

Graphic art guidelines for disc replication or duplication projects...

Introduction

Most every retail bound disc replication or duplication project requires accompanying graphic artwork. Generally, there are three or four graphic art components involved with each project. They include an insert booklet either stapled or folded, a tray card, a disc label, and occasionally a spine label.

While our print process is as good as or better than any in the disc packaging market, please be aware that there are many variables involved. The design application, type of monitor, printer, paper, ink, computer platform, and lighting all affect the way you see colors and design features. Every one of these components has an effect on the output. The paper at your disposal may not be the same as the printer's. Your monitor will not show things exactly like others. Have you ever shopped for a television at the store and noticed how different each one looks? Therefore, it is likely that the finished product will be slightly different from your initial vision. Keep in mind that the print quality in the disc packaging process is not equal to that of a publication like National Geographic. The graphic design is **art**; however, the print process is an unforgiving **science**.

Making sure that your project is set up correctly can eliminate unnecessary production delays due to graphic art problems. To ensure that your project has the quickest output time in the proofing process, please follow the basic steps outlined here:

- ❑ **Resolution** Always create or scan art at an optimal of 300 dpi for the insert and tray card files and 600 dpi for the disc label. Images from the internet are only 72 dpi and should not be used for any print layout. Higher resolution creates files that are too large and lower resolution creates files with poor definition. The resolution of the print output is limited.

- ❑ **Color** Please confirm that your art is submitted in **CMYK** or Grayscale format for the insert and tray card. Files in **RGB** will be converted to **CMYK**, this will cause discoloration, and you will be billed for graphics time. Disc labels are screened directly onto the disc surface. If your design contains solid colors (as a rule we say any color that covers more than a 1/4 of the disc surface) you should use Pantone colors,

this ensures that the color will be stable during the whole run and that the color wanted will be accurate. Please specify which colors were used in your design.

- ❑ **Text Size** Do not use text smaller than 6pt. Smaller text may not be legible.
- ❑ **Acceptable Applications** Please note ONLY the following applications should be used for proper layout. Although we are strictly a MACINTOSH based art department, there are acceptable applications from a PC platform.

MAC:

- ❑ Quark Xpress
- ❑ Adobe Photoshop
- ❑ Adobe Illustrator 8.0

PC:

- ❑ Quark Xpress
- ❑ Adobe Photoshop
- ❑ Adobe Illustrator

- ❑ **File Formats** Please save files ONLY in **.psd**, **.qxd**, or **.ai** format. Insert, disc label, and tray card files must also be converted to final press-ready **.pdf** format prior to submission. If you are unable to convert the mentioned files to **.pdf**, we will be Hapi to take care of this; however, you will incur a standard charge for any necessary conversions.
- ❑ **Templates** We require that all art files be submitted on HAPI SKRATCH templates. This will ensure that all cuts, folds, and measurements will be exact to our specs. If other templates are supplied, there will be spec differences that will delay your project. Assure that upon completion of design that template lines are moved to bottom layer or deleted all together. To create a design for the inside of the tray card or insert, simply open the template file as many times as necessary and save each with its corresponding name.
- ❑ **Bleed** One of the most common reasons for project delay is insufficient bleed allowance. All files require a minimum 1/4 inch of bleed. Do not place any important content within 1/8 inch of the bleed area. The design should overlap onto the black vertical and horizontal marks on the outer edges of the tray card and insert template.

- **Bar Code** If your project requires a UPC [bar code], provisions must be made in the design of the tray card for insertion. The area for the bar code requires a white background for optimum retail scanning. The minimum size for this area is ¼ inch high by 1¼ inch long.

- **Submission** Artwork must be submitted on CD ROM. The disc must contain **.psd**, **.qxd**, or **.ai** *and* press ready **.pdf** versions of the tray card, insert, and disc label. All font files, linked or imbedded images, and graphics must also be included. Do NOT write the files to disc as "read only". Electronic transmission is also acceptable in some cases. All graphic art files must be submitted to Hapi Skratch to assure spec compliance.