Guide to supplying artwork

Thank you for using Cyclone Music Productions to manufacture your CD or DVD.

We have made this guide to help you prepare your artwork because we know that your release is important to you, and so it's important to us too. Please read through it, even if you are an experienced graphic designer.

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Before you start

General information on supplying artwork

We prefer to receive artwork as high resolution PDF files, we can accept artwork in native formats,such as, InDesign, Photoshop and Illustrator, however please, read the following pages on supplying artwork before sending other file types.

All PDF's should have fonts embedded or all text should be converted to outlines.

All images should be CMYK or Gray scale and be a minimum of 300dpi at actual print size. We do not accept RBG, Index or LAB colours, any elements of your design in these formats may change colour considerably when printed.

Make a print out of your artwork on your home printer. Assemble the artwork to make a mock-up of how the artwork will look when it is printed. This will give you the chance to double check your artwork before you send it to us, and it is useful to us if you send us the mock-up with your artwork disc.

Basic requirements

1. All images must be at least 300dpi. Images with fine lines or small text should be 600dpi, and bitmaps should be 1200dpi.
2. Colours should be CMYK or greyscale.
3. Remember to send us all of the fonts that you have used. If you are emailing or sending us artwork via FTP then please zip or stuff the fonts.
4. Mark all relevant information such as page numbers or spot colours or special instructions on the pasteboard or in an area outside the bleed.
5. Never mark centre holes on the label artwork.
6. If you want holes on printed vinyl sleeves be sure to let us know but do not mark them. Do not leave key lines around the outer edge of artwork.
7. Make sure that your catalogue number is on the label and cover (back and spine). For vinyl make sure that the A & B sides are clearly marked.
8. If your release is to be sold in the USA then it is essential to have "Made in England" printed on paper parts.
9. Remember to include publishing and copyright information.

We cannot be held responsible for proof reading or spelling errors. All artwork should be proof read, by you, before it is given to us paying particular attention to phone numbers and email/web addresses.

Please clearly name your files by catalogue number, especially if you are sending us the files via ftp or email, so they are easy for us to locate.

QUICK CHECKLIST

- Fonts included (if applicable zipped or stuffed)
- Files are at least 300dpi (600dpi if small text or fine lines are included)
- 3mm bleed included
- Total ink limit less than 300%
- Colour mode is CMYK or greyscale
- Spot colours are indicated clearly
- Booklet pages are set up as printers pages and are labeled

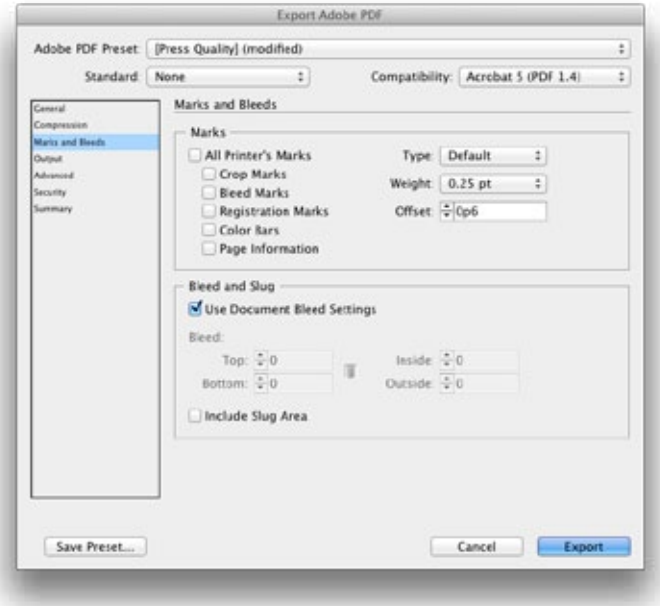
Supplying PDFs

Exporting as PDFs

InDesign

To create a PDF from InDesign, go to File > Export. Name your file and select your file destination. Be sure to change the format to Adobe PDF, then press Save. A dialogue box will appear. Change the following options:

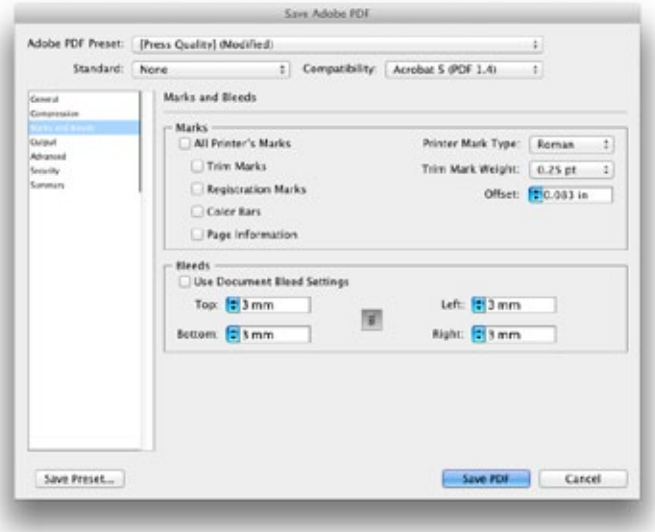
- Select Adobe PDF Preset: Press Quality
- If your document has a bleed, click on Marks and Bleeds and check off Use Document Bleed Settings.
- Click Export



Illustrator

To create a PDF from Illustrator, go to Go to File > Save As. Name your file accordingly and select your file destination. Be sure to change the format to Adobe PDF, then press Save. A dialogue box will appear. Change the following options:

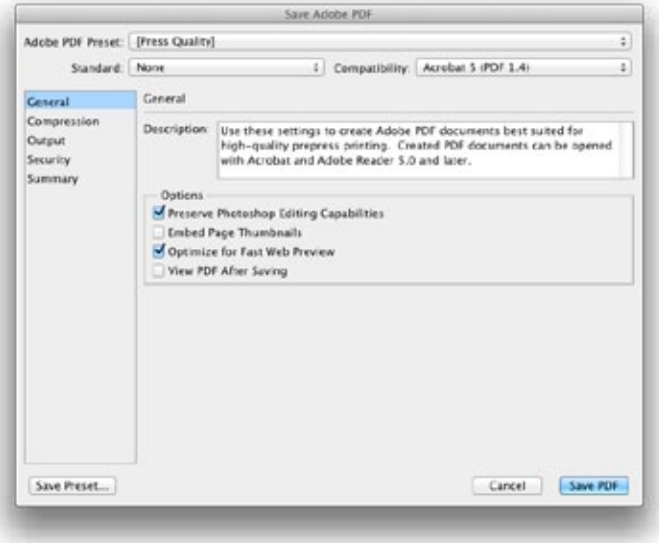
- Select Adobe PDF Preset: Press Quality
- If your document has a bleed, click on Marks and Bleeds and enter a value of 3mm on top, bottom, left and right.
- Click Save PDF



Photoshop

Before you create a PDF from Photoshop, make sure your colour mode is CMYK, your resolution is 300dpi and your layers are flattened. Once this is done go to File > Save As. Name your file and select your file destination. Be sure to change the format to Photoshop PDF, then press Save. A dialogue box will appear. Change the following options:

- Select Adobe PDF Preset: Press Quality
- Click Save PDF



Understanding Bleed

What is 'bleed' and why is it required?

Bleed is the area outside the trim line that will be trimmed off at finished print. It is required because the artwork is printed on a larger sheet and then cut down to size. Because it is impossible to cut exactly to the edge of your design a little overprint on each side is needed. This overprint is called 'bleed'. Any document that is being professionally printed will require a bleed area and a 'safe zone' it is usually 3mm and will be indicated on the downloaded template.

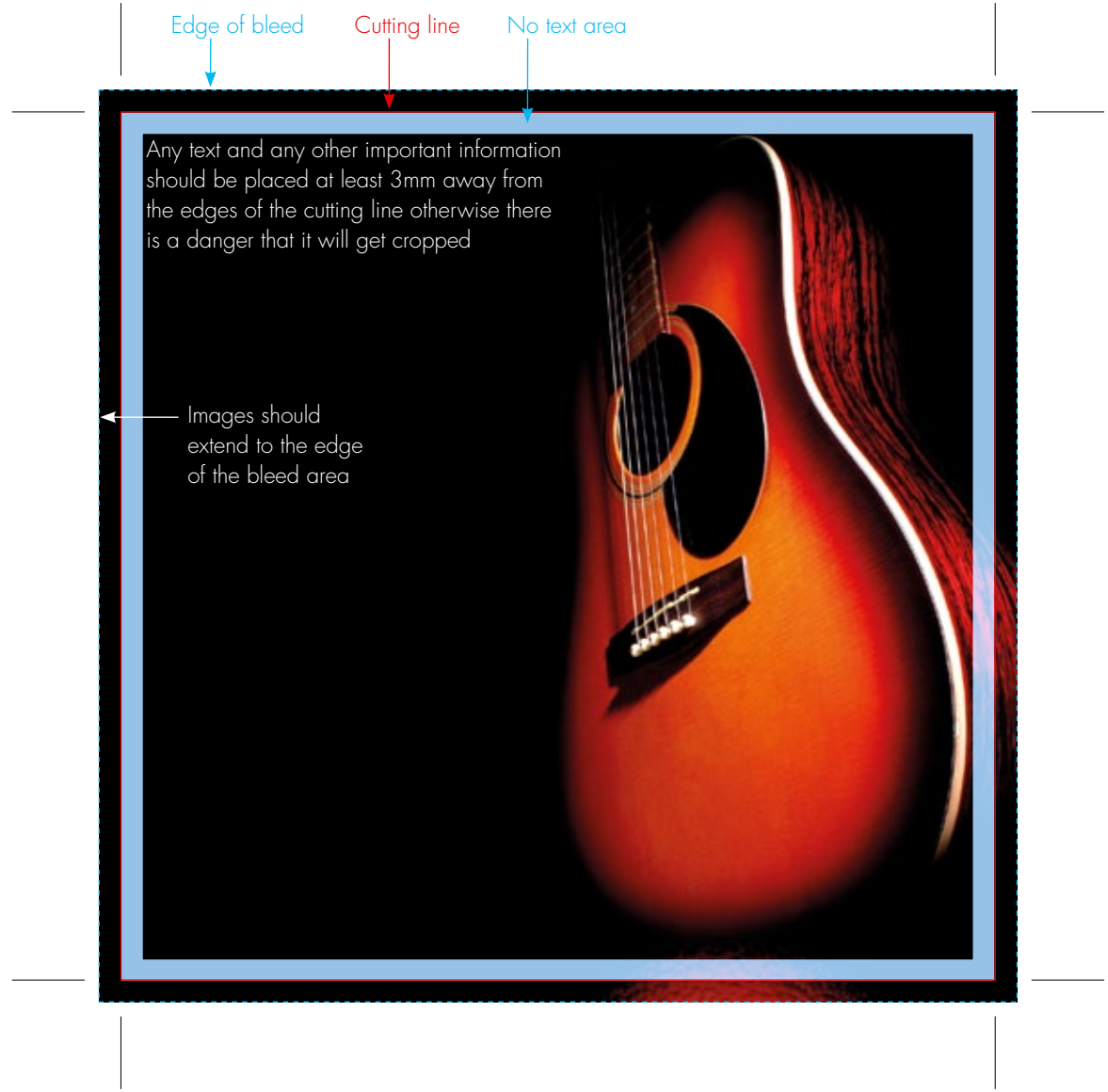
On our PDF templates the bleed area is indicated by a blue dotted line, any artwork that runs to the edge of the page must extend out of the print area to meet the dotted line.

What is the 'no text area'

The 'no text area' is the 3mm inside of the cutting edge in which no text or important information should be placed. Any graphics in this area risk being clipped when cutting.

On our PDF templates this is shown as a thick blue line that runs around the print area. The outer part of this area is the edge of the page, the inside of this area shows the 'safe area' this is the main working area to place text and images.

- It is essential to include bleed on all of your artwork except CD or DVD labels.
- Extend images to the edge of the bleed area, and keep text within the safe area.
- The downloaded template for your artwork will have a bleed area marked on it. Make sure that you include the bleed when laying out your artwork.



CMYK vs RGB colour

Why print files need to be CMYK

The RGB colour spectrum is much larger and more vibrant than the CMYK spectrum this problem is most apparent with very bright colours such as a fluorescent oranges or greens.

Commercial presses print onto white paper using CMYK colours, in order to get the best results files should be prepared with this in mind. Converting files to CMYK before submitting them to print will avoid any surprises with colour when the final product is produced.

DON'T check colours against desktop printer samples as their profiles will generally try to emulate RGB colours as opposed to printing the true CMYK colours.

Text in RGB
Notice how vibrate the colours are

RGB

Text converted to CMYK
The colours have dulled quite dramatically

CMYK

Image resolution

Why images and text needs to be 300dpi

One of the questions commonly asked is "it looks fine on screen, why won't it be ok to print?"

The technical answer to this is that a screen will only display a document at 72dpi where when printed you will see 300dpi.

Dpi (or ppi) stands for dots per inch or pixels per inch.

Generally images and graphics are made up from small dots (pixels), dpi refers to the number of these dots per inch. An image made from dots is called a raster image. There is another format called vectors, these are graphics made from equations and will never distort at any size.

Looking at the three examples here it is possible to see that the 72dpi image and text will appear blurred and distorted when printed where the 300dpi and vector example will appear clear. The distortion on the 72dpi text is called pixelation this can only be fixed by using an image of the correct 300dpi resolution.

Text and image at 72dpi

Text and image at 300dpi

Image at 300dpi vector text

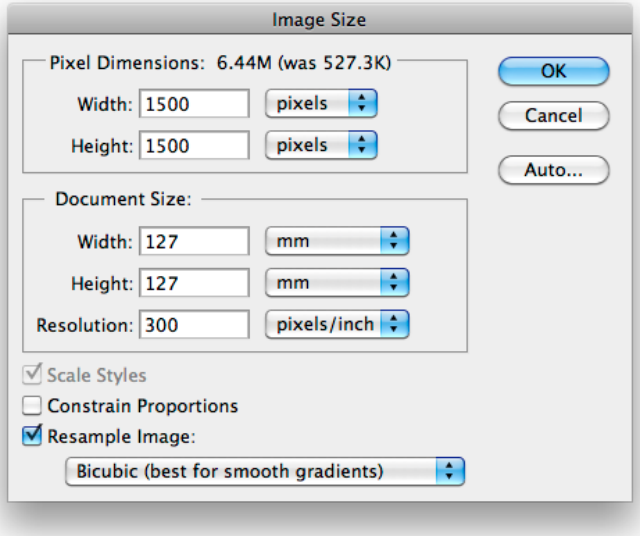
How to check the resolution of a document

The simplest and quickest way to check the resolution of a document is to view the image on screen at 400% this should give a good idea of the level of detail visible when printed.

Why not test this on the examples here.

Check the resolution of the image in Photoshop

Open the image in Photoshop, on the top menu bar go to Image scroll down the menu bar and select Image Size open the dialogue box and make sure that the resolution is 300 pixels/inch.



Fonts

Avoiding font problems

What can happen if fonts aren't present

When document are created they are normally done so using the fonts available on that computer at the time. If the same document is opened on another computer that does not have access to the original fonts it is likely that the fonts will be substituted. This can mean that the letters appear differently and as the replacement fonts may not be the same size as the original the document formatting can be affected.

This is more likely to be a problem if your design uses fonts that aren't commonly available.

How to avoid problems with fonts

The ideal way to get round problems with fonts is to make them part of your original document through embedding, flattening or converting them to curves;

Embedding

This is dependent on font licensing and is normally used for PDF files. Many design programs will ask if you would like to embed the fonts into a document. If you select 'yes' this will package the fonts into the document to ensure that when it is opened on another computer the correct fonts are displayed.

Saving as an image

By saving the file into a raster format i.e. jpeg, png, tiff etc the fonts become part of the image. As per converting to curves it is hard to edit at a later date however this will ensure that you document is displayed with the correct fonts.

You must ensure that the image is 300dpi and text is no smaller than 6pt.

Converting to curves

This method converts the fonts that are used in the document into shapes as opposed to letters. This method does have the disadvantage that documents are harder to edit at a later date but is very effective at ensuring that your fonts remain as intended.

Font dispalying correctly

Original font not found so substitute is used and formatting is incorrect

Barcodes

Barcodes must be a minimum size and adhere to acceptable colour combinations to be readable by barcode scanners. Black in a white box is the standard format.

There must be a clearing space of 3mm either side of the edge of the barcode.

If you would like us to place a barcode on your artwork then leave a white box that is at least 36mm x 16mm on your artwork.

Barcodes

If you require a barcode we can supply this to you in EPS or PDF format, and you can place this on your artwork. The supplied barcode artwork should not be re-sized and print in black only. If you would prefer us to add the barcode to your artwork please leave a space of approximately 16mm x 36mm, and clearly indicate this on your artwork.

Please do not place a 'dummy' barcode on the artwork as we might consider that have you supplied your own.

Pagination

Putting the pages in the right order

Booklet artwork should be supplied **paginated as printers pairs** as shown here.

It is not always obvious to us what the page order is.

Please help us by marking the page numbers on the pasteboard or outside the crop marks, or supply us with a printout of your booklet, with the page order clearly indicated.

4 page book

4 Back Cover	1 Front Cover
2	3

8 page book

8 Back Cover	1 Front Cover
2	7
6	3
4	5

12 page book

12 Back Cover	1 Front Cover
2	11
10	3
4	9
8	5
6	7

CD or DVD onbody label

Designing for a CD or DVD onbody label is different to designing for paper. The way that the design is printed on to the disc means that some designs work better than others. Look at some of the CDs in your own collection and think about what makes them good.

Please use the template downloaded from our website.

- Remember that there is a central hole, but do not mark this on your artwork.
- CD label artwork does not need bleed adding.
- Include a catalogue number on your artwork

Colours

CD onbody artwork can be set up as either a full colour CMYK picture disc or using spot Pantone colours. If you have a full colour design then it is recommended that a white base is also used.

If the disc does not have a white base colour then the silver of the disc will show though where there are white or light tones on your artwork. The silver part of the disc does not go right to the centre of the disc, there is a ring around the centre which is clear plastic. Be aware of this if you are planning to have the silver of the disc as part of your design.

Text

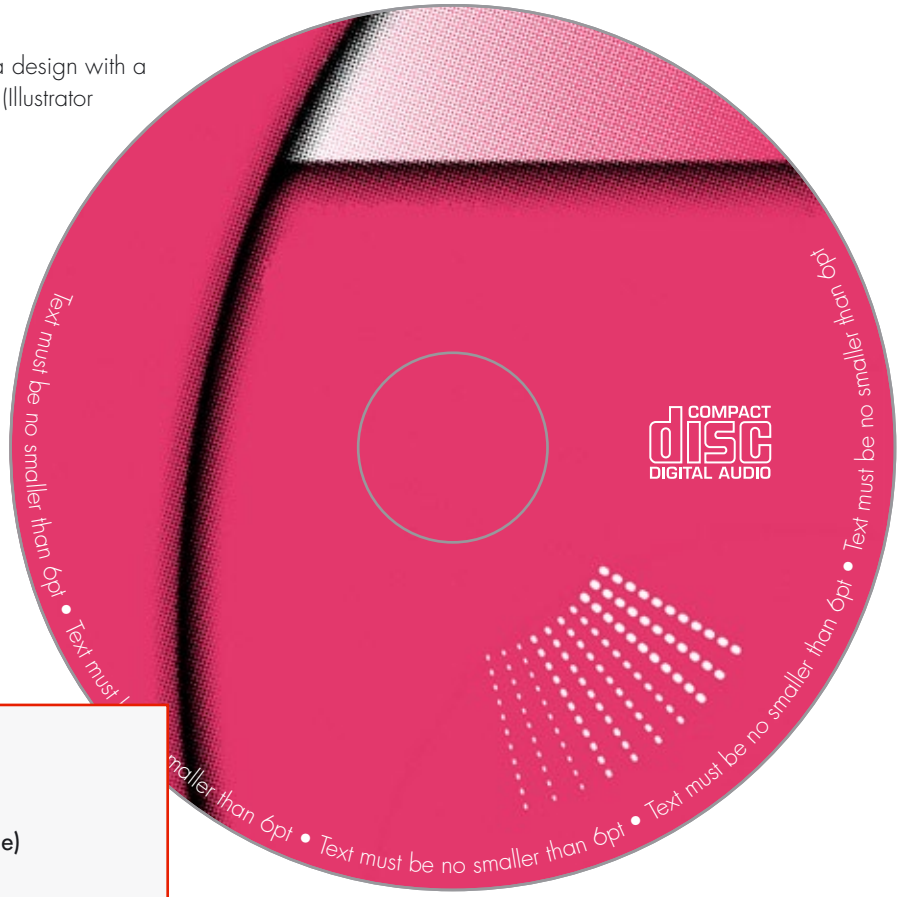
Text must be no smaller than 6pt. For the best results make any text on the onbody artwork vector (ie add text in QuarkXPress or InDesign or use an Illustrator eps).

Text that is part of an image (ie done in Photoshop) may not print as clear, and should always be at least 600dpi.

Images

Use images that are 600dpi. If you are using a design with a lot of fine lines then it is best to use vector lines (Illustrator eps) rather than bitmap images (Photoshop)

Sometimes definition is lost with subtle tonal shades, so avoid using tints that are less than 15% or over 85%.



QUICK CHECKLIST

- Colours are clearly marked
- Design is CMYK or spot colours (Pantone)
- Images used are 600dpi
- Catalogue number is included on the design
- Indicate if a white base is required
- Text must be no smaller than 6pt

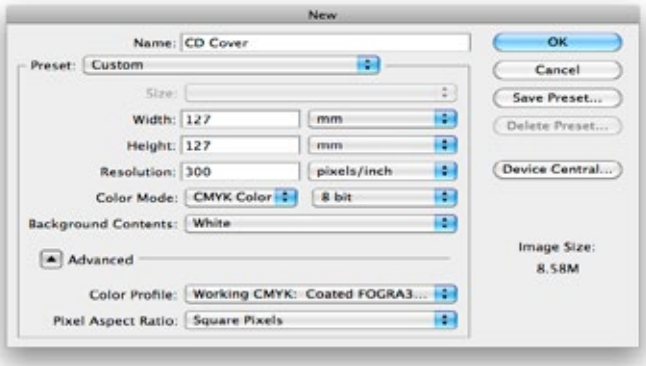
Photoshop

Using Photoshop

Getting started

The easiest way to create your artwork in Photoshop is to open the relevant PDF template, which can be downloaded from our website, in Photoshop.

A dialogue box similar to this will appear:

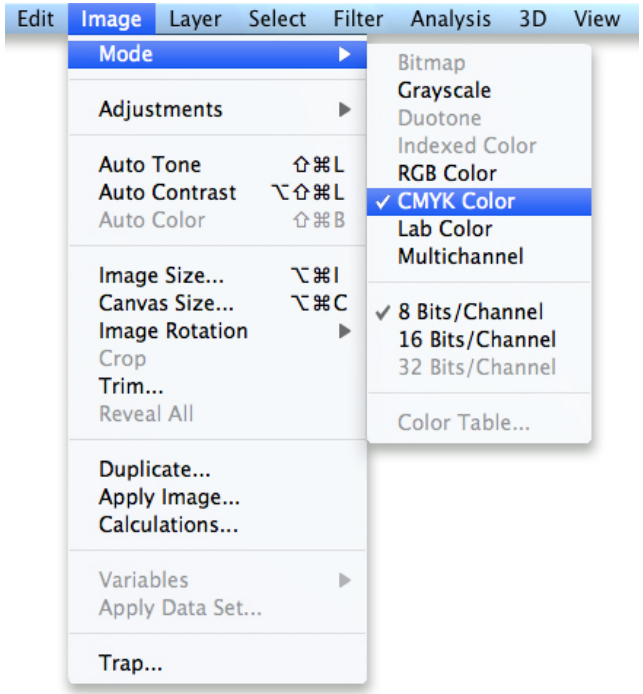


- Set Resolution to 300dpi.
- Set Mode to CMYK Color.
- Make a new layer to put your artwork on.

Colours

It is important to design your artwork in CMYK rather than RGB. To print your design the images need to be CMYK. When images are converted from RGB to CMYK the colours often appear duller.

If the image uses spot colours (Pantones), a varnish or has a cut out, mark this clearly on a separate layer.



Sending us artwork

When you have finished your design, you can either send us your artwork as a flattened the file and save as a tif (with no compression).

Also send an unflattened PSD file, please delete any empty or hidden layers, and include any fonts that you have used, (zip or stuff the fonts to avoid them corrupting).

QUICK CHECKLIST

- Fonts included (if applicable zipped or stuffed)
- Files are at least 300dpi (600dpi if small text or fine lines are included)
- 3mm bleed included
- Total ink limit less than 300%
- Colour mode is CMYK or greyscale
- Spot colours are indicated clearly
- Booklet pages are set up as printers pages and are numbered

InDesign

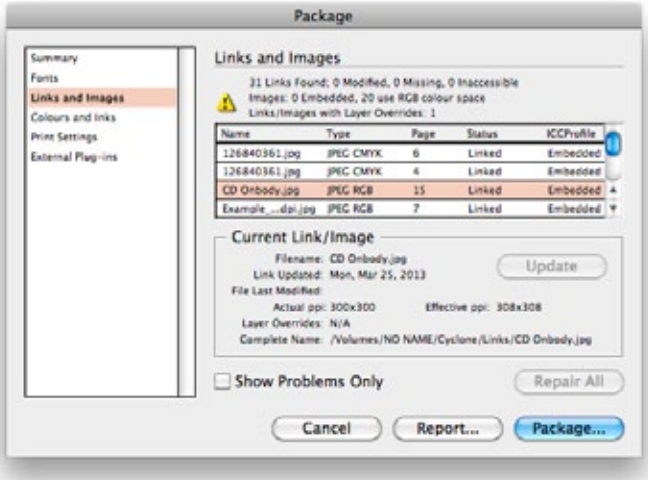
Using InDesign

Using the PDF templates download from our website import them into InDesign at 100% and use them as a guide to laying out your artwork.

Images size and resolution

All images must be at least 300dpi. Images with fine lines or text are recommended to be 600dpi.

If the images are lower resolution than recommended then there is a danger that the finished printed article may not be as good quality as expected.



Relative resolution

Remember that if images are placed into a layout program such as InDesign and enlarged more than 100% then the relative resolution will be lowered. For example, if an image is 300dpi and then used at 200%, the relative resolution is 150dpi.

Using images in InDesign

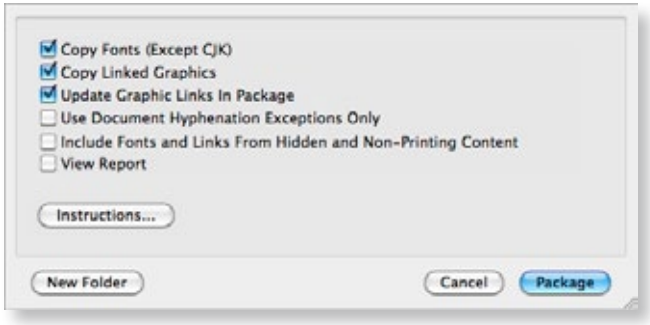
If you are using InDesign, use the Package function to check if the images you are using are high enough resolution and are CMYK or greyscale.

File > Package > Links and Images

Collecting artwork

Use the package feature to collect the entire job, including all images and fonts.

File > Package



QUICK CHECKLIST

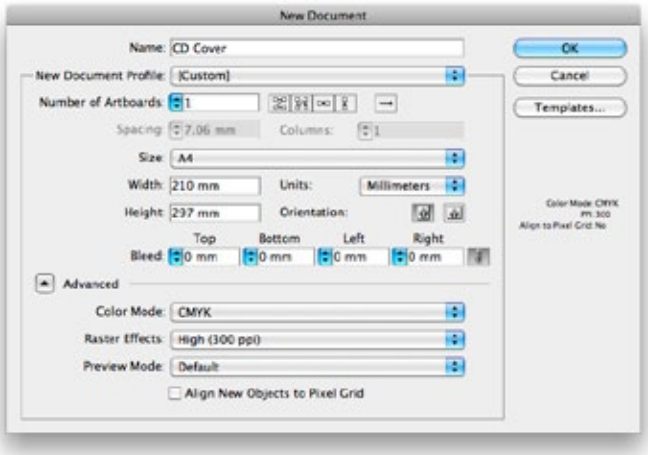
- All images used in the design are supplied
- Image resolution is over 300dpi (or 600dpi if design features fine text or lines), bitmap images should be 1200dpi
- Images used are correct print colours, CMYK or greyscale
- Extra information is listed on the pasteboard (ie page numbers, label sides, colours)
- Bleed is included
- Pagination is correct
- Fonts are included

Illustrator

Using Illustrator

If you are designing your artwork in Illustrator, open the PDF template, which can be downloaded from our website, in Illustrator and create a new layer to place your design on.

A dialogue box similar to this will appear:



- Set Colour Mode to CMYK.
- Set Raster Effects to High 300dpi.
- Make a new layer to put your artwork on.

Fonts

Send us the fonts used in your design, or turn the fonts to outline. To do this select all the type, go to Type in the top menu, and select Create Outlines.

Linked images

If you are placing or linking images into your design then make sure that the images are at least 300dpi. Make sure that all colours are CMYK or greyscale or spot colours if required.

If sending us Illustrator files make sure you send all linked images used.

QUICK CHECKLIST

- Include all fonts, or turn all text to outlines. (select all type, go to Type in the top menu bar and select Create Outlines)
- Images should be CMYK (or greyscale) and at least 300dpi, (or 600dpi if it is for a CD or DVD onbody label).
- Spot colours are clearly marked
- Bleed is included
- Booklet pages are in the correct order

Using QuarkXPress

Using the PDF templates download from our website import them into QuarkXPress at 100% and use them as a guide to laying out your artwork.

Images size and resolution

All images must be at least 300dpi. Images with fine lines or text are recommended to be 600dpi. If the images are lower resolution than recommended then there is a danger that the finished printed article may not be as good quality as expected.

Relative resolution

Remember that if images are placed into a layout program such as QuarkXPress and enlarged more than 100% then the relative resolution will be lowered. For example, if an image is 300dpi and then used at 200%, the relative resolution is 150dpi.

Using images in QuarkXPress

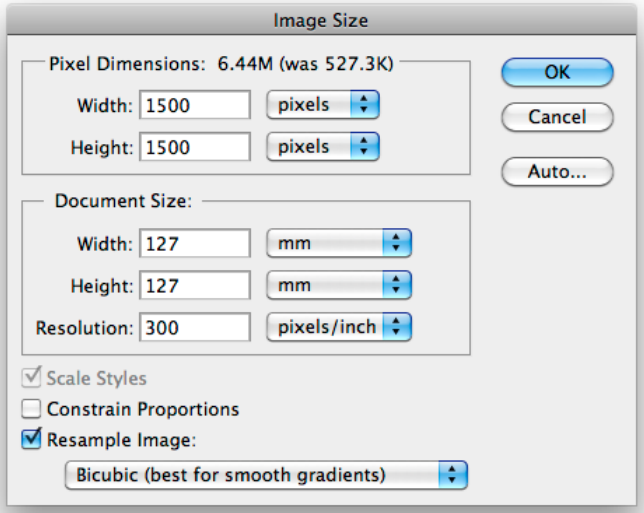
If you are using QuarkXPress and are unsure whether your images are the correct resolution and colour mode, open the images in Photoshop and make any corrections if needed.

To check image colour in Photoshop
Image > Mode and select CMYK Colour

When you change an image from RGB to CMYK you may notice that the colours become less vibrant.

To check your image size in Photoshop
Open Image > Image Size

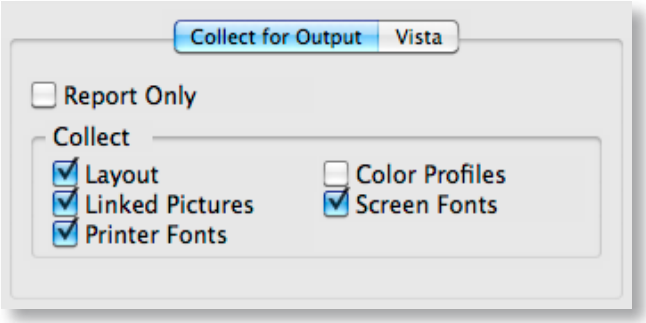
Make sure this resolution reading is for pixels/inch and the figure in resolution is 300dpi.



Collecting artwork

Use the collect for output feature to collect the entire job, including all images and fonts.

Make sure that OPI (Open Prepress Interface) in the XTensions Manager is turned off.



QUICK CHECKLIST

- All images used in the design are supplied and are CMYK or greyscale
- Image resolution is over 300dpi (or 600dpi if design features fine text or lines)
- Pagination is correct
- Bleed is included
- Quark XPress files are Single Language documents, and where possible, free from extensions
- Fonts are included

Sending us your artwork

Now you are ready to give us your artwork. There are a few ways that you can send your artwork to us:

By FTP

An FTP program is needed to upload files to the Cyclone Music Productions ftp site.

If you are using a PC then you can use **Filezilla** or **Core FTP**, (both are free to download):

http://www.coreftp.com

http://filezilla-project.org

If you are using a Mac then you can download **Cyberduck** (donation) or **Fetch** (free trial) from these links:

http://download.cnet.com/Cyberduck/3000-2160_4-10246246.html

http://fetchsoftworks.com

All of these programs come with instructions.

The Cyclone Music Productions FTP login details will be provided upon request.

Web-based

You can also use a web-based ftp program, such as **YouSendIt**.

http://www.yousendit.com

Please inform us by email when your artwork is uploaded.

By post

Burn your artwork onto a disc, remember to write the catalogue number and/or the artist and title of the release clearly on the disc. It is helpful if you include a print-out of your artwork, write any instructions that you think are relevant, and a contact phone number and/or email address.

Address the disc to:

Cyclone Music Productions Ltd
74 Riverside 3
Sir Thomas Longley Road
Rochester
Kent
ME2 4BH

QUICK CHECKLIST

- All images must be at least 300dpi. Images with fine lines or small text should be 600dpi, and bitmaps should be 1200dpi
- Colours should be CMYK or greyscale.
- Send us all of the fonts that you have used zipped or stuffed
- Mark all relevant information such as page numbers, spot colours or special instructions
- Never mark centre holes on the label artwork.
- Make sure that your catalogue number is on the label and cover
- A barcode is included if necessary
- If your release is to be sold in the USA then it must have "Made in England" printed on paper parts
- Include publishing and copyright information