

## Graphic files / Tips for optimal results / Productions terms

**Files:** Graphic files must be at 300 dpi (dots per inch) same size as the finish piece i.e ( a 4" x 4", finish piece would be 1200 pixels by 1200 pixels). Layered Adobe Photoshop (.psd ) or Adobe Illustrator (.ai ) files are needed. Do not merge any layers. If you do not have one of these file format, keep in mind that hi-resolution files is the primary factor. Adobe Illustrator for vector files with the ability to ungroup the files without affecting the object to extract individual elements. Please specify if Macintosh or PC. For best color match provide us the file in RGB mode. Browns, mid grays colors are more difficult to match when printing.

**Text:** If fonts are used, please provide them along with artwork. Fonts should be compatible with Photoshop and Illustrator. Text in file should be a minimum of 10 points. Do not use Serifs, Italics and underlined text to avoid distorsion. If possible, please provide a version with the text in paths also.

**Images:** Files must have a minimum of 1/8 bleed all around. In the case of 3D effects, provide 1.125 inch of bleed on the left and right hand side. The reason is that in 3D the image "moves" to be able to do the projection. Do not flatten layers and furnish all alpha channels and paths used to make the artwork. It will be useful to make certain objects stand out. Try to avoid artwork with high contrast as dark characters on a light background or the inverse. Those kind of image produce what we call a "Ghosting" effect. It means that an image will not completely disappear as another is showing. You will see a ghost of the image that is supposed to be hidden.

**Scanned images:** Images should be scanned in a Photoshop file format (JPEG, TIFF or EPS). They must have a minimum of 300 dpi at final size. If a scan is necessary, we are able to scan picture (reflection) of a maximum size of 8.465" x 11.614" and 4" x 5" for transparency. For bigger pictures, additional charges apply.

**Diecut:** If the lenticular is to be diecutted, please provide the dieline in Illustrator for positioning. Allow at least 1/8 bleed of image all around the dieline.

**Printout:** Provide a color printout at the final size, with trim marks and at least 1/8 bleed all around. Also include a hardcopy of the files directory. That will permit us to verify if everything is in order, from the text to the position of images.

**Production terms:** Production time varies per project depending on effect, quantity and processes requested such as glueing, diecutting etc...An average turnaround time is 4 weeks after approval of final proof. Rush and critical dates can be discussed once the order has been confirmed. A P.O. is required with any order. A Purchase Agreement stating terms of payment and delivery will be made and need to be signed before any production begins. A credit application might be necessary and the Purchase Agreement will be made accordingly to the information we received. 50 % deposit is required for first time orders and the balance is due according to credit verification and Purchase Agreement. Unless otherwise specified, overs will be charged in extra. 5% unders is industry standard, but we always take into account extra material to cover quantity to avoid it.

## Visual effects / Tips for optimal results

**2D-3D / 3D:** Background images / layers are backward and animated from left to right. They need to be larger than the actual width of the finish piece (this is called bleed). The most separate elements we have to put in depth, greater is the effect. Textures deliver effective 3D effect and perceived depth. Plane colors with no texture are less efficient. ie: it's better to have deep clouds in a background instead of a blue sky with no clouds.

**Animation / Video images:** Images and sequences can be captured from motion picture films, video, stop motion photography etc... Be aware of the resolution of the source material. Digitalized motion picture films have a much higher resolution therefore giving a better result than VHS. The final image dimension must fit within the aspect ratio of the source footage (proportional). Video files should be uncompressed if possible at the highest resolution possible (high definition is 1920 x1080 pixels). A top to bottom animation will provide better fluidity than a side to side animation. The typical amount of frames for an animation is around 4 to 8. If you are not sure how many frames to supply or which frame of motion to supply, we can assist in selecting the frames that will produce the most effective result.

**Flip:** A flip motion is viewed by tilting a card up and down or side to side. In the case of a poster, when you walk by, the image changes from one to the other. Depending of the artwork and the kind of lense used, the flip can go to 3 and 4 different images.

**3D:** Same as above but the roundness and shape of the character are displayed for a more realistic effect. As an example the roundness of a bottle of wine or the shape of a face. 3D effects are only possible from left to right.

**Morph:** A morph is an image that transforms into another. Like a dog that becomes a cat in a fluid motion. To have a smooth transition, the image need to be similar in color, size and shape. We start with the 2 images and we make the transition between them.

**Zoom:** A zoom effect is when image goes from small to big or vice versa, to give the impression of getting further or closer. We only need one image to make this effect.