Guidelines for 35mm Slide Imaging

Page Size 8.33" x 5.55"

Image Safe Area 8.08" x 4.37"

Type Safe Area 7.39" x 3.74"

This area is the TYPE SAFETY AREA

This area is the IMAGE SAFETY AREA

This area must be 100% Black or 0:0:0 RGB

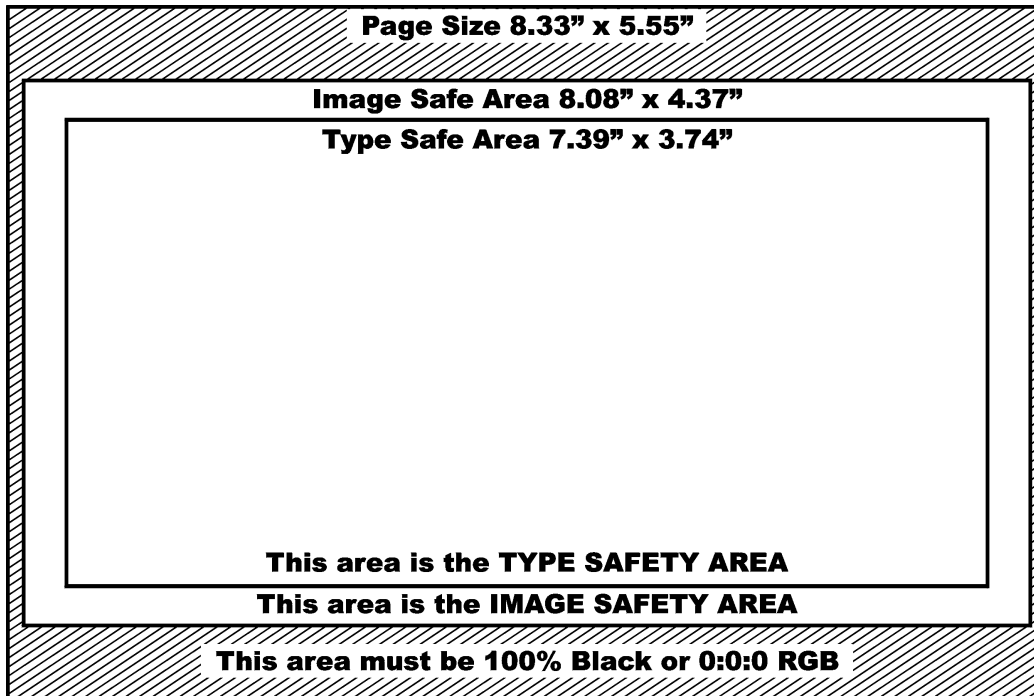**Files may be submitted for imaging using any of the
following software applications:**

**QuarkXpress
Illustrator
CorelDraw
Photoshop
PowerPoint**

**Finished Bitmaps may be submitted in any of the following
file formats:**

**Jpeg, Highest quality
TIFF, No Alpha channels
Photoshop EPS, No clipping paths
Photoshop PSD, Flattened**

All images should be RGB, 8.33x5.55in. @ 250-300dpi

DOCUMENT SETUP

➢ Document size must be set at **8.33" x 5.55"** using **Custom** page size.
➢ **Do not** have any content beyond the page boundries.
➢ Keep all photography and illustrations inside the "Image Safety Area".
➢ Keep all type, logos and important elements inside the "Type Safety Area"
➢ The area outside of the Image Safety Area must be filled **Black** or **0:0:0 RGB**.
➢ Picture boxes should have a fill of **None** or a specific colour if required. (The default is White and the fill frequently appears as a single pixel wide line in the finished image.)
➢ Include a colour proof for each slide.

      Hints: - Do not use Quark colour blends *(poor blending causes visible bands on slides)*.
                      - Create all colour gradients in PhotoShop or Illustrator.
                      - When creating colour gradients, use 256 steps to ensure smooth gradation.

FONTS

➢ ***Do not use Type Attributes created in Quark***, use the authentic font. (*i.e.* Bodoni *Bold Italic*)
➢ ***Avoid*** the use of type sizes smaller than 12 points
➢ Please supply both the ***screen*** (suitcase) and ***printer*** (postscript) font files for each font used.

    Hint: - When choosing type sizes, consider their readability from the rear of the theatre.

FILES IMPORTED INTO QUARK

➢ All art imported into Quark must be saved in **RGB colour mode** (tiffs, JPEGs, etc, are not recommended, EPS is prefered).
➢ ***Do not*** enlarge/reduce imported art more than 5% in Quark. Crop and size images in the program where they were originally created. Scanned images should have an effective resolution of 250 - 300 PPI.
➢ If using Illustrator, convert all text to outlines, make sure all fill and stroke colours are RGB.

COLLECT FOR OUTPUT with QuarkXpress

➢ When saving files for submission, use the "Collect for Output" command to ensure that all imported art is included on the disk.
➢ ***Suggestion:*** Print your hardcopy from the files you have collected, from a different machine. If you experience problems printing your file, we will have the same problems.

Please include with all Quark files submitted:

1. All Postscript (printer) and Suitcase (screen) fonts used in the file – **including** fonts placed in EPS images
2. All imported files
3. A hardcopy for each slide, preferably in colour, accurately displaying all elements

   • **Failure to provide these items will delay the production of your slides** •

THE FOLLOWING SPECIFICATIONS ARE FOR BITMAP FILES

BITMAPS AS FINISHED ART
➢ The bitmap represents the final image including black space.
➢ Image dimensioning is as per **8.33 x 5.55in.** page specification and at a resolution of **250 - 300dpi**.
➢ *Avoid* the use of type sizes smaller than **12 points**
➢ The recommended colour space is **Adobe RGB (1998)** or **SMPTE 240-M**
➢ File formats: Jpeg, highest quality
  TIFF, no alpha channels
  Photoshop EPS, no clipping paths
  Photoshop PSD, flattened

THE FOLLOWING SPECIFICATIONS APPLY TO ALL APPLICATIONS

COLOUR AND COLOUR MODELS
➢ *In all applications*, use **RGB** colour modes.
➢ **Do not** use CMYK, Grey Scale, Duotones, etc.
➢ The recommended colour space is **Adobe RGB (1998)** or **SMPTE 240-M**

Hints: - Large areas of white or a background colour of white should be avoided
  - For areas requiring White, apply a White fill (or 1% Black in Quark 3.3).
  - The use of intense colours rather than pastels is recommended.
  - Avoid the use of Red or dark type on Black; Black type on Red, etc. Achieve strong
    contrast between the colour of the type and the colour of the background.

Deliver your files and hardcopy to:

Jim McDonald at VCG Creative Imaging
221 Broadview Avenue, Suite 201, Toronto, ON M4M 2G3
Phone: (416) 465-5850
Fax: (416) 465-7525

E-mail your files:

e-mail from MACs: **macmail@vcgimaging.com**
e-mail from PCs: **mail@vcgimaging.com**

(we are unable to accept e-mail files larger than 10MB)
(if preferred, post your files to an FTP site and send retrieval information via e-mail)