

## FILE PREPARATION – PREPARING YOUR ARTWORK

Most files today are sent via digital files, although negatives and artboards are still used but are not a common method. It is suggested that your artwork is sent as an original art file versus a file in layout program such as QuarkXPress, Pagemaker, or InDesign.

### TIPS/HELPFUL HINTS:

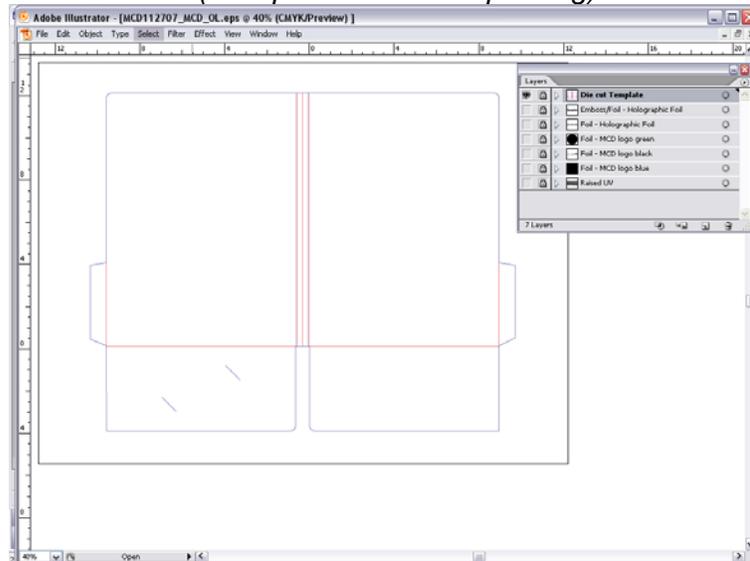
- ❑ Illustrator files are recommended (.PDF and/or .EPS formats). This will ensure crisp, solid artwork to create the die.
  - Do not include masks
  - Convert all type to outlines
  - Do not include compound paths
  - All objects should be filled
  - Avoid intersecting lines or images
- ❑ Gripper and perimeter margins of at least ½” on all sides
- ❑ Artwork for foil stamping and/or embossing
  - It must be solid line art (without the use of any screens)
  - Digital File must be 100% of size
  - Artwork should be saved at 600 dpi or higher to ensure best results
- ❑ Artwork for embossing
  - Make sure that you notify us of the type and thickness of stock
- ❑ Artwork for brass multi-level or brass sculptured engravings can be a bit more complicated
  - Image to be multi-level embossed?
    - The type of embossing effect must be indicated
      - Raised Round (Round Lift)
      - Raised Flat (Beveled Flat Lift)
      - Raised Roof (Raised Faceted)
    - *Example:* A portion of the artwork might indicate to raise flat the first level and indicate a raised round effect on the second level.
  - Image to be sculptured embossed
    - Designer can have input and make suggestions but the engraver may have input due to limitations of stock.
    - Take the artwork that will include sculptured embossing and indicate what areas on the image should include intricate detail in the embossing die
    - If there is a printed image that is partially sculptured embossed?
      - Separate out a layer in a digital file that indicates the portion of the image to emboss
      - Then key line or B/W laser print, the embossing effects and amount of detail can be indicated
- ❑ Additional tips for creating embossing artwork:
  - If embossing letters or images are close to each other; create more space (kerning) to allow for the bevel
  - Very small images should be avoided
  - With multi-level or sculptured artwork, create different layers on the digital file for each process or embossing layer
  - Follow instructions on how to save the file properly
  - Communicate what you want from the very beginning

**ARTWORK CHECKLIST:**

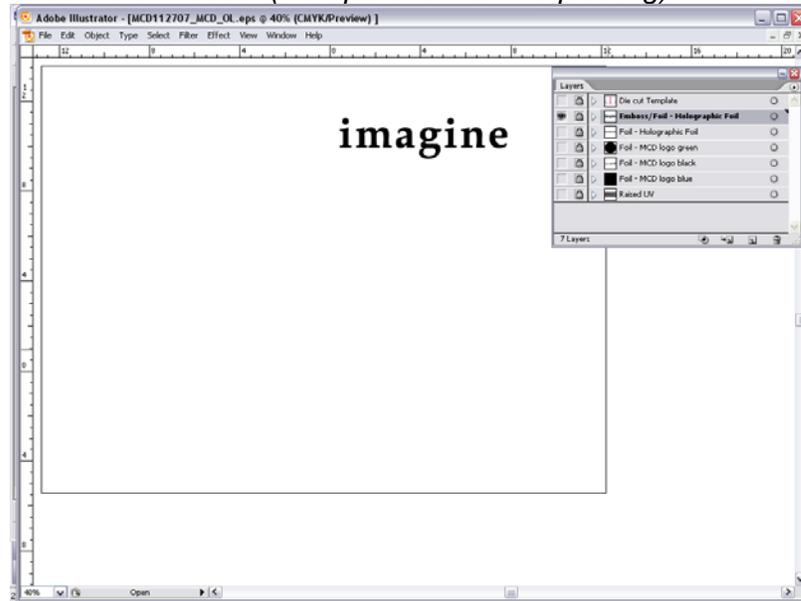
	Flat Stamping Dies	Single-level Embossing Dies	Multi-level Dies	Sculptured Embossing/Debossing Die	Combination Dies
All objects should be filled	<	<	<	<	<
Do not use screens in artwork	<	<	<	<	<
Art is 100% size	<	<	<	<	<
Save at 600 dpi	<	<	<	<	<
Create separate artwork layers for each die	<	<	<	<	<
Indicate if embossing registers to print or foil		<	<	<	<
Include thickness and type of stock		<	<	<	<
Indicate type of embossing effect		<	<	<	<
Indicate degree of detail				<	<
Trust the artistic talent of the master engraver				<	<
Indicate areas that flat stamp vs. emboss					<

**DETAIL ON HOW TO PREPARE A FILE:**

1. Open Illustrator to create your artwork for finishing  
*Note: Not all of the steps may refer to the file you are creating. This is just for sample purposes on how to set-up and prepare your file for finishing.*
2. Start with creating a die line or receiving a template for your file.  
*Note: The layer is labeled "Die cut" (the operation I am requesting)*



3. Next, I added an image that I wanted to foil and emboss  
Note: The layer is labeled “Foil/Emboss” (the operation I am requesting)



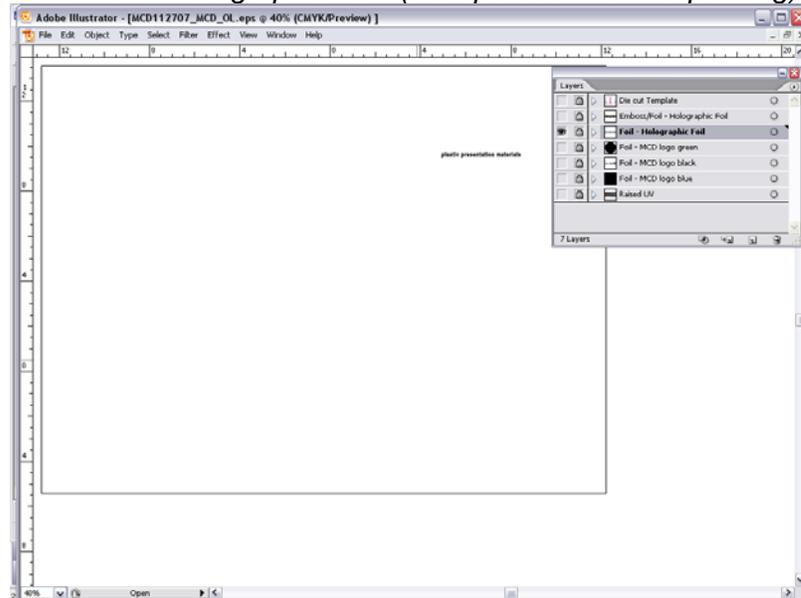
4. Following that, I added type ‘created in outlines’ that I wanted to just foil in a holographic foil

Tip: How to ‘Create Outlines’ for type?

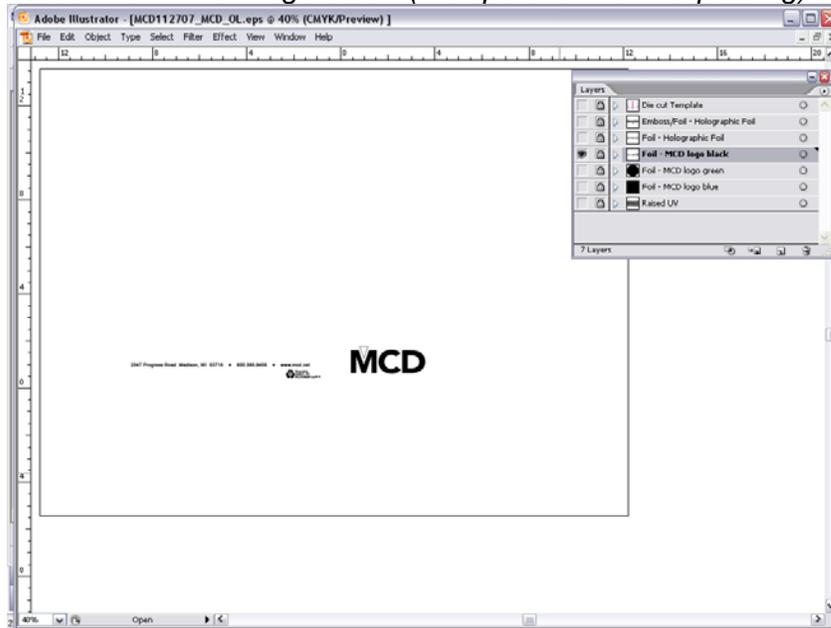
1. Select type with your arrow tool
2. Go to your ‘Type’ Menu bar (located at the top of your screen)
3. Go down to Create Outlines

*\*Please remember that once you ‘create outlines’ of your type it is no longer editable. If you want an editable version please save two versions, one with a different name and keep on the editable file on hand for yourself in case you need to make another correction.*

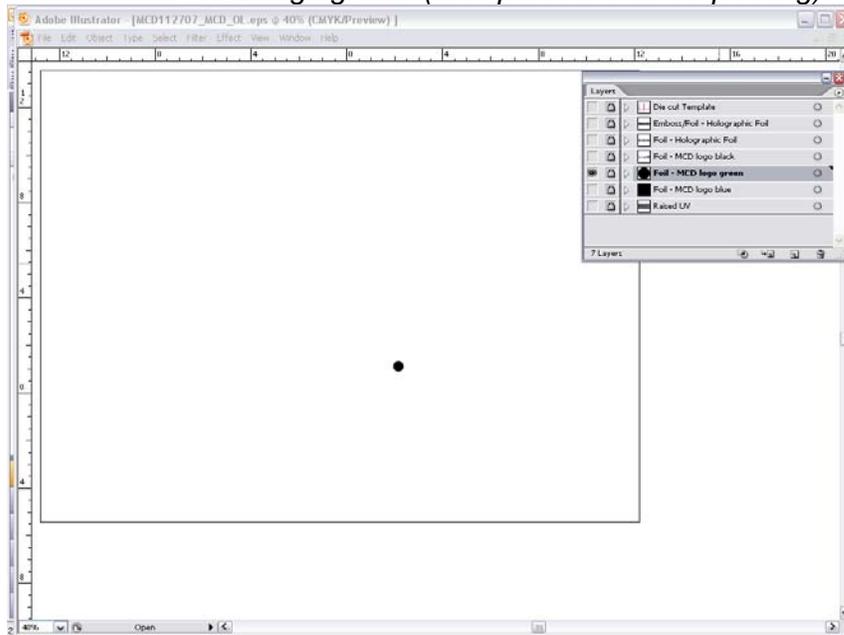
Note: The layer is labeled “Foil – Holographic Foil” (the operation I am requesting)



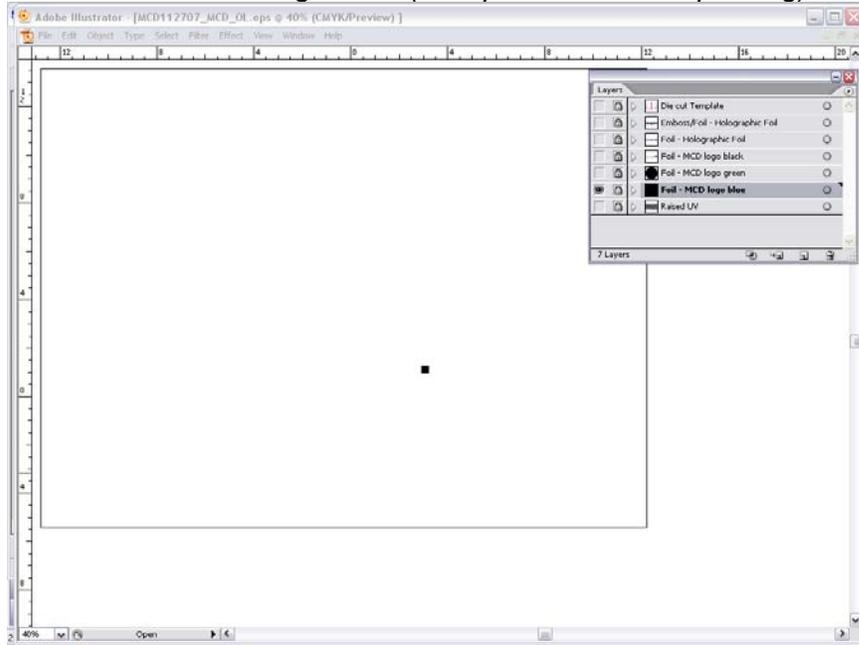
5. After that, I added images that I wanted to just foil with black foil  
*Note: The layer is labeled "Foil – MCD logo black" (the operation I am requesting)*



6. Since there is three colors to the MCD logo. I need to create three different layers just for the logo. I added the image that I wanted to just foil with green foil  
*Note: The layer is labeled "Foil – MCD logo green" (the operation I am requesting)*

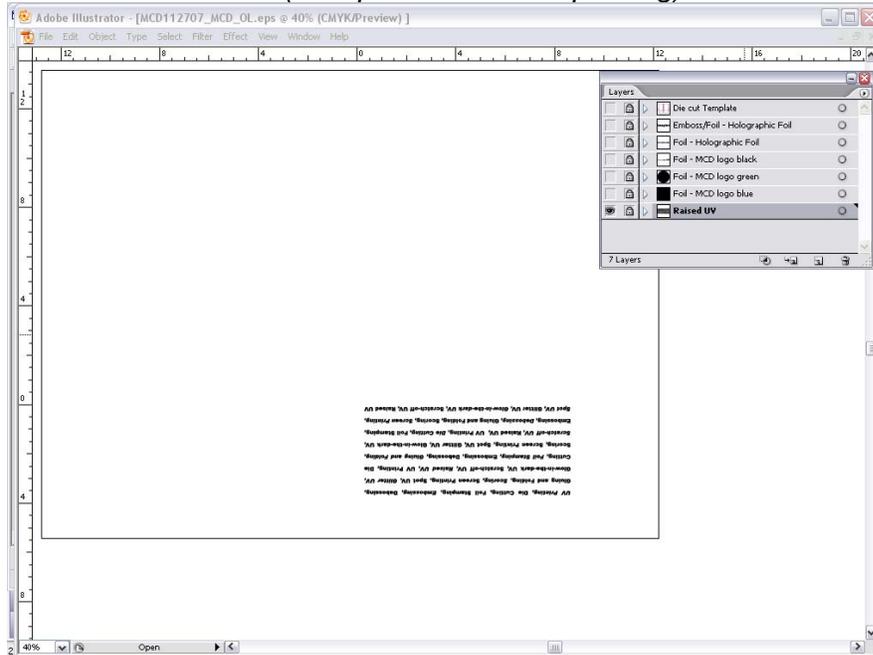


7. Last foil color of the MCD logo. I added the image that I wanted to just foil with blue foil  
Note: The layer is labeled “Foil – MCD logo blue” (the operation I am requesting)

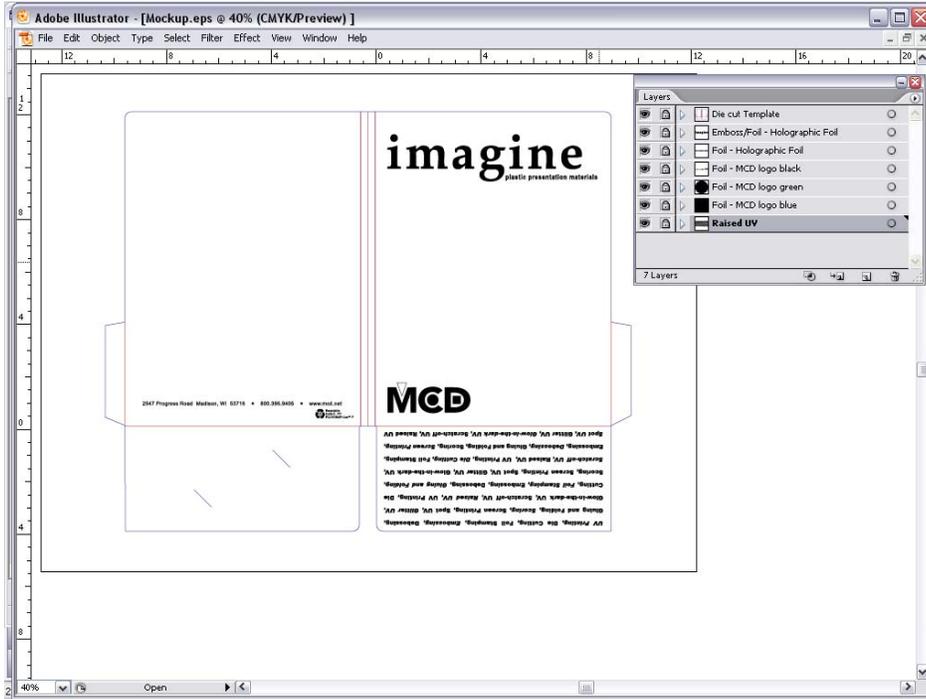


8. The very last operation that I wanted to add to this piece was a Raised UV. So the image was filled in with black and the type was 'Created in Outlines'

Note: The layer is labeled “Raised UV” (the operation I am requesting)



9. After all of your layers have been completed and you are ready to save. Save your completed file as an .EPS and/or .PDF and send the file over to us.



*The completed file looks like this when all of the layers are turned on.*



***The completed piece when finishing is all done!***  
*(See white plastic presentation folder located on the left side of this layout.)*

**Any Questions on 'How to Prepare your File' correctly, please feel free to contact us at 800.395.9405**