

SUPPLYING GRAPHICS AND TEXT

Most projects involve the client supplying logos, text and images. When the material is supplied in unsuitable formats it can add to the time and cost so here are the preferred requirements for supplying files to mdsDESIGN.

Supplying graphics and images

The best way to supply images is in its original format, negative, enlargement or transparency.

EPS (encapsulated postscript) is the preferred format for any logos supplied as they are scalable and remain sharp and crisp at all sizes whereas a jpg logo is made up of pixels and is only useful at 100% or less and must be of suitable resolution.

Charts, graphs or diagrams may be able to be saved as EPS, TIF, PICT or JPG files.

MS Word & Excel files containing graphics, photo, logos and charts are not suitable for reproduction and will need to be redrawn or supplied in a eps, tiff or jpg format.

Photographs supplied from digital cameras and scanners need to be a certain resolution to be able to reproduce.

Any files that are to be published in a book, newsletter or other document must be provided at a resolution of at least 300dpi at the finished size. Images that will go into web sites or multimedia presentations need only be provided at 72dpi at the final size. Files can be saved on floppy disks, Zip disks, CD ROMs. Small files (less than 1Mb) can sent as an uncompressed Email attachment.

Supplying text

The preferred file format for text supplied by the client is a MSWord document.

Text can also be supplied as a clear printed copy but will then be charged back to the client for formatting. It is important to provide a clear hard copy of the original text as well as the electronic file. Electronic text files can be saved onto floppy disks, Zip disks, CD ROMs or sent as an Email attachment.

Some useful terminology

If you already have artwork files, below will help to identify the type of program it has been created in:

Macromedia Freehand file = *filename.bin* or *.fh9* (or version no. of the program) - vector drawing program

Adobe Illustrator file = *filename.ai* - vector drawing program

Macromedia Fireworks = *filename.bin* - vector drawing and web program

Adobe Photoshop file = *filename.tiff*, *filename.jpg* or *filename.eps* - photo retouching program

Quark Xpress file = *filename.qxd*, *filename.qxp* - artwork program

Indesign = *filename.id* - artwork and drawing program

Adobe Acrobat = *filename.pdf*

Macromedia Flash = *filename fla*, *filename.swf* - animation program

MS Word = *filename.doc* - word processing program

Powerpoint = *filename.pps*, *filename.ppp*