



**DATA DIRECT**  
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Providing Artwork

## Providing Artwork

At Data Direct Australia, we try to make the artwork process as simple as possible. This is why we require the proper file format to produce an outstanding finished product.

You could either take benefit of our in-house graphic designer, who can put together some amazing artwork following your instructions, or you can submit your own artwork observing the guidelines provided.

## Acceptable File Format

Ensure the artworks are the proper file format, photos and fonts (known as Links) are provided with software such as InDesign. Whereas in Illustrator, Photoshop and Acrobat, fonts should be outlined/rasterized and images embedded.

We also accept the earlier file formats from the softwares listed below:

### **Illustrator Version CS3**

File format: AI or EPS

### **QuarkXPress or InDesign Version CS3 (Publications)**

File format: QXD or INDD

### **Photoshop Version CS3 (Images)**

File Format: PSD, TIFF, EPS and JPEG

### **Acrobat 8**

File Format: PDF

For production purposes, please avoid handing over **Microsoft Word, Excel or Powerpoint Documents**. Please do not submit **.GIF, .BMP or images from internet**.

## **Images and Photoshop Artworks**

Also known as Raster Art – (Photos, Scanned Art) should be prepared as either .EPS, .TIFF or .JPG files, with the following resolutions:

Make sure photographs provided are at 266-300 dpi (full colour) and Line Art at 600-800 dpi (black and white bitmap). Rasterized artwork should be placed in the artwork at 100%, the exact size required for the artwork. Do not use artwork that has been scaled greater than 135% or less than 50% of the actual size.

Artwork captured from web sites is low-resolution and is not suitable for use in print. Be aware that if a file is low resolution, increasing the resolution manually in Photoshop will not improve the quality of the image. If using a digital camera, please make sure that the Date/Time Stamp feature is disabled when taking your photos.

## Fonts

Make sure that all fonts used are outlined/rasterized prior to creating the final artwork or send us the fonts that you used in your artwork.

## Colours

Make sure that your artwork contains CMYK or SPOT colours, appropriate for laser or offset printing. For printing accuracy, provide us with the CMYK value or the Spot colour reference (Pantone colour reference). Be aware the artwork containing RGB colours are not appropriate for our use and colours may be completely discoloured when printing.

## Bleeds

Artwork should be provided with 3mm bleed and trim marks all around the edges. That is your artwork needs to be 3mm higher and wider than the finished product. Make sure all text / images are placed at least 3mm away from the cutting line.

This is because your printing is made on an overlarge sheet of paper and then trimmed back to the final size so we can get colour to the edge. For example, if you are designing a 90x55mm business card you need to use a canvas size of 96 x 61mm and expect to lose the outer 3mm (so don't put anything important in there!).

As there may be small errors in guillotining to the finished size, try to keep any important information at least 3mm away from the edge of the artwork. For the same reason, it is best to avoid putting thin borders around or close to the edge of your artwork.

## Copyright Issues

Printed materials (newspapers, magazines, brochures, etc...) are often subject to copyright protections. Web site artwork is almost always subject to copyright protection. If copyrighted materials are submitted, Data Direct Australia may require written proof of ownership or proof of permission to reproduce the materials. Data Direct Australia reserves the right to refuse to print artwork that may be protected by copyright.

## Disclaimer

Please make sure that the proofs (colours, photos, fonts, spelling and graphics) sent to you are thoroughly checked before approval. Data Direct Australia will not be held responsible for any artwork incorrectly verified.

Data Direct Australia reserves the right of refusal on any requested works whether based on grounds of morality, illegal content, propensity of the content to be construed as offensive, or any other reason. Data Direct Australia management deems to be sufficient grounds to reject the supplied content.