

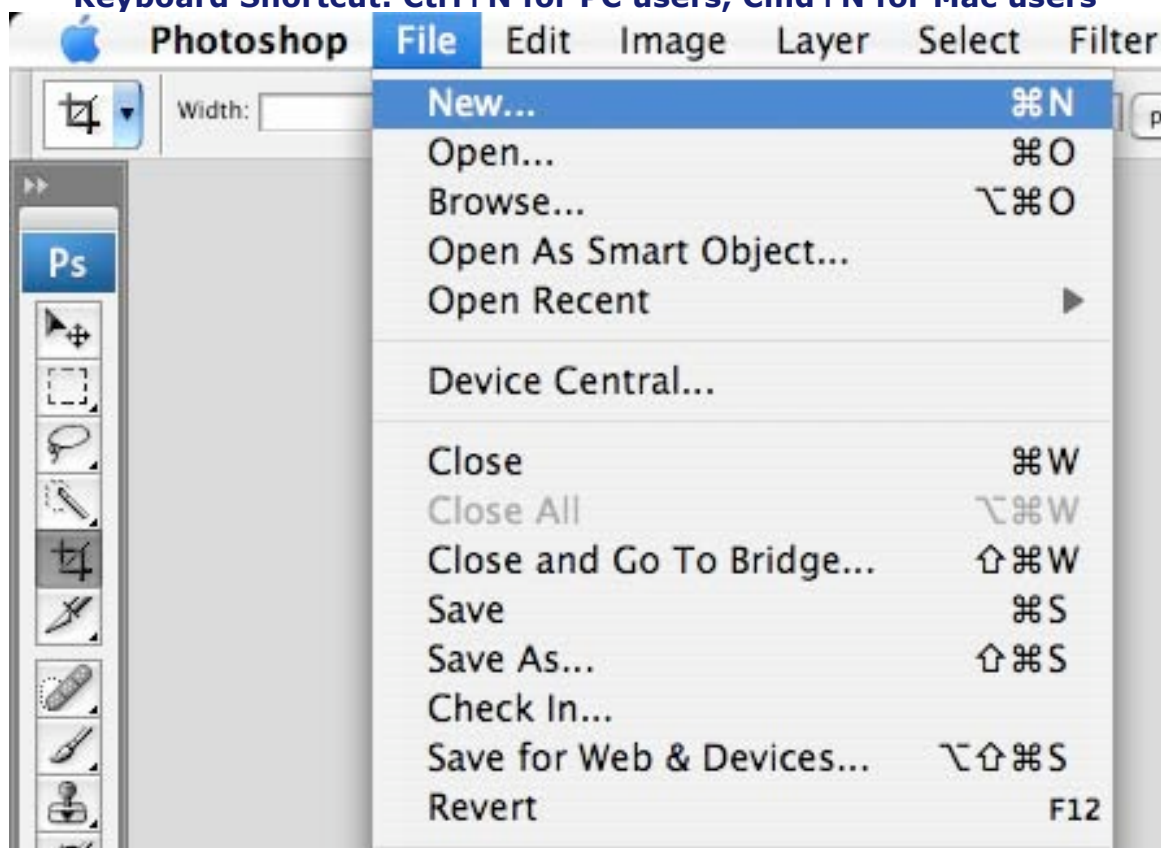
4INKPrints.com Adobe Photoshop Step-by-Step Set Up Guide

Step 1: Creating a New Document

After launching your Photoshop application,

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

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



. Figure 1

When the **New** 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 **bleed 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 Photoshop, **this bleed size is 1/4" wider and 1/4" taller than the final size of your product.** This allows for an extra 1/8" (0.125") on each side of the card to be trimmed after the printing is complete. For example, if you are ordering a 3.5" x 2" business card, you would set your canvas size to 3.75" x 2.25".

For more information regarding bleeds, please watch the helpful video below. *(See Figure 3)*

There are many Photoshop (PSD) Templates available for our products, please use these to assist you with your design.

• 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%

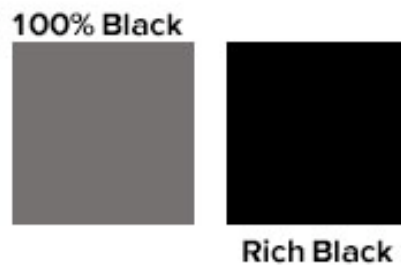
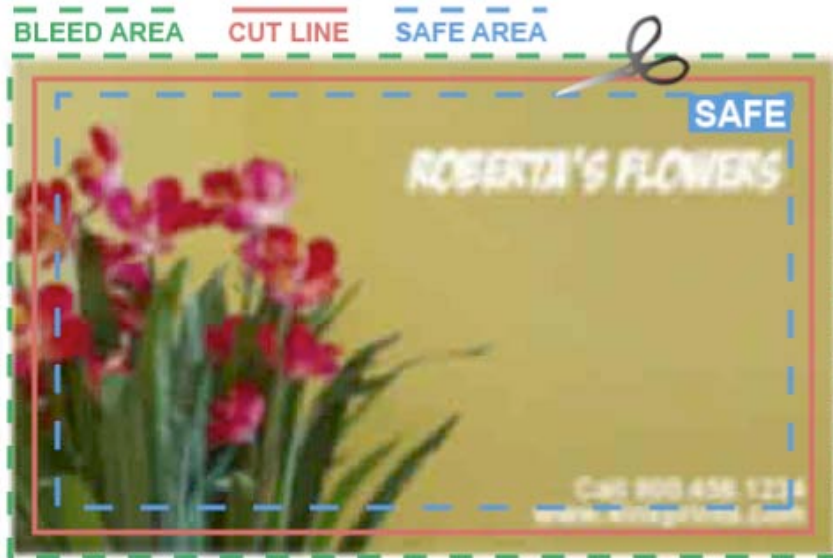


Figure 6

- **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 Photoshop, 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 Figure 8)**

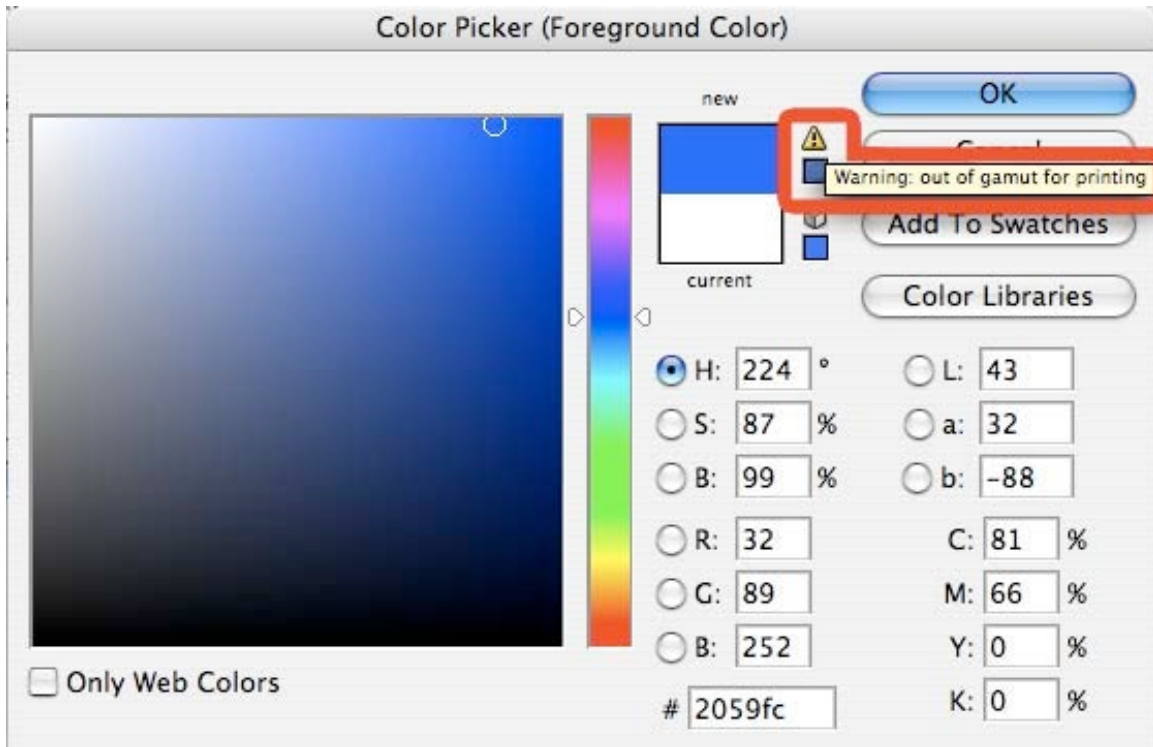


Figure 8

Step 3: Flatten your File

Flattening your file before saving ensures that any text or objects within your file have been converted to a flat image, to correctly process your job and not encounter delays due to missing fonts. Flattening your artwork ensures the appearance of your layers is preserved.

IMPORTANT NOTE:

DO NOT flatten your working master file, you should **save** as Photoshop **PSD (*.psd)** to keep all your layers for future editing purposes. SEE Step 4: Saving your File.

To flatten all layers before saving.

- From the **Layer** menu, choose **Flatten**.
- If any prompt dialog box appears choose **OK**. Then the document will flatten.

Step 4: Saving your Files

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

- Choose **File > Save As...** (See Figure 9)

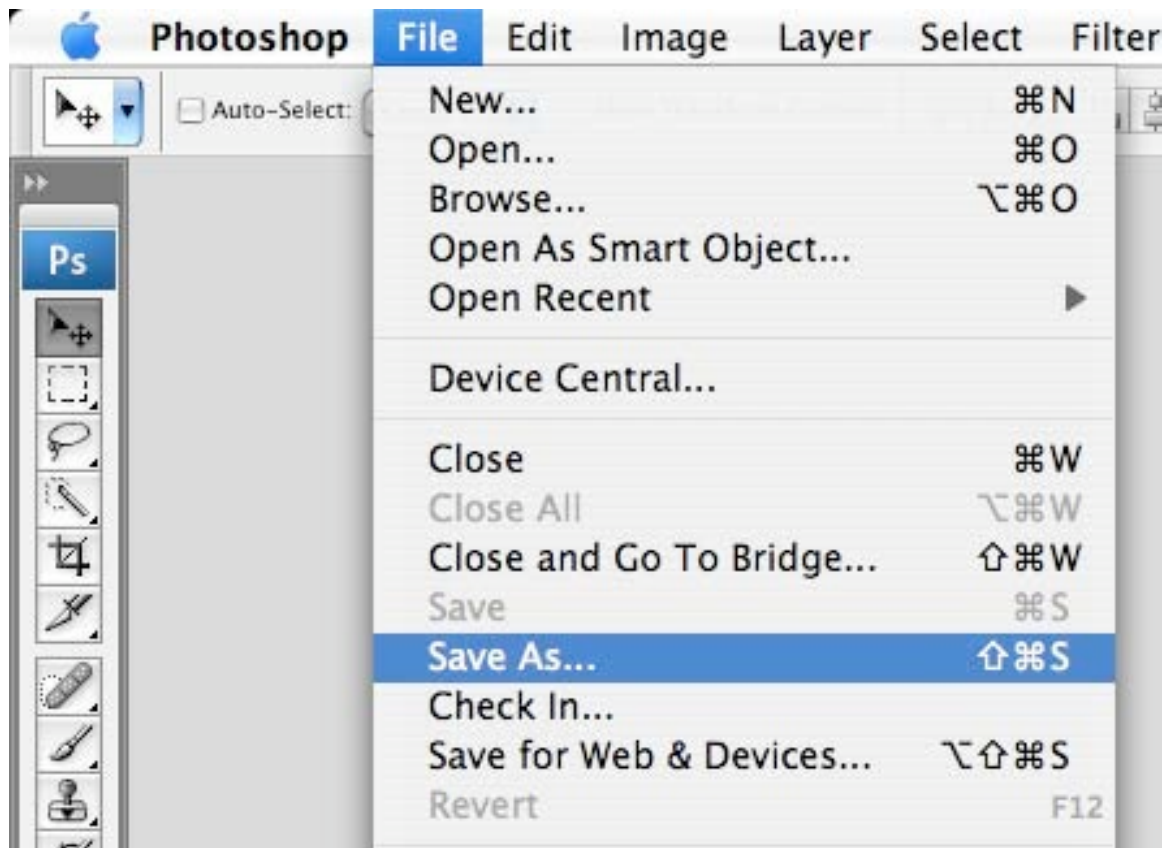


Figure 9

When the **Save As** box appears

- Enter a filename for your design. (See Figure 10)

Save the flattened artwork with a different filename than your master, this will ensure you do not overwrite your layered file.

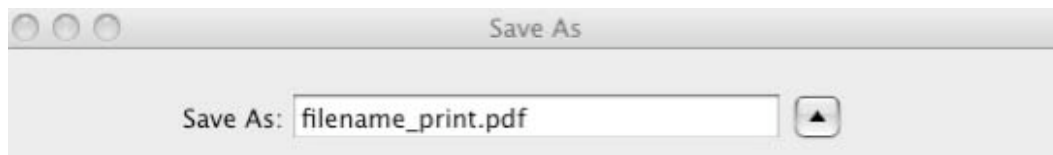


Figure 10

- Select **Photoshop PDF (*.pdf)** as your filetype. *(See Figure 11)*
You may also save your files as a JPG, but this tends to reduce the quality of your artwork and is not recommended.
- ONLY **Check** the **Embed Color Profile:** checkbox, so that your exported artwork is flattened.
- Click **Save** to proceed.

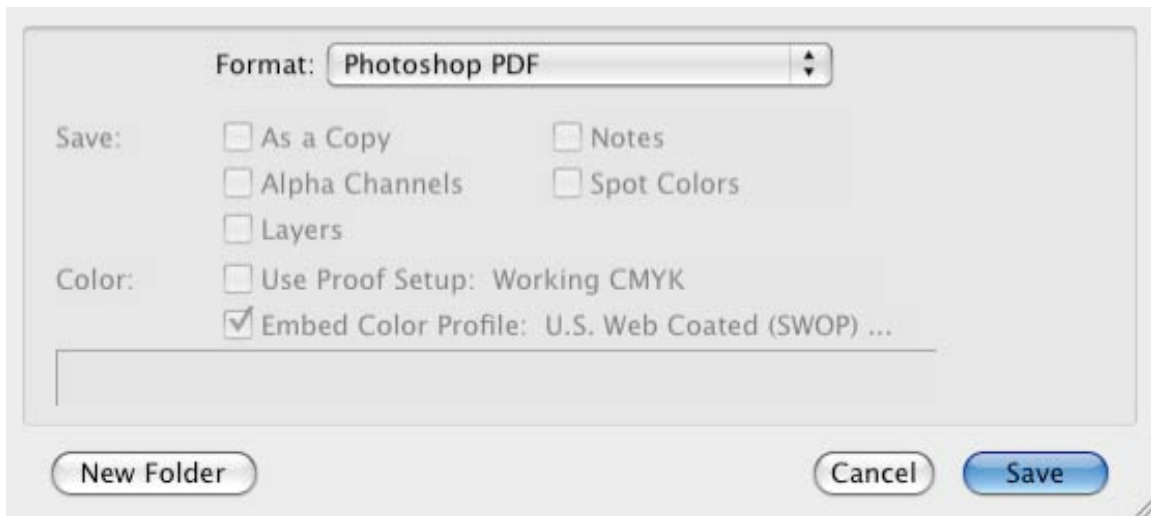


Figure 11

After you click **Save**, a dialog box should appear. *(See Figure 12)*

- Choose **OK**

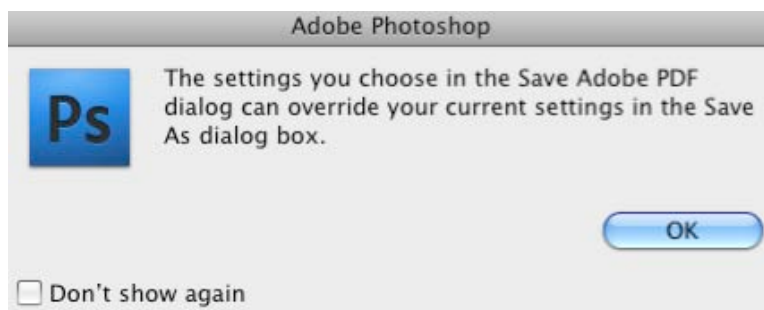


Figure 12

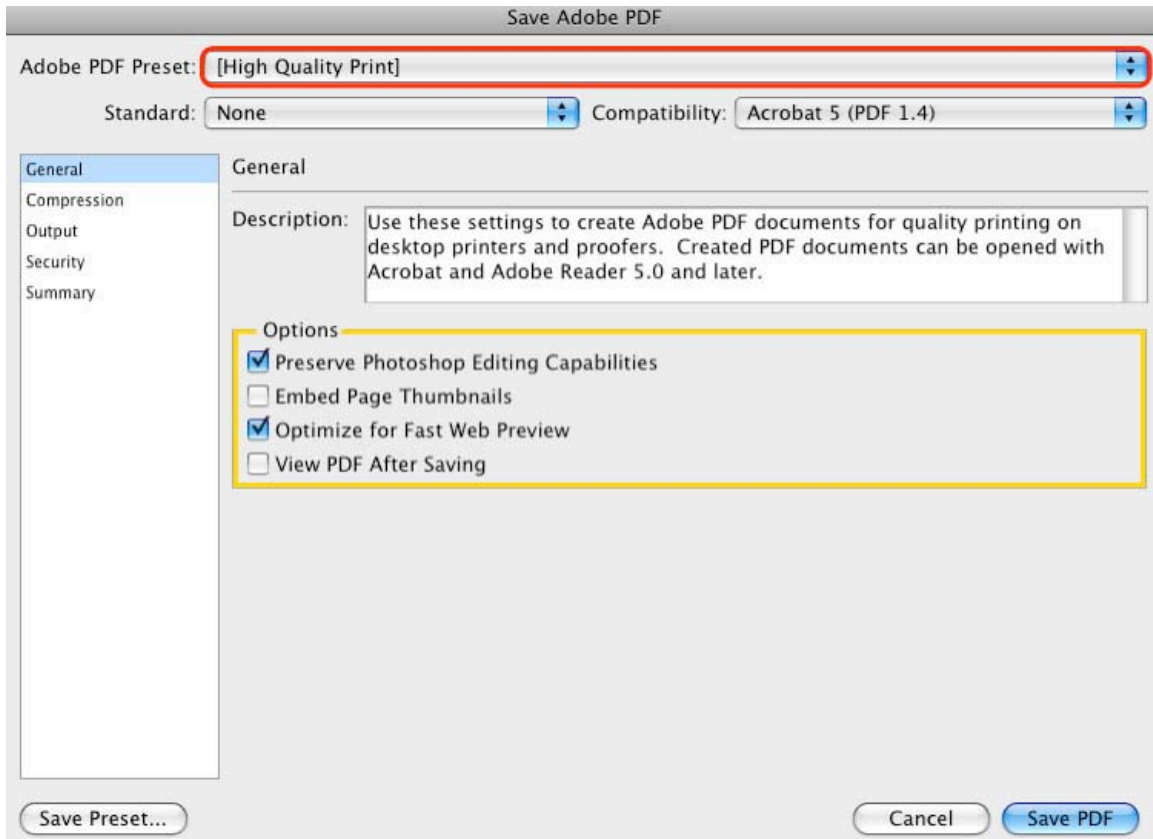


Figure 13

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** such as **Compression, Output, Security, Summary**
 - **Standard** (None)
 - **Compatibility** (The latest version of Acrobat)
 - **Options** When you select [High Quality Print], Photoshop will automatically set these options for you. (If you decide to select "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.