

ABCs of Printing Ease

(...as easy as 1, 2, 3...as simple as do re mi)

ART RESOLUTION

While the **BEST** art to use is a vector* PDF, the second best is art that is **at least 300 DPI**** at the size it is being printed.

Note: Images used on websites are usually 72 DPI or less...

BLEED

Your order has a “bleed” if you want the ink to go to the edge of the page (so, **no white border**). Because printers cannot print to the edge, we need to print on larger paper and cut it down to the desired size. To do this, we need background art to be extended beyond the trim lines, what is called a “bleed”. At Do All, **we need an extra 1/8” of bleed on all sides** of your document, making your final document size 1/4” larger. (e.g., 8.5” x 11” changes to 8.75” x 11.25”).

Note: Make sure all text or images that are **not** part of the bleed remain 1/4” (on all sides) away from the edge of your document.

COLOR MODE

Printers[†] use 4 ink colors to print a wide spectrum of color: Cyan, Magenta, Yellow and Black (called CMYK). It is important that when setting up your document, you choose the CMYK color mode and **not RGB**. If you provide art that is in RGB color mode, the printer will translate it to CMYK and, many times, the result isn’t what is expected.

* **Vector:** Art that is vector can be enlarged without losing quality. Unlike photo files (JPEGs, TIFF, PNG) which are composed of a certain amount of pixels per inch, vector art is composed of lines and shapes, which can be moved or adjusted if opened with certain software.

** **DPI (Dots Per Inch):** How resolution, or image quality, is measured. The more dots (also called pixels) per inch, the more detail that can be shown.

† **CMYK, or 4 Color Process,** printing is mainly only used by digital printers. Other printing methods, typically for larger volume printing, use “spot colors”, which are pre-mixed inks.