



WHICH FILE?

A few words about file formats and which one are acceptable and which one you should avoid

ACCEPTABLE	COULD BE BETTER	PLEASE AVOID!
<h2>ALL ABOUT THE CURVES:</h2> <p>The vector files are the most desirable in case of all ways of putting artworks onto USB drives. The most common file types are listed below:</p> <p>AI ★★★ EPS ★★★ PS ★★★ SVG ★★ CDR ★★</p> <p><i>Vector files from the definition does not contain any bitmaps (like images) only mathematical data (curves) which describes shapes and points which builds the artwork inside. That is reflected in the size of the files (they usually small) and for any files that have any of this extensions that is very big in size and volume (like a lot of MB) there is a suspicion that they contain just images and they've been saved as a vector file!</i></p> <p>Apart from that there are few more vector file types but please consider them as a secondary choice and there is no guarantee that they will work as those above:</p> <p>WMF ★ EMF ★ FH (FreeHand) ★</p> <p><i>Some of the easy artworks with not many colours can be changed to vectors (traced) within Adobe Illustrator so they can be used after for any kind of future jobs.</i></p>	<h2>THE GOLDEN MIDDLE:</h2> <p>In some cases, when you cannot obtain the very needed vector files, please find below the other acceptable file types which they can still provide decent artwork especially for the digital print:</p> <p>TIFF ★★★ PSD ★★ JPEG ★ BMP ★★ PNG ★</p> <p><i>When it comes to the bitmap (images) files it's all about two things: - RESOLUTION - SIZE Those two conditions have to be met together for all the listed files. But remember: When the resolution of the file is quite low (like 72dpi) but the size of image is huge (like 2000x2000px) this is very comfortable situation, but it is not when is the other way around! You need to avoid the very high resolution files but they very tiny in size!</i></p> <p><i>When comes to those files, they are more nicer than JPEG's because they don't have compression (which makes image looks blurred and unclear) at all when saved like that. The only thing that have to be met is resolution (not lower than 300dpi) and size (not lower than 1600px on any side). Recommended as a substitute for JPEG's</i></p> <p><i>When accepting Photoshop files you need to make sure that all the fonts used within document have been rasterised or attached separately!</i></p> <p>IDEAL VALUES FOR RESOLUTION AND SIZE:</p> <p>▶ 300DPI can be lower, the lowest allowed is 200-250PDI</p> <p>▶ 1600PX X 1600PX IMPORTANT IS THAT U HAVE TO AVOID SIZES LIKE 400PX X 500PX FOR EXAMPLE, BIGGER - BETTER</p>	<h2>DON'T WASTE TIME:</h2> <p>Obtaining a proper artwork from clients is very important, so in order to be more efficient and avoid struggle with graphic design department please read what kind of file are absolutely useless:</p> <p>GIF JPEG PNG</p> <p><i>All listed file types are mainly used for the web graphic design so using them to make screen or digital print proofs are absolutely pointless. They are restricted (because of the nature of web projects) with resolution - only 72dpi - and size occasionally. Some of the JPEG's can be used for digital print, but only when they really large in size. GIF files especially are very low quality and they generally cannot be used IN ANY of the jobs related to screen or digital print.</i></p> <p>DOC PPT XLS</p> <p><i>Microsoft Office output files can be very tricky: if there is an artwork required only text placement and layout - they can be used in certain way. Otherwise, as a rule, we do not accept it. Some of the files from PowerPoint presentation software also can be consider as a main source but not always!</i></p>
<p>Difference between VECTOR and BITMAP ARTWORK</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>flashbay.com</p> <p>x4</p> <p>HUGE LOSS OF QUALITY - JAGGED EDGES</p> </div> <div style="text-align: center;">  <p>flashbay.com</p> <p>x4</p> <p>NO QUALITY LOSS</p> </div> </div> <p>★ Symbols of stars next to the file types suggestion the quality and usability of the obtained artwork - more stars, better then!</p>		

Obviously, there are many more types of files that clients consider as a source of artwork for producing the proofs, but focusing mainly on all types listed here can guarantee the highest quality output and high fidelity with the final products. This document does not explain all the detailed issues with the artworks from the clients.