spine).

For vinyl make sure that the A & B sides are clearly marked.

If your release is to be sold in the USA then it is essential to have "Made in England" printed on paper parts.

Remember to include publishing and copyright information.

We cannot be held responsible for proof reading or spelling errors.
All artwork should be proof read, by you, before it is given to us.

Please clearly name your files by catalogue number, especially if you are sending us the files via ftp or email, so they are easy for us to locate.

Make a print out of your artwork on your home printer. Assemble the artwork to make a mock-up of how the artwork will look when it is printed. This will give you the chance to double check your artwork before you send it to us, and it is useful to us if you send us the mock-up with your artwork disc.

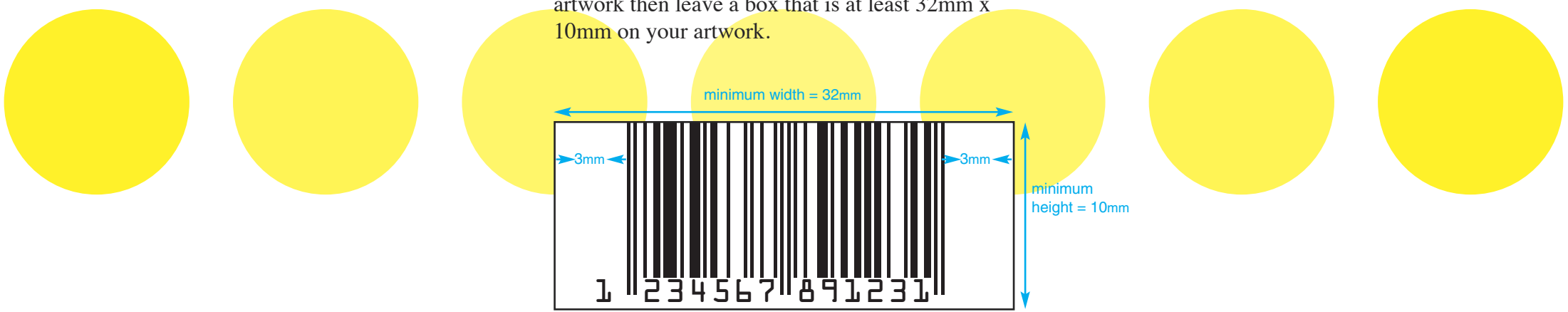


BARCODES

Barcodes must be a minimum size and adhere to acceptable colour combinations to be readable by barcode scanners.

There must be a clearing space of 3mm either side of the edge of the barcode.

If you would like us to place a barcode on your artwork then leave a box that is at least 32mm x 10mm on your artwork.

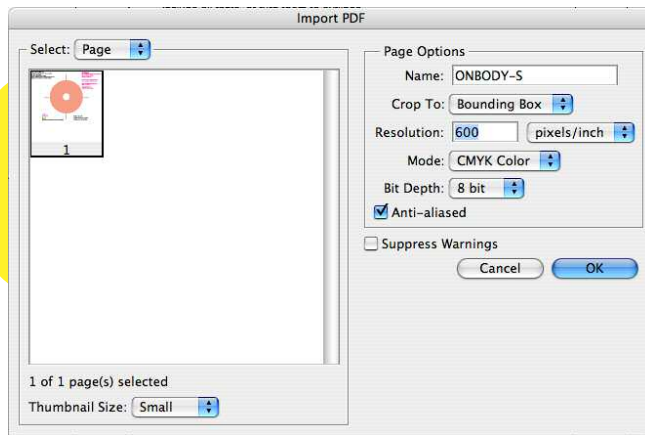


PHOTOSHOP

GETTING STARTED

The easiest way to make your template in Photoshop is to open the PDF that has been supplied to you in Photoshop.

A dialogue box similar to this will appear:



Set Resolution to 600dpi.
Set Mode to CMYK Color.

Make a new layer to put your artwork on.

COLOURS

It is important to design your artwork in CMYK rather than RGB. To print your design the images need to be CMYK.

When images are converted from RGB to CMYK the colours often appear more dull.

If the image uses spot colours (Pantones), a varnish or has a cut out, mark this on a separate, clearly marked layer.

Black can be made up of just black ink (for a dull black), or can contain some Cyan Magenta and Yellow too. The default CMYK Photoshop black has values of 63/52/51/100, this is a rich black.

If you are using a lot of black in your design then make sure that the blacks match. You can easily do this by opening the CHANNELS palette and click through the channels. If you have blacks that don't match then you could end up with unwanted boxes and lines on your artwork. Unmatching blacks are very difficult to spot on screen, so it is important to check the channels.

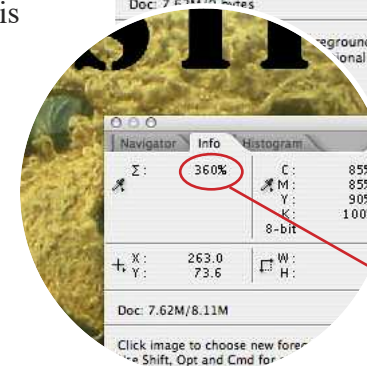
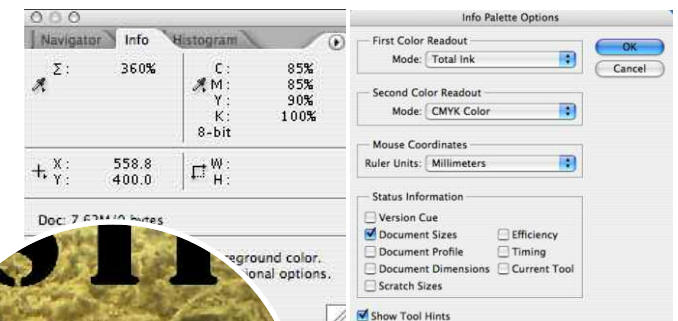
The **TOTAL INK COVERAGE** should be less than 300%.

This means the CMYK value of any colour used should not add up to more than 300. For example, if an image is made up of 85% cyan, 85% magenta, 90% yellow and 100% black, the total ink coverage is 360 (85 + 85 + 90 + 100 = 360)

To check the Total Ink in Photoshop:
Open the info palette (Windows > Info).

Click on the small arrow on the top right of the palette and select Info Palette Options.

Change the First Colour Readout to Total Ink, and the Second Colour Readout to CMYK Colour.



Hold your cursor over the darkest parts of the image and check the Total Ink Readout.

PHOTOSHOP

When you have finished your design, you can either send us your artwork as an unflattened PSD file, or flatten the file and save as a tif (with no compression).

If you supply as a PSD file then please delete any empty or hidden layers, and include any fonts that you have used, (zip or stuff the fonts to avoid them corrupting).

QUICK CHECKLIST

- ☑ *Fonts included (if applicable).*
- ☑ *Files are at least 300dpi - (600dpi if small text or fine lines are included).*
- ☑ *3mm bleed included.*
- ☑ *Total ink limit less than 300%.*
- ☑ *Colour mode is CMYK or greyscale.*
- ☑ *Spot colours are indicated clearly.*
- ☑ *Booklet pages are set up as printers pages and are labeled.*

QUARK & INDESIGN ESSENTIAL INFORMATION

InDesign and Quark XPress templates have been supplied for you to use to design your artwork.

Please remember the following points:

Images must be at least 300dpi (or 600dpi for onbody artwork and images with fine lines or text) and be either CMYK or greyscale.

Colours must be CMYK or spot (Pantone) colours.

Ink coverage must be less than 300%. (see page 5)

Bleed must be included. (see page 10)

Text size must be over 5pt.

TIP: If using InDesign, use the Preflight feature (File>Preflight) to check the fonts and images.

TIP: Use the Collect for Output feature in Quark XPress, or Package feature in InDesign to ensure all images & fonts are included.

TIP: If you're using Quark XPress, make sure that OPI (Open Prepress Interface) in the XTensions Manager is turned off.

QUICK CHECKLIST

- ✓ *All images used in the design are supplied.*
- ✓ *Image resolution is over 300dpi (or 600dpi if design features fine text or lines), bitmap images should be 1200dpi.*
- ✓ *Images used are correct print colours (CMYK or greyscale).*
- ✓ *Extra information is listed on the pasteboard (ie page numbers, label sides, colours).*
- ✓ *Bleed is included.*
- ✓ *Pagination is correct.*
- ✓ *Quark XPress files are Single Language documents, and where possible, free from extensions.*
- ✓ *Fonts are included.*

USING IMAGES IN QUARK & INDESIGN

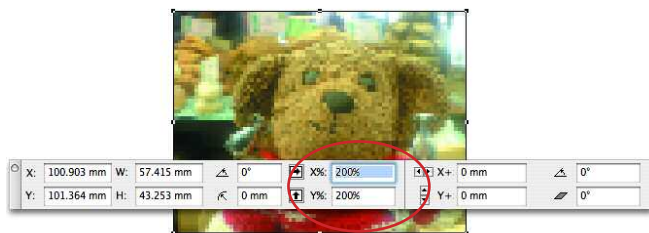
IMAGES SIZE AND RESOLUTION

All images must be at least 300dpi. Images with fine lines or text are recommended to be 600dpi.

If the images are lower resolution than recommended then there is a danger that the finished printed article may not be as good quality as expected.

RELATIVE RESOLUTION

Remember that if images are placed into a layout program such as QuarkXPress or InDesign or Illustrator at more than 100% then the relative resolution will be lowered. For example, if an image is 300dpi and then used at 200%, the relative resolution is 150dpi.

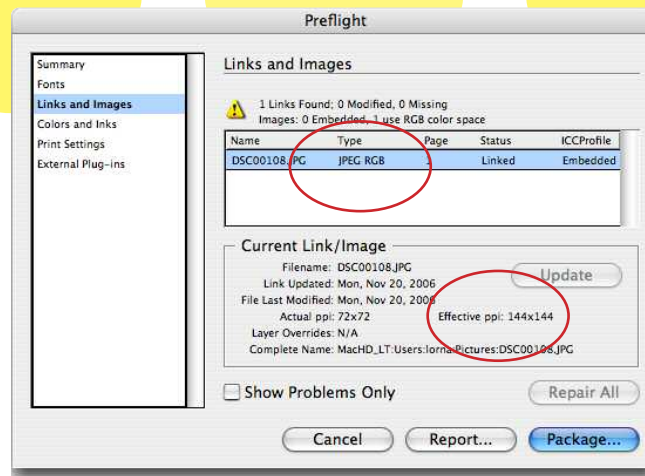


USING IMAGES IN INDESIGN

If you are using InDesign, use the Preflight function to check if the images you are using are high enough resolution and are CMYK or grayscale.

File > Preflight > Links and Images

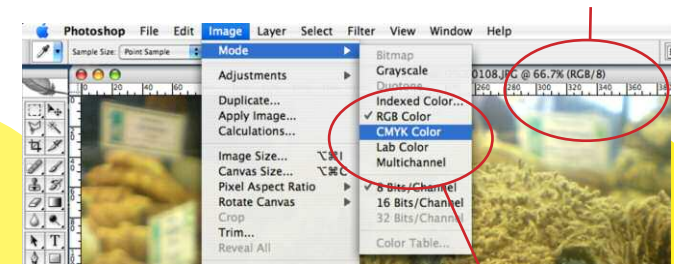
This example shows that the image is unsuitable for print because it is an RGB JPEG, with a resolution of 144dpi.



When you change an image from RGB to CMYK you may notice that the colours become less vibrant.

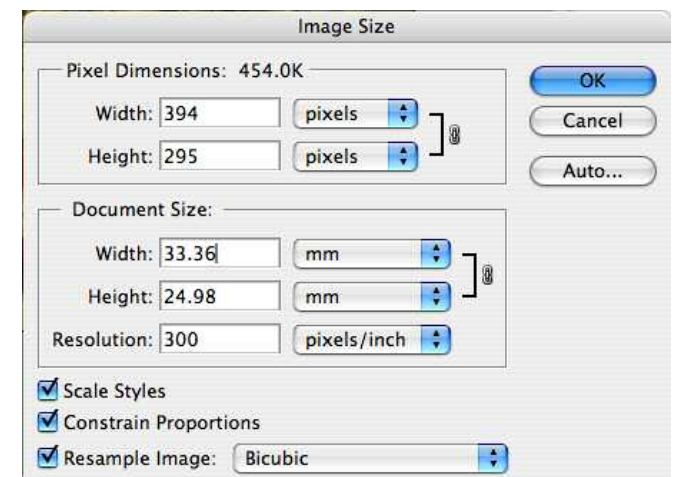
USING IMAGES IN QUARK XPRESS

If you are using Quark XPress and are unsure whether your images are the correct resolution and colour mode, open the images in Photoshop. The top bar of the image will give the colour mode.



To convert an image to CMYK click on Image > Mode and select CMYK Color.

To check your image size in Photoshop Open Image > Image Size Make sure this resolution reading is for pixels/inch. Check the figure in Resolution.



ILLUSTRATOR

If you are designing your artwork in Illustrator, open the PDF template supplied to you in Illustrator and create a new layer to place your design on.

If you are placing images into your design then make sure that the images are at least 300dpi. (see page 8 for more information)

Send us the fonts used in your design, or turn the fonts to outline. To do this select all the type, go to Type in the top menu, and select Create Outlines.

Make sure that all colours are CMYK or greyscale or spot colours if required.

QUICK CHECKLIST:

- ☑ *Include all fonts, or turn all text to outlines. (select all type, go to Type in the top menu bar and select Create Outlines).*
- ☑ *Images should be CMYK (or greyscale) and at least 300dpi, (or 600dpi if it is for a CD or DVD onbody label).*
- ☑ *Colours are clearly marked.*
- ☑ *Bleed is included.*
- ☑ *Booklet pages are in the correct order.*

BLEED

Bleed is the area outside the trim line that will be trimmed off at finished print. It is usually 3mm, but may be more, it will be indicated on the template supplied to you.

Safe area is 3mm inside the edges of the artwork. You need to keep all text and important graphics within this area.

It is essential to include bleed on all of your artwork except CD or DVD labels.

Extend images to the edge of the bleed area, and keep text within the safe area.

You may have been supplied a template to use for your artwork. Make sure that you include bleed when laying your artwork out onto the template!

correct

The text should be placed at least 3mm away from the edges of the artwork, otherwise there is a danger that it will get cropped.

Images that come to the edge of the page should have an extra 3mm added. This is called bleed.



wrong

This version is wrong. The text is right up against the edge of the page and it is likely that some text will get cropped.

These images do not have bleed, so there is a danger that there will be a white space at the edge of the page.



this is where the finished print will be cropped to



keep text within this area (safe area)

extend image to the dotted line (bleed)

PUTTING THE PAGES IN ORDER

Booklet artwork should be supplied paginated as printers pairs as illustrated below:

4 page book

4	1
2	3

8 page book

8	1
2	7
6	3
4	5

12 page book

12	1
2	11
10	3
4	9
8	5
6	7

It is not always obvious to us what the page order is! Please help us by marking the page numbers on the pasteboard or outside the crop marks, or supply us with a print out of your booklet, with page order clearly indicated.



ARTWORK FOR CD LABELS

Designing for a CD or DVD onbody label is different to designing for paper. The way that the design is printed on to the disc means that some designs work better than others. Look at some of the CDs in your own collection and think about what makes them good or not!

Please use the template supplied to you, do not change the size or layout of the template. The templates are in Quark XPress, InDesign and as a PDF which can be opened and used in Illustrator or Photoshop.

Remember that there is a central hole, but do not mark this on your artwork. CD label artwork does not need bleed adding.

Include a catalogue number on your artwork

IMAGES

Use images that are 600dpi. If you are using a design with a lot of fine lines then it is best to use vector lines (illustrator eps) rather than bitmap images (photoshop)

Sometimes definition is lost with subtle tonal shades, so avoid using tints that are less than 15% or over 85%.

COLOURS

CD onbody artwork can be set up as either full colour (CMYK) or using spot (Pantone) colours.

If you have a full colour design then it is recommended that a white base is also used.

List the colours that you use at the edge of the template. Indicate if you want a white base or not.

If the disc does not have a base colour then the silver of the disc will show though where there is white (or tones) on your artwork. The silver part of the disc does not go right to the centre of the disc, there is a ring around the centre which is clear plastic. Be aware of this if you are planning to have the silver of the disc as part of your design.

TEXT

Text must be bigger than 5pt.

For the best results make any text on the onbody artwork vector (ie add text in Quark or use an illustrator eps).

Text that is part of an image (ie done in Photoshop) may not print as clear, and should always be at least 600dpi.



QUICK CHECKLIST

- Colours are clearly marked.
- Design is CMYK or spot colours (Pantone).
- Images used are 600dpi.
- Catalogue number is included on the design.
- Indicate if a white base is required.

HOW TO SEND US YOUR ARTWORK

Now you are ready to give us your artwork. There are a few ways that you can send your artwork to us:

BY FTP

An FTP program is needed to upload files to the Key Production ftp site.

If you are using a PC then you can use Filezilla or Core FTP, (both are free to download).

<http://www.coreftp.com>

<http://filezilla-project.org>

If you are using a Mac then you can download Cyberduck (donation) or Fetch (free trial) from these links,

http://download.cnet.com/Cyberduck/3000-2160_4-10246246.html

<http://fetchsoftworks.com>

All of these programs come with instructions.

Please inform the planner who sent you the templates when your artwork is uploaded.

The Key Production FTP information is:

URL: [ftp.keyproduction.co.uk](ftp://ftp.keyproduction.co.uk)

Username: Guest

Password: Key!2008

WEB-BASED

You can also use a web-based ftp program, such as YouSendIt.

<http://www.yousendit.com>

Please send the notification to the planner who sent you the artwork templates.

BY POST

Burn your artwork onto a disc, remember to write the catalogue number and/or the artist and title of the release clearly on the disc.

It is helpful if you include a print-out of your artwork, write any instructions that you think are relevant, and a contact phone number and/or email address.

Address the disc to the planner who sent you the artwork templates at:

**Key Production
8 Jeffreys Place
London NW1 9PP
UK**