FILE GUIDELINES

Supported file formats:

As a professional printer, orderprint.in prefers to print with "PRESS QUALITY PDF" (hereinafter referred as PQPDF) in line with recommendations published by Adobe Inc. However, we understand that the expertise may not be available to our buyers. So, we allow a series of popular file formats from our buyers. However, if the buyer wants superior colour accuracy, then we would recommend only PQPDF. Why? We are happy to explain.

Popular file formats people understand as graphics are the following:

JPG

Standard PDF

PPT(X)

DOC(X)

**Press Quality PDF
allows only CMYK color mode**

These formats normally open in most of the computing devices running on apple, microsoft or google operating systems. Some require specific office apps used extensively by most of the users. But viewing on a backlit display of computers (desktop / laptop) or smart device (phone / tab) and printing the same content on media (paper or similar) is completely different. Electronic display devices use 256 shades of 3 primary colours. These are RED, GREEN and BLUE (collectively RGB). But all standard printing machines can print 100 shades of 4 secondary colours. These are CYAN, MAGENTA, YELLOW and BLACK (collectively CMYK). The technical truth is CMYK mode of colours cannot produce all combined shades produced by RGB. So, if a file with RGB colour mode is printed in CMYK printer, the printer software converts the RGB data into corresponding CMYK data. This may result in similar but different shades than the source files. Specially, glowing colours can't be achieved with CMYK printing. So, before printing, we produce a PQPDF from buyers' files. We send a proof with encryption to view and get approval over email from the buyer. However, in our effort to maintain the declared delivery schedule, we wait for 24 hours to get approval. We send notification via text message (if applicable) also. In case of no response, we consider the proof as approved, with no issues raised by the buyer and go-ahead for print production.

Orderprint.in is also interested to declare that the quality of printing is determined by the nature of graphic data available in artworks files. This include the following:
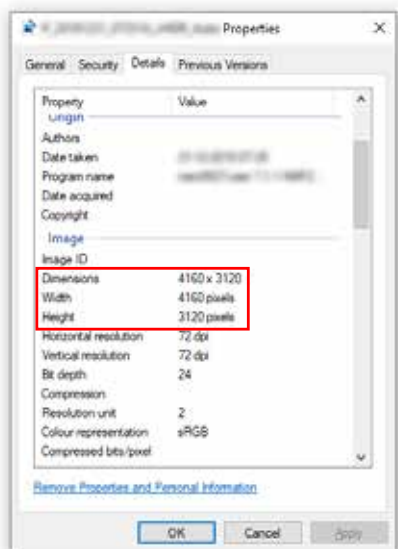
Resolution:

It is the density of the image. But the density must be fixed at source. This means, if the image needs to be printed, it should bear at least the recommended resolution if not more. An image with a lower resolution than recommended parameters may produce unclear (blurred) printing. The defect is sometimes called "pixelization". The recommended parameter for an optimum quality print is 300 dpi.

pixelization

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How can the user understand whether the image to be released for printing bears 300 dpi resolution? There is a very easy method to understand this. On a computer system, if the properties of any image is viewed, pixel data is clearly shown.

The pixel count is given in width x height basis. When this pixel count is divided by the printing width, resolution value can be achieved.

Example: A photo captured with a 24 megapixel DSLR in standard 4:3 ratio, will have 6000 & 4000 pixels at width and heights respectively. Now, if it is printed on a 18 inch wide and 12 inch high (SRA3) media (e.g. paper), the output image will bear a resolution of (6000 ÷ 18) & (4000 ÷ 12) which results in almost 333 on both sides. Hence the image will be perfectly good for printing. But if the results fall below 300 then printing quality can not be assured by standard printing method. If it is very low, **pixelization** defect may appear in printed output.

Moreover it can be importantly noted that, if the image is captured with a low resolution camera (like selfie camera of low end smartphones and tablets), it is risky to increase the resolution with softwares. Some softwares has capacity to increase resolution (e.g. Adobe Photoshop). By increasing resolution even over 300 dpi, the printed output may lose clarity. Some social media platforms like Facebook, Whatsapp, Twitter and Instagram, etc. processes the image during upload by compressing it. This process makes losses to image quality to that extent, so that it can be viewed clearly in relevant device displays, but not suitable for clear printing.
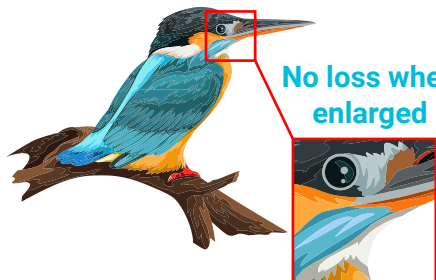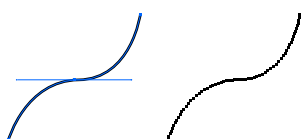
## USING VECTOR GRAPHICS IS THE BEST SOLUTION

Vector graphics are geometrically drawn shapes and one of the most advanced methods of print design. The foremost advantage is, it is resolution independent and can be stretched or squeezed to any extent without compromising the resolution. For small sized graphics (e.g. small logo used in a business card) vector graphics produce highest print accuracy. Although vector graphics cannot produce natural displays like photographs.

Most of the print design does not require an image. Hence, it is recommended to use a raster image (e.g. pixel based photograph) only if it is required. There are many free and professional apps or softwares available to create and edit vector graphics. Orderprint.in recommendation is Adobe Illustrator®.

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PUBLICATION (MULTI PAGE) ARTWORKS

Orderprint.in recommends PQPDF for full colour multi page document printing. It is safe to understand page sequence. However, MS-Word, MS-Publisher, Adobe InDesign, Macromedia Freehand files are also accepted, subject to conditions of sharing all used assets e.g. image link(s) and font(s). Image quality should comply with the specifications stated before. A final PDF produced from the user's artwork is forwarded as digital proof via email for secured checking and approval.
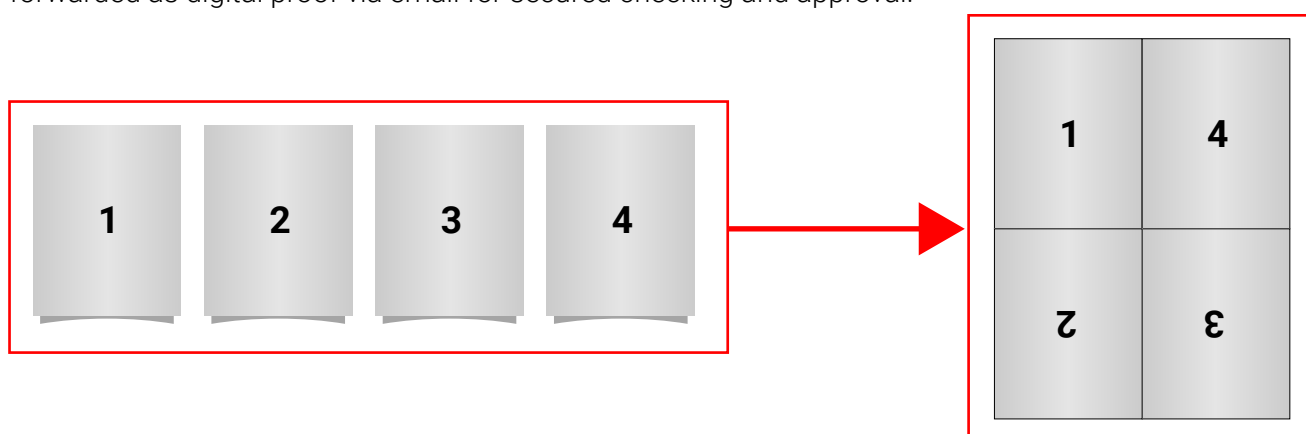
LARGE MEDIA

Banners, backdrops and hoardings are not conventionally measured in inches, but in feet. To release an artwork for such large format printing we recommend vector based design. Although, if images need to be used, the image must bear a minimum resolution of 72 dpi at equal size of printing. However, orderprint.in still recommends a 300 dpi same size artwork for very high quality printing of posters and small displays subjected for close viewing purpose, in order to achieve optimized printing quality.

LARGE MEDIA
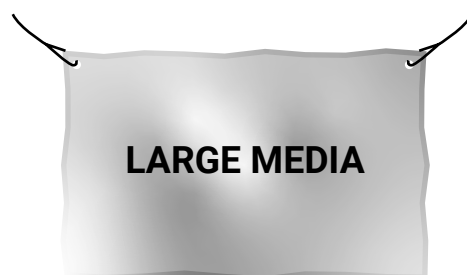
Other digital file formats accepted are:

Adobe Photoshop (*.psd) - at recommended colour mode and resolution
Adobe Illustrator (*.ai) - at recommended colour mode and resolution
Adobe Indesign (*.indd) - at recommended colour mode and resolution
Microsoft Publisher (*.pub) - at recommended colour mode and resolution
Tagged Image FIle (*.tif) - at recommended colour mode and resolution
Encapsulated Postscript (*.eps) - at recommended colour mode and resolution