Artwork Specifications

Engine Room Audio offers a full service graphic design department. If you are having trouble with the directions below, we strongly recommend that you inquire about our Graphic Design services.

Artwork issues are the number one reason for delays and potential extra charges. We want your job to run smoothly without any issues, so please supply your artwork on our design templates and per the specifications as provided below.

1. Graphic Design Software

We support the following design software programs - free 30 day trials of these programs can be downloaded from **Adobe** for both PC and Mac operating systems.

Adobe Illustrator

Adobe Indesign

Adobe Photoshop

If you are not using one of these design programs please supply your artwork files as either .EPS or high-resolution .PDF files.

2. Before You Begin Designing

Your supplied artwork files are expected to be in final form, which means they are ready-to-print without the requirement for changes or modifications.

You must supply your designs on Engine Room Audio **design templates**. We cannot accept templates from other manufacturers.

Remember, you are creating artwork for commercial printing which has different rules than designing for the internet.

The Basics

Design page properties must be set to CMYK colour mode (not RGB) and 300dpi before you begin designing.

If you are using bitmap graphics, imagery or photos they should be created at 300dpi and in CMYK colour mode.

Saving your bitmap images and photos as .TIF (or .TIFF) files will produce higher quality images than .JPG, .GIF, .PNG, or .BMP.

If you are designing using transparencies, gradients, drop-shadows or anything other than 100% solid colour, the tonal range must be between 15% and 85% of solid colour. Tones outside that range may not reproduce properly.

Always allow 1/8" (3mm) of bleed past the finished edges of the design.

Don't crowd the finished edge of the design with text and imagery. We recommend leaving a minimum gutter distance of 1/8" (3mm) to 1/4" (6mm). Download more information about 'gutter'.

Artwork files for stapled booklets are to be supplied in printer-spread format.

Delete all images, text and/or layers that are not required to print in the finished design.

Indicate whether your CD/DVD disc design requires a white flood/backprint.

If you are designing your CD or DVD discs for "silkscreen printing" please review our silkscreen print design tutorials #1 and #2.

Text

Minimum recommended type size for positive print: 5 points.

Minimum recommended type size for reversed/negative print: 6 points.

IF USING PHOTOSHOP: Because text and line-art tends to be pixelated when included in bitmap images, we highly recommend that Photoshop be used to process images but not for typesetting or creating line-art. For best results it is preferable to save your images in Photoshop as .TIF (or .TIFF) files and then complete your design with typesetting and line-art in a program such as Illustrator or Indesign.

Convert Your Text To Outlines/Paths

To avoid compatibility issues caused by different computer platforms and font types, we require the following:

All fonts to be converted to outlines/paths.

If using Photoshop you must 'rasterize' all text layers.

If you do provide your own font files separately please review Item # 4 "Sending Us Your Artwork" for instructions.

Linked Or Placed Images:

If you are 'linking' or 'placing' your images into your design page make sure you supply those source files in a separate folder. Please name the folder appropriately so it can be clearly identified.

3. Proofs & Approvals

Your supplied artwork files are deemed to be received in final form which means they are ready-to-print without the requirement for changes or modifications. Engine Room Audio provides three proofing options as noted below:

► Proof Option "A" - Electronic Proofs

This is Engine Room Audio's default proofing option.

One round of electronic proofs are included in your quoted price.

Design files are reviewed and electronic proofs (normally in .PDF file format) are e-mailed to you.

Electronic proofs are for confirmation and warranty of the physical layout only - they are not for colour reference and do not provide colour warranty. If colour accuracy is a concern we recommend you choose Proof Option "B".

A clearly worded written approval is required (approval via e-mail is accepted).

► Proof Option "B" - Hard-Copy Printed Proofs

This proofing option must be specifically requested.

There is a fee for hard-copy printed proofs - please contact your Account Representative for pricing.

Electronic proofs must be approved prior to the supply of hard-copy proofs.

Hard-copy printed proofs are for confirmation and warranty of the physical layout and colour accuracy.

Up to 5%-10% colour variation between hard-copy printed proofs and the finished product may be unavoidable due to tolerances inherent with offset printing processes.

Colour adjustments of hard-copy proofs may not be possible. In the event colour adjustments can be made, the machine time and re-proofing are charged for (unless the re-proofing was due to our error in proof generation).

A clearly worded written approval is required (approval via email is accepted).

▶ **Proof Option "C" - Pre-Approved Artwork Files**

This proofing option must be specifically requested.

Client supplies pre-approved artwork files, by-passing review and proofs.

No proofs supplied. No layout or colour warranty offered.

Viewing Your Proofs

The purpose of the proofs is to give you one last chance to review your design for overall accuracy and completeness of the design components before it goes to print. Any errors or omissions that you do not correct in the proofing stage will be present in the finished product. View your .PDF proofs with Adobe Acrobat and ensure the Overprint Preview function is turned on.

Proof Approvals

It is the sole responsibility of the client to review all details of the supplied proof which includes (but is not limited to) layout/design, pages sequencing, dimensions, spelling and punctuation.

In order to proceed with production the client must submit a clearly worded written approval of the proofs in person, via fax, or e-mail. A

verbal approval cannot be accepted.

By providing an approval in writing, the client indemnifies and holds
Engine Room Audio free from responsibility and liability for any
errors or omissions in the proof that are not found and corrected by
the client. Furthermore, the client acknowledges that the reworking
and/or reprinting of materials due to client error is at the sole
expense of the client. Such costs will be formally quoted in writing
and must be approved by the client in writing before any additional
work can take place.

Artwork Revisions, Changes and Re-Proofing Charges

As noted in Section # 2 and the beginning of Section # 3, your supplied
artwork files are expected to be supplied in final form, which means they
are ready-to-print without the requirement for changes or modifications.

If revisions to existing files are required, or if new artwork files are
required after proofs have been generated, the proofing process must
begin again. Due to the extra work involved an additional proofing charge
will be required for each additional round of proofs (except in instances
where the required change to the proof is due to our error in generating
the proof).

Re-proofing of a single CD or DVD disc: $10 per additional round of
electronic proofs.

Re-proofing of printed inserts/packaging: $15 per additional round of
electronic proofs.

Re-proofing of posters/merchandise items: $10 per additional round of
electronic proofs.

Re-proofing of hard-copy proofs: Contact your Account Representative for
confirmation of pricing.

When Your Design Is Finished

Leave the design template in the design for our visual reference but ensure it is on its own design layer. Never flatten the design template into the artwork.

Convert all text to outlines/paths. If using Photoshop please rasterize all text layers.

If you are designing using linked/placed images please supply those images in a separate folder.

Place all of your relevant design files and folders into one folder. Name the folder with your Job Number and your Project Title.

Mac Users: Use 'Stuffit" to compress your design folder. Name this file with your Job Number and Project Title.

PC Users: Use 'Zip' or 'Winzip' to compress your design folder. Name this file with your Job Number and Project Title.

Submit your design file on CDR with your other order assets or upload it to our FTP dropbox. If you are sending a CDR please ensure the disc is clearly marked with your Job Number and the title "Artwork Files". Never supply your artwork files on the same disc as your Master content files.

5. Important Information You Should Know

Colour Accuracy - As noted in Section # 3, electronic proofs are never to be used for evaluation of colour. This is because computer monitors don't represent colour values accurately.

Your order will go to print based on the colour values as supplied in your artwork's imagery.

If colour correctness is a concern we recommend you request hard-copy printed proofs for approval and warranty of layout and colour.

Note: Due to variations inherent with offset printing processes, a colour

variation of up to 5%-10% between the printed paper proofs and the final printed product may be unavoidable and this is considered to be within acceptable industry tolerances.

If the colouration of your hard-copy printed proofs is not to your satisfaction there may be nothing we can do about it from a standpoint of printing. In many instances the only way to alter colouration will be for your to revise your artwork and resubmit it to us. In this event, re-proofing charges will apply.

Client Supplied Colour Samples - Client-supplied printed colour samples can be accepted for some products but not all. Please contact us to discuss your particular project.

Even if we can accept your colour sample it may not be possible for our printers to match the colouration on your supplied sample - but we will come as close as our printing equipment will allow. This is because the printing equipment, calibration, inks and substrates you used to print your sample are different than what we will use to print your order.

Because we cannot guarantee a match to your supplied sample we require you to order hard-copy proofs for sign-off.

If the colouration of your hard-copy printed proofs is not to your satisfaction there may be nothing we can do about it from a standpoint of printing. In many instances the only way to alter colouration will be for you to revise your artwork and resubmit it to us. In this event, re-proofing charges will apply.

Ready-By-Date

IMPORTANT: We strongly recommend that you do not

(A) schedule the release of your product

(B) book a product release event

(C) schedule a trip or tour prior to receiving your product.

Every effort will be made to fill orders within the timeline quoted at the outset of the project, however, quoted ready-by-dates are to be considered estimates only and are not guaranteed. Though uncommon, due to the inherent nature of custom manufacturing delays can sometimes occur and Engine Room Audio Manufacturing assumes no responsibility for any damages growing out of or owing to any delays.

Silkscreen Printed Discs

The biggest stumbling block for Silkscreen Printed discs is understanding how to design with colour separations. Please read this tutorial for instructions on colour separations.

Unless you are experienced with designing for Silkscreen Print you should refrain from using anything less than 100% solid colour in your design. Silkscreen Printed gradients, transparencies, drop shadows and screens in your design will not have the consistent and smooth appearance that you see on your computer monitor. Please read this tutorial for instructions and examples on designing using less than 100% solid colour.

For spot colour silkscreen printing - best results come from line-art graphics and text. Bitmap images tend to be jagged in appearance and don't print well so Photoshop is not recommended for Silkscreen designs.

Tonal range for Silkscreen Printing at less than 100% solid colour is between 15% and 85% of solid.

For spot colour silkscreen printing you must specify Pantone Matching System (PMS) Solid-Coated colour numbers. The PMS designation is C.