

NEW WAVE ACRYLICS

FILE SPECIFICATIONS

Basic Terms:

BITMAP IMAGES

A bitmap (or raster) image is one of the two major graphic types. Bitmap-based images are comprised of pixels in a grid. Each pixel or "bit" in the image contains information about the color to be displayed. Bitmap images have a fixed resolution and cannot be resized without losing image quality. Common bitmap-based formats are JPEG, GIF, TIFF, PNG, PICT, BMP, and PSD - **PHOTOSHOP**. Most bitmap images can be converted to other bitmap-based formats very easily. Bitmap images tend to have much larger file sizes than vector graphics and they are often compressed to reduce their size. **Bitmap images need to have a min. dpi of 300.**



BITMAP ART
EXAMPLE

VECTOR IMAGES

Vector graphics are made up of many individual objects. Each of these objects can be defined by mathematical statements and has individual properties assigned to it such as color, fill, and outline. Vector graphics are resolution independent because they can be output to the highest quality at any scale. Software used to create vector graphics is sometimes referred to as object-based editing software. Common vector formats include: **Adobe Illustrator, CorelDRAW, Freehand**. Vector graphics tend to have much smaller file sizes than raster-based bitmaps.



VECTOR ART
EXAMPLE



To avoid art charges, Send logos in a vector format (**Adobe Illustrator, CorelDRAW! or Freehand**)

IMAGES

We accept artwork created in the following programs.

Illustrator 10 (save as 7 or 8)

Freehand 8

CorelDRAW! 11

Be sure to include any placed or linked images in your artwork. **Bitmap images need to have a min. dpi of 200.**

FONTS

Be sure to include ALL FONTS you are using in your artwork.

Even if all the type is converted to curves (Outlines) We would still need the fonts to make any future corrections.

ALL TYPE NEEDS TO BE CONVERTED TO CURVER (OUTLINE).

FILES

All Files should have a color printout of the job.

We can accept Transparencies and Photos up to 8"x10" for reproduction.

If you have any question, please call: **704-399-3999**
