

# GRAPHIC ART SPECIFICATIONS

The following lists of applications, file types, and storage formats are recommended when submitting graphic art to The Exhibit House. Compliance with these recommendations assures faster turn around, lower costs, and higher quality final images.

When possible, please provide the original design files as opposed to high res pdfs. Please include 0.25" minimum bleed, 0.5" on graphics larger than 36" x 36".

It is also recommended that a hard copy or a pdf file is supplied along with the production files to verify content.

## APPLICATIONS

Adobe Illustrator CS6 and earlier  
Adobe Photoshop CS6 and earlier  
Adobe InDesign CS6 and earlier  
Quark Express 8.0 and earlier

## FILE FORMATS

Photoshop (native .psd)  
jpeg  
tiff  
eps  
ai  
quxd  
indd  
pdf

## STORAGE MEDIA TYPES

CDR  
DVDR  
USB Flash Drive  
Electronic via e-mail  
(Files no larger than 10 MB)  
Electronic via FTP  
(We can provide ftp info upon request)

## MEDIA

Film transparencies

Digital images - raster or vector  
(Raster images are electronic files with individual pixels used to create a larger image. Typically these images are created in Photoshop and can not be scaled without a loss in image resolution. Example - an image that is 2"x2" and scanned at 300 dpi when reproduced at 4"x4" would be 150 dpi. Vector images are electronic files created with points and line segments. Typically created with an application such as Adobe Illustrator. These files can be scaled with no loss in image quality.)

Hard copy

(note - there is a loss of quality inherent in the enlargement process)

## QUALITY RECOMMENDATIONS

CMYK TIFF image is preferred for best quality of raster images. These images should be created so the final output size is a minimum of 72 dpi up to a maximum of 150 dpi (if text is embedded in raster image, file should always be 150 dpi). This is critical for a high quality image output. If image is scanned it should not be interpolated (interpreted via software and adjusted to appear in a higher resolution).

