

Photoshop

Display

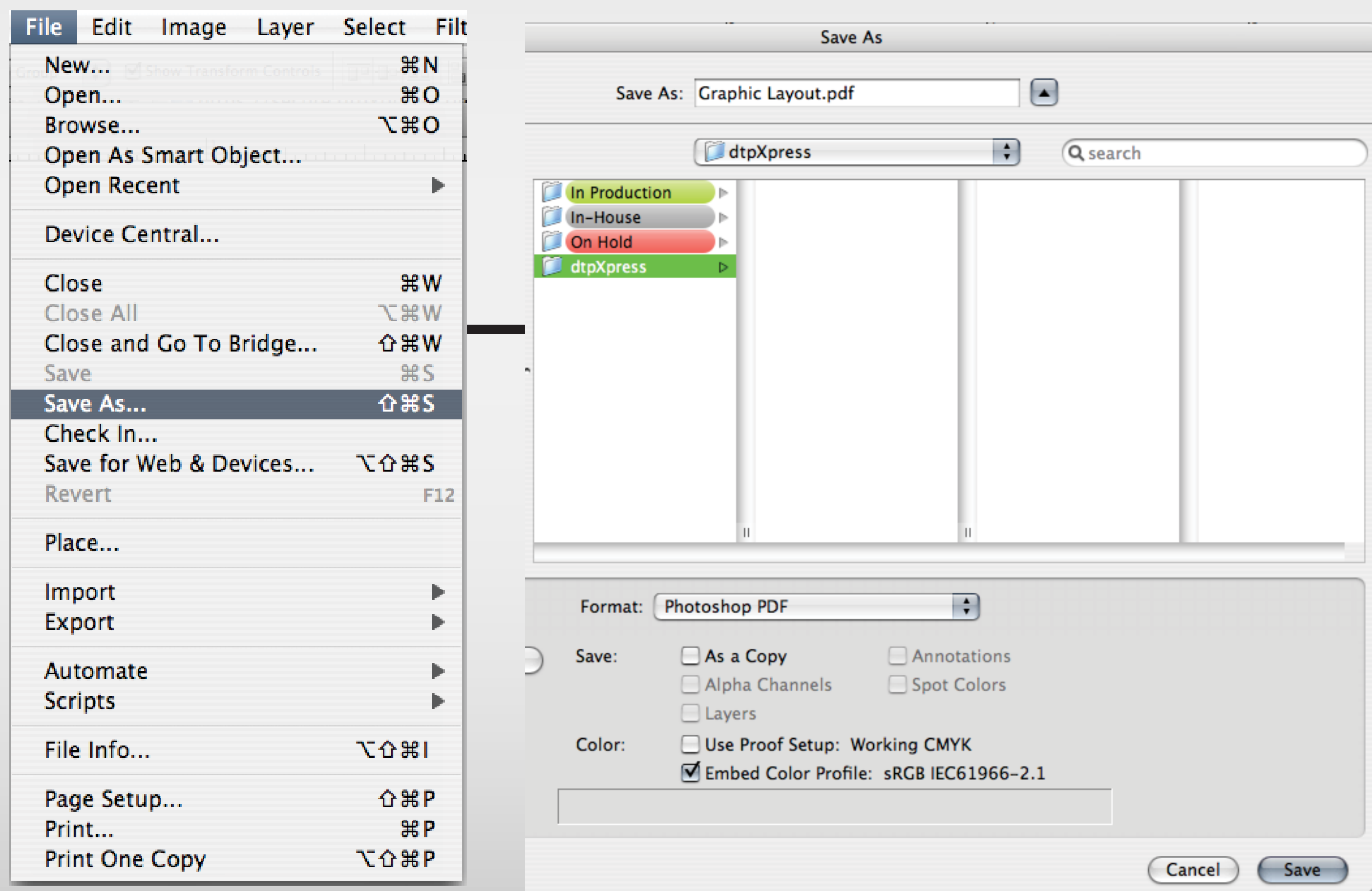
Files should be designed at full size and below are the recommended resolutions:

Great Quality	150 dpi
Display Quality (Commercial Graphics/tradeshows)	100 dpi
Lowest acceptable (minimum dpi to create acceptable graphics)	75 dpi

Always start your designs at 100-200 dpi/ppi in RGB color space. This will ensure that your end result is crisp output with no artifacts or blurring. (Note: DO NOT design in low resolution and increase the resolution in Photoshop before final output) Make your document layout .25" larger in height and width than the final print size. (e.g. If a print has a finish size of 18"x24" then set the document up 18.25" x24.25").

After designing your file save as Photoshop PDF

FILE: SAVE AS then select from the Formats pull down Adobe PDF (PDF) Note: Do not worry about the warning at the bottom of the save as screen "Some of the document's data will not be saved using the chosen format and option" all this means is you're flattening the image with the chosen options and layer/font data will be merged and flattened.



Note: After you save your Press Optimized PDF file, OPEN the file in ADOBE ACROBAT and inspect the final image layout and quality. Remember that in Acrobat what you see is what you get (WYSIWYG), so make sure if something looks incorrect to fix it before uploading!