

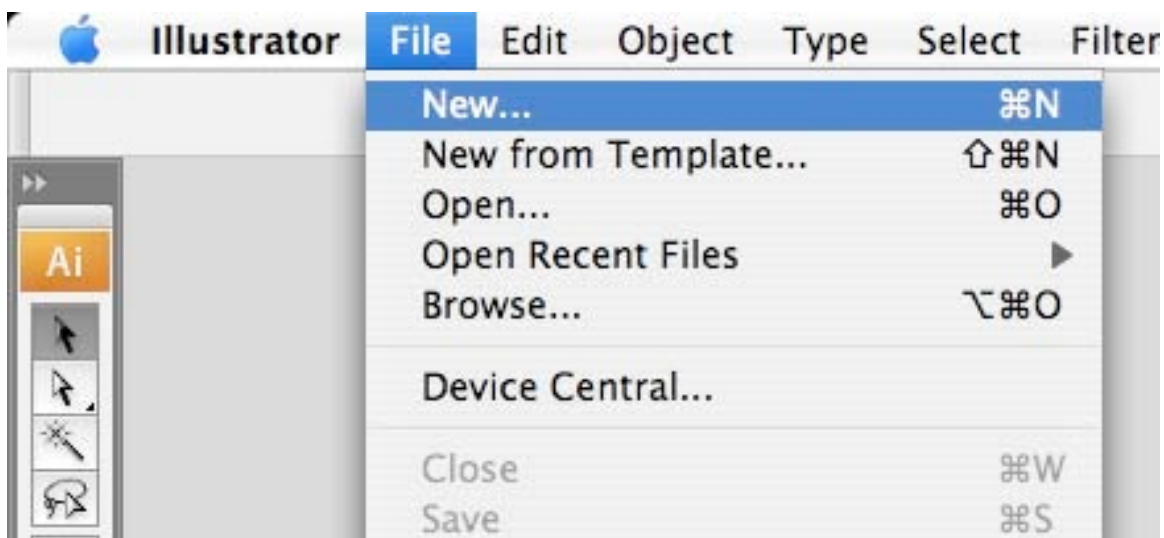
## 4INKPrints.com Adobe Illustrator Step-by-Step Set Up Guide

### Step 1: Creating a New Document

After launching your Illustrator application,

- Choose **File > New...** (See *Figure 1*)

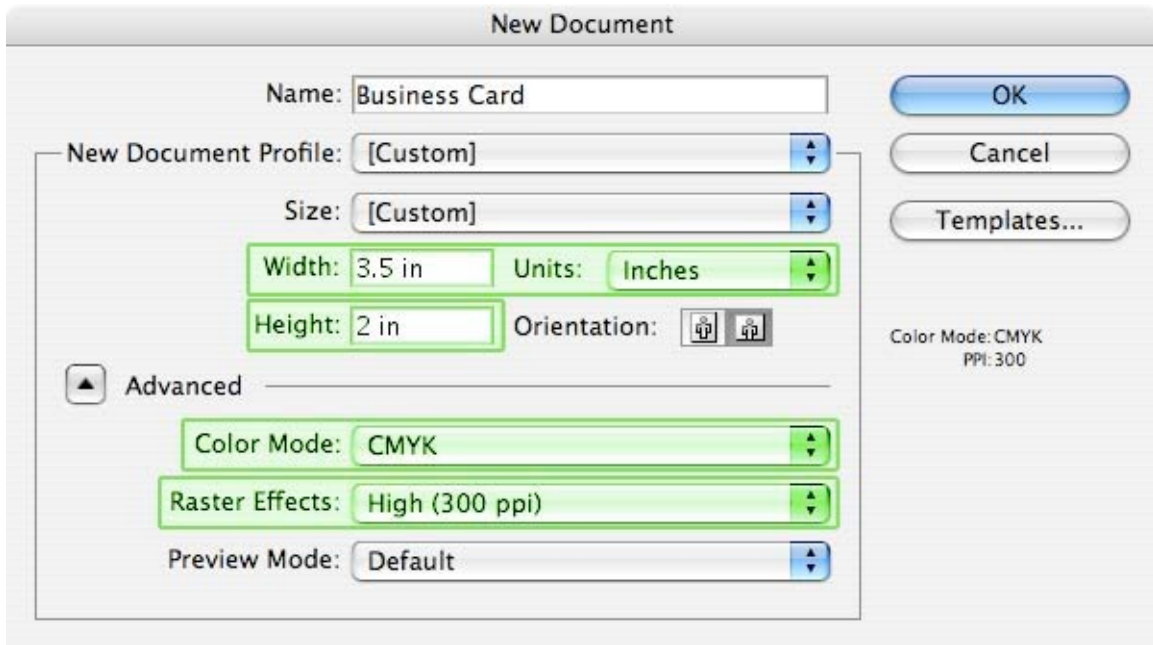
**Keyboard Shortcut: Ctrl+N for PC users, Cmd+N for Mac users**



*Figure 1*

When the **New Document** window appears, (See *Figure 2*)

- Set the Resolution (raster effects) to **300 DPI**.
- Set the Color Mode to **CMYK**.
- Set the **Width & Height** of your artwork to the **final size** of the product you are creating.



*Figure 2*

## Step 2: Designing your Artwork

- **Bleeds**

Please keep **bleeds** in mind when you are designing your artwork. If your design has artwork you want printed to the edge of the final piece, bleeds are required. **However, if your artwork is WHITE on all four edges, then you do not need to include bleeds.**

In Illustrator, **this bleed area should extend 1/8" past in the trim size of the document, on each edge.**

- **Safe Area**

The cutting process for printed materials has a mechanical tolerance of about .0625 or 1/16 of an inch, so it is imperative that no text or essential parts of your artwork come within 1/8" of the trim line. This will prevent any important objects from being cut off or appearing too close to the edge. **(See Figure 4)**



Example of objects outside **safe area**



Example of objects within **safe area**

**Figure 4**

- **Borders**

When using a border in your artwork, it is essential that your border is designed with at least .125 or 1/8 of an inch safe space between the border and the cut line. The cutting process for printed materials has a mechanical tolerance of about .0625 or 1/16 of an inch, so by keeping your border within the safe area, it will maintain a symmetrical appearance. **(See Figure 5)**



Example of bad border placement



Example of good border placement

**Figure 5**

- **Solid Black Areas and Using Rich Black**

If you want to have an area of solid black within your document, using 100% Black as the fill color does not result in a dark, saturated black.

**(See Figure 6)**

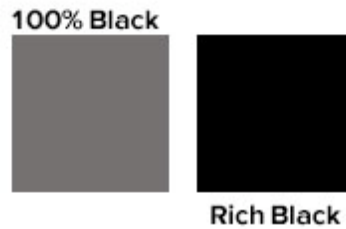
To obtain the best results, use a rich black color, represented by the following CMYK values:

**C: 60%**

**M: 40%**

**Y: 40%**

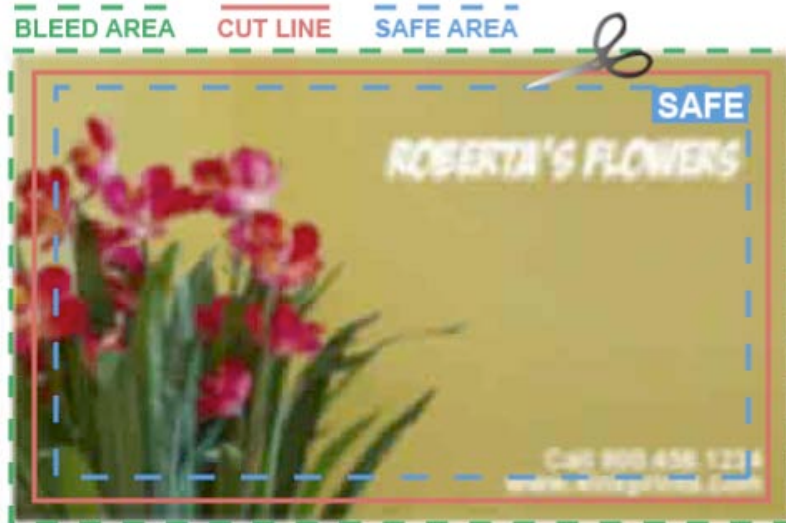
**K: 100%**



**Figure 6**

- **Resolution**

For the best printing results, any images used must be at least 300 DPI (dots per inch), also known as Pixels Per Inch (PPI) at the final output size. Please do not attempt to change a low resolution image to a higher one by changing the DPI with an imaging software, doing so will result in a blurred output. (**See Figure 7**)



Example of bad image resolution



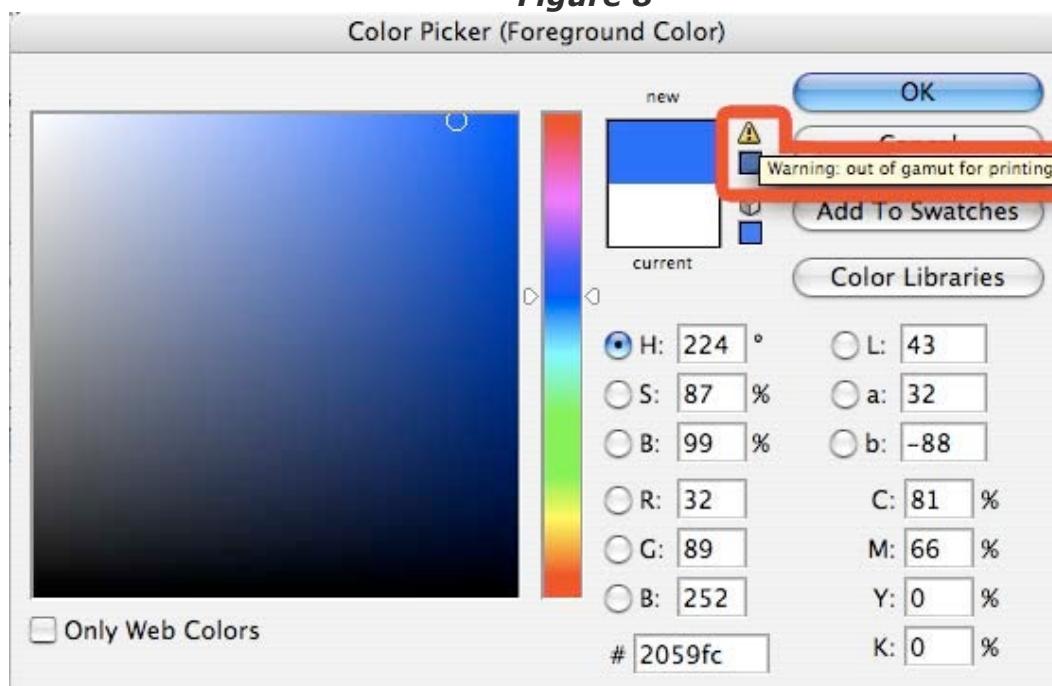
Example of good resolution

**Figure 7**

### • Colors

When choosing colors in Illustrator, please consider the CMYK color mode. Certain colors are not reproducible using CMYK and if the color you've selected is not, it is indicated by an exclamation point in the Color Picker window. Clicking on the exclamation point will automatically select the closest CMYK-friendly neighbor. (See Below)

**Figure 8**

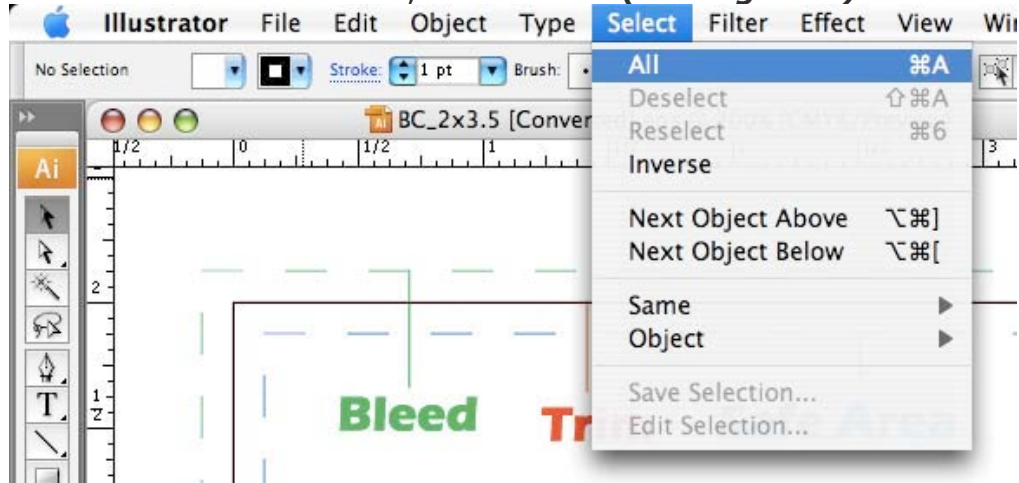


## Step 3: Converting your Text to Outlines

Converting text to outlines will guarantee your job will not encounter delays due to missing fonts.

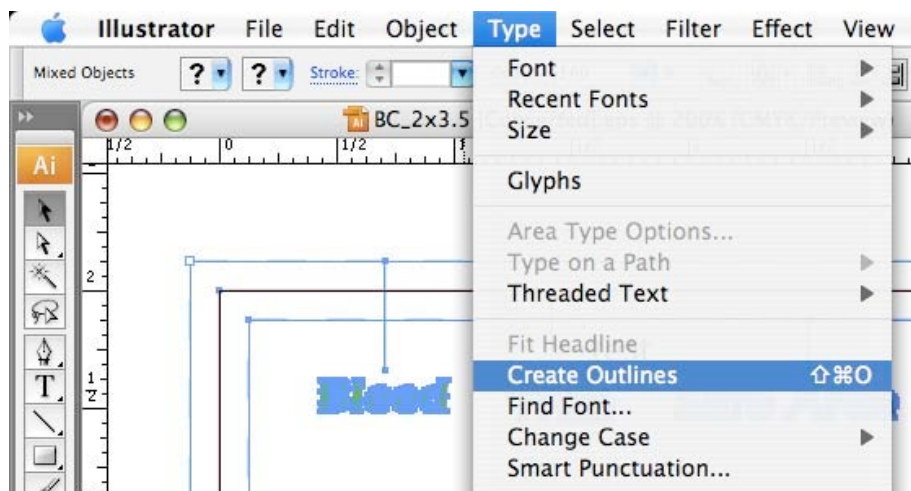
**Unlock all text layers before selecting, to ensure they're included.**

- From the **Select** menu, choose **All**. (See *Figure 9*)



*Figure 9*

- From the **Type** menu, choose **Create Outlines**. (See *Figure 10*)  
**Always save the outlined artwork with a new filename, this will ensure you do not overwrite your original source file.**



*Figure 10*

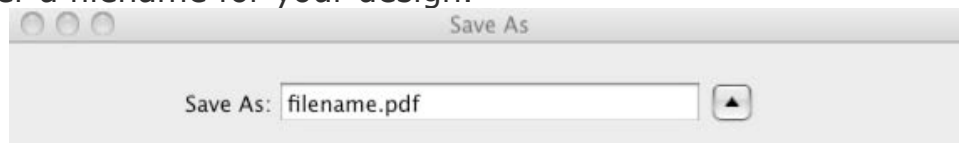
## Step 4: Saving your Files

When you have completed your design, and checked it against the guidelines above,

- Choose **File > Save As...**

When the **Save As** box appears (*See Figure 11*)

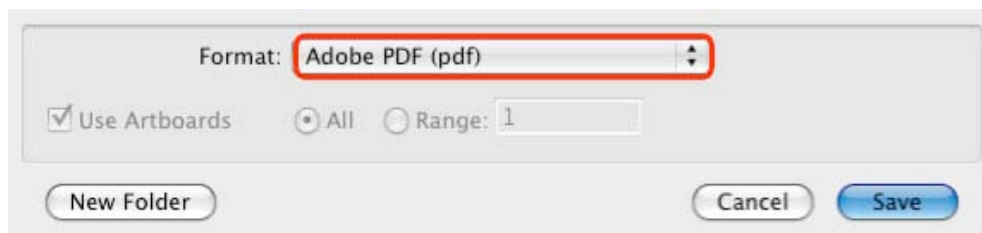
- Enter a filename for your design.



*Figure 11*

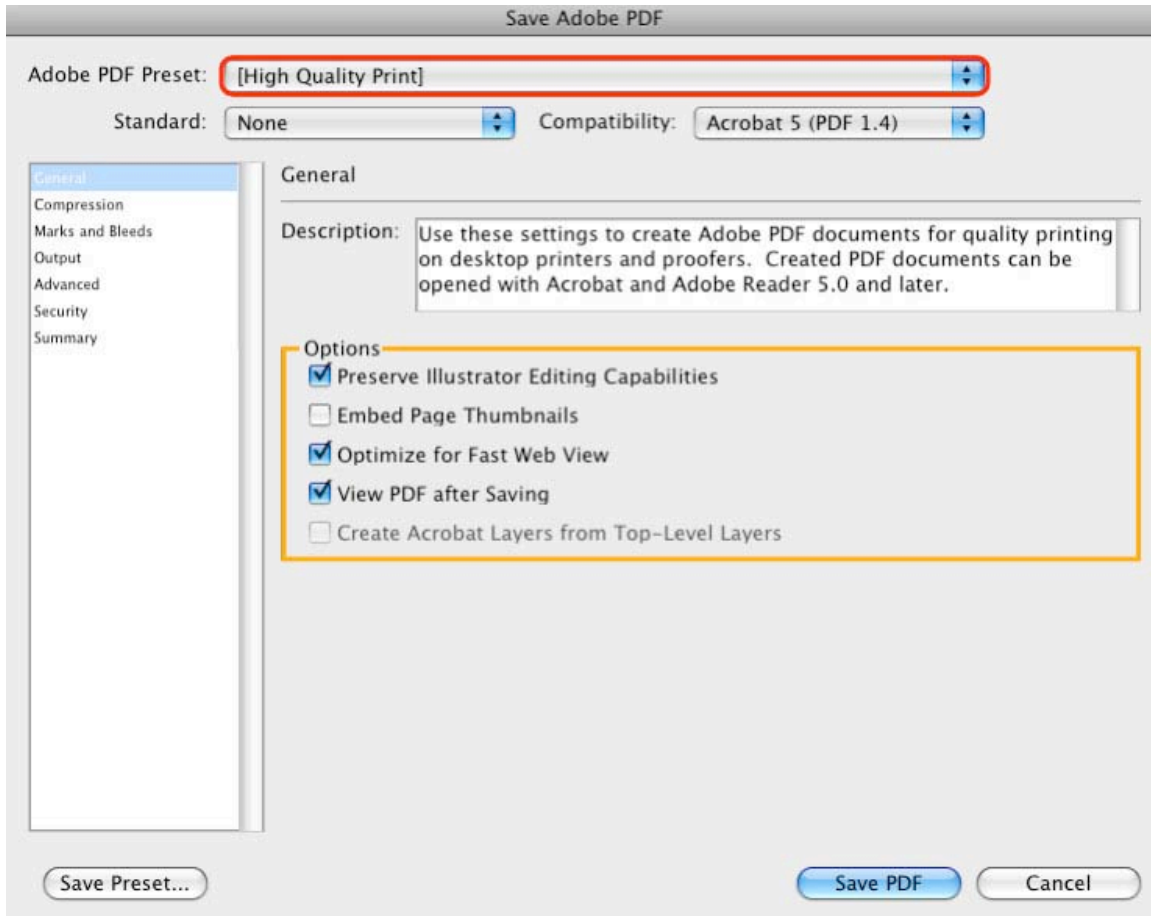
- Select Format: **Adobe PDF (\*.pdf)** as your filetype. (*See Figure 12*)

**Note:** The filename extension (**\*.pdf**) should appear in the **Save As** box (above)



*Figure 12*

- Click **Save** to proceed.



**Figure 13**

When the **PDF Options** window appears (*See Figure 13 above*)

- Select "High Quality Print" preset, your application will export.
- The other **General** settings should be the same as **Figure 13**
- DO NOT adjust or configure the other settings under **General**
  - **Standard** (None)
  - **Compatibility** (The latest version of Acrobat)
  - **Options** (If "View PDF After Saving" is checked then after you save your file, Acrobat will open to preview the final "print-ready" document.)
- Click **Save PDF** and you're done.