sunset Printing

3 - STEP GUIDE
TO DESIGNING
YOUR OWN ARTWORK
FOR THE BEST
PRINTING RESULTS

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STEP 1: UNDERSTANDING SCALING AND SPACE

Basically a round peg cannot fit into a square hole.
Square images need to fit into square spaces.
Rectangle images need to fit into rectangle spaces.
Otherwise, you will need change your layout, change the size of the image or lose some of the image.

Rectangle Layout Space	SQUARE IMAGE	Square Layout Space	RECTANGLE IMAGE

If you need to enlarge an image you need to consider the "resolution" of it first. Photos should be 300 DPI (dots per inch) AFTER enlargement. They lose quality the more you enlarge them so they should be higher quality first. The ratio is 2-1. Here is an example: The orginal photo is 3 inches tall and you want to make it 6 inches tall, the original should be 600 DPI (dots per inch). Drawings and lineart are the same but need to be much higher resolution for quailty. Drawings should be at least 1200 DPI at their final size.
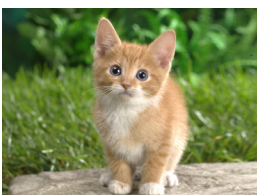
36 DPI

72 DPI
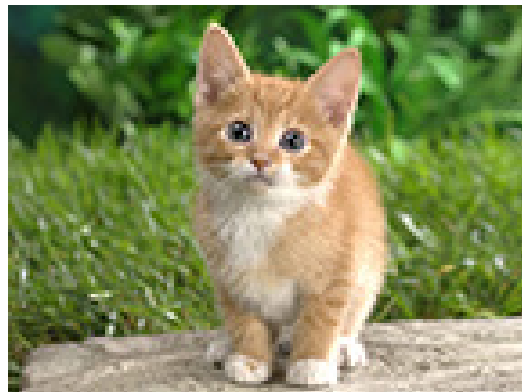
Enlarging low-resolution images severly hurts the image quality. Also NEVER just change the resolution of the image. Your original must start out hi-quality.

300 DPI
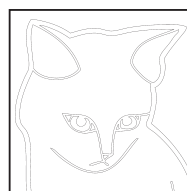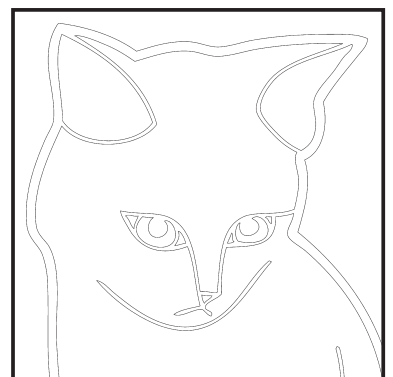

1200 DPI

600 DPI

2400 DPI

STEP 2: UNDERSTANDING WEB VS PRINTING

If you are designing something that may end up on the web, ALWAYS start with images that are "Print Quality". Images for the internet ARE NOT PRINT QUALITY. Print quality images can always be adjusted for the web. While printing needs hi-resolutions images/photos, the web does not. Images for the web are only 1/3 the quality of images for regular printing. *So do not think you can just grab something off of the web or your email to get that printed and have it look nice.*

Another important aspect is the color. Web images will ALWAYS look brighter that printed images. They use different color values that cannot be reproduced in brightness. So your bright blue website logo may look darker and dull when actually printed. *Be happy with the printed pieces FIRST and then change the images for the internet.*

Some web images will also look choppy and blurry when actually printed, why risk it?

This image (on the left) was designed for the web (RGB).
Changing the color values for actual printing (CMYK) makes it look duller.

	lightblue			lightblue

LIGHTBLUE   **LIGHTBLUE**

R	G	B	HEX
47	86	233	#2F56E9
45	100	245	#2D64F5
47	141	255	#2F8DFF
51	171	249	#33ABF9
52	204	255	#34CCFF
82	219	255	#52DBFF
23	236	236	#17ECEC
110	255	255	#6EFFFF
168	255	255	#A8FFFF
169	255	47	#A9FF2F
255	173	47	#FFAD2F
255	47	154	#FF2F9A
48	129	238	#3081EE
110	193	248	#6EC1F8
174	234	255	#AEEAFF

R	G	B	HEX
47	86	233	#2F56E9
45	100	245	#2D64F5
47	141	255	#2F8DFF
51	171	249	#33ABF9
52	204	255	#34CCFF
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23	236	236	#17ECEC
110	255	255	#6EFFFF
168	255	255	#A8FFFF
169	255	47	#A9FF2F
255	173	47	#FFAD2F
255	47	154	#FF2F9A
48	129	238	#3081EE
110	193	248	#6EC1F8
174	234	255	#AEEAFF

STEP 3: UNDERSTANDING BLEED AND CROPS

Everything that you send for printing needs crops marks. Crop marks tell a printer where the finished edges are in case it needs to be cut to size. Also crop marks should not touch each other. All text and images should be at least 3/16" away from the edge of your piece unless the image "bleeds". Bleed is when text or images continue off of the page for a special effect. Follow the examples below and you should be fine. Of course if you have any questions, call us.

Piece to be
printed with
good crop marks.

Piece to be
printed with
bad crop marks.

Piece to be
printed with good
crop marks and
Proper Bleed.

Piece to be
printed with good
crop marks and
Improper Bleed.

Piece to be
printed with good
crop marks and
No Bleed.

Images and Text
should extend at least
1/4 inch past the crop marks
IF THEY ARE TO BLEED

Image TOO CLOSE
to the edge if it is not
going to bleed. There
will be an issue when
cutting it.

Image or text
should be at least 3/16
of an inch away from the
edge if is not to bleed.