

Keeping it simple: How to send copy for us to create artwork for you

1

TEXT

If you are sending a small amount of text, simply include the text in an email, with instructions for us.

For over 100 words of text please provide a Microsoft Word file. **Do not include pictures or logos within your text** (see next step). Include instructions at the top of the file and save it with a title relating to your work, **do not add password protection.**

2

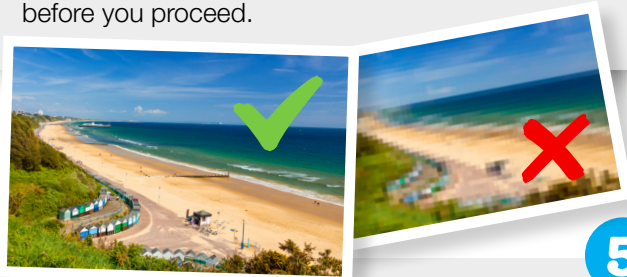
IMAGES

Please send these **as attachments** to your email. They should appear on your email above your text box. The best way to add images to an email is to select the icon/file and drag onto your open email. This will automatically fill the attachment box. It is important to add them as attachments - **do not add them into the body of your email as this will reduce the quality of the file.**

3

IMAGE QUALITY

Image quality is very important in Print, without quality or resolution your pictures will appear pixelated - a sure sign that you have a low resolution image. You can test the quality roughly yourself by enlarging the image to the size it will need to be printed. If the image looks hazy or the file size is **below 1MB/megabyte** (right click on the image and select properties to find this information) then please ask us to check the quality of your images before you proceed.



5

TAKING PHOTOGRAPHS FOR PRINT

Modern mobile phones and even budget digital cameras have a reasonable quality lens but before you start to 'click' away you need to know a couple of things. Resolution; our print process is hungry for data so the more digital information in your image file, the better.

When you have taken your photograph, it will be compressed, so when you come to save it or send it, make sure to save it to the highest resolution available.

If you are using a digital camera check that it is set on High Resolution.

4

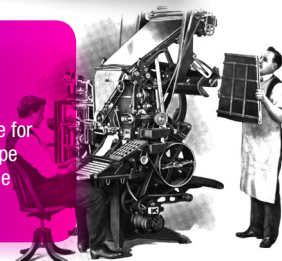
TRADITIONAL CAMERAS OR SCANNING

For those using traditional Cameras or those who are scanning drawings or images please set your equipment to **300 dpi** (dots per square inch) and if possible to **CMYK** (Cyan Magenta Yellow and Black) - save as **jpgs** or **png** files. If your scanner only has RGB (Red Green Blue) this is ok but we will have to convert to CMYK.

Marquee Moments in History 1886



The first commercially successful machine for creating fast movable type was the Linotype Simplex Typesetter and was installed in the New York Tribune in 1886.



These are the basics when supplying your files for us to create Artwork. We use an industry standard Design programme; Indesign. When we proof the job back to you we will either send you a printed proof in the traditional and preferred way or send you a PDF. A PDF is a 'buzz' word for Portable Document File, developed by Adobe, which permits anybody to view the file from their computer by downloading the free to use Adobe Reader. If you have not installed this program it is a good idea to do so as it will be very useful for many uses. A word of warning, it is a reader of PDF files and not much good for anything else!

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