



DIGITALLY PRINTED CANVAS WALLCOVERING

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Art Submission Guidelines

Large-format digital output has its unique requirements to achieve optimum results. We have provided these guidelines to help you get the highest quality results without incurring additional costs or unnecessary delays.

There are two preferred program types in large scale printing

Photoshop (Raster Files)

Illustrator (Vector Files)

A **raster graphic** is an image made up of hundreds (thousands/millions) of tiny squares of color information, referred to as either PIXELS (when referenced on-screen / ppi) or DOTS (when referenced in printing / dpi).

Common Type – Photographs

Program Preferred – Photoshop

File Formats - .jpg/.jpeg, .psd, **.psb**, .png, **.tiff**, .bmp, .gif

Pros of Raster Graphics

Rich Detail

Precise Editing

Cons of Raster Graphics

Blurry when enlarged

Large file sizes

We always recommend high resolution images (**300+ppi is ideal**)

Success also depends on the size of the mural.

A small hi-res image may still look pixelated when blown up 35 times its size.

Pixelated = creating unclear pixel-like patches, blurry, unclear

Also consider mural viewing distances.

The closer people will be to the mural the less pixelated the image must be.

A **vector graphic** uses math to draw shapes using points, lines and curves.

A vector image will only contain four points, one for each corner.

The computer will use math to “connect the dots” and fill in all the missing information.

Common Type – fonts, logos, line art

Program Preferred – Illustrator

File Formats - .eps, .ai, .pdf

Pros of Vector Graphics

Infinitely scalable

Small file size

Edibility

Cons of Vector Graphics

Limited details

Limited effects.

Artwork can be setup in CMYK or RGB mode

Files should be at least 150 ppi at final output size (ppi = pixels per inch)

Fonts should be converted to outlines

All art elements should be embedded or packaged within the file

Indicate scale at which art is created (if applicable)

Purge all unused elements or layers from files to reduce size

Include a minimum 3” bleed on all sides

Provide low res PDF for printer preview purposes

When creating artwork, plan artwork around obstructions on the wall such as lighting, speakers, thermostats, doors and windows.

Media Files Accepted

Adobe Photoshop (.psd, **psb** or .tif)

Adobe Illustrator (.ai or .eps)

Adobe InDesign (.eps)

Adobe Acrobat (.pdf – uncompressed)

CorelDraw save as .eps

Other accepted file types (original artwork, high resolution scans)

Artwork can be submitted electronically via standard ftp websites,(dropbox.com, we transfer.com. etc..)

We can send you a link for uploads via email if you need it. We also accept hard copies on CDs, DVDs, or USB flash drives.

*Note: Generally the limit for emailing files is about 10MB, larger files can be sent using our upload link.

File Preparation

Submitted files should be professionally created at full size (if possible) in Adobe Photoshop, Adobe Illustrator or Adobe InDesign. Then saved as either native files (PSD,PSB, AI, INDD, extensions, respectively), or PDF, EPS, TIF, JPEG. Vector artwork is preferred and sometimes required for some projects/ logos. PDF files must be saved at the correct scale and resolution with bleeds and NO crop marks added.
(Please call R37's Graphics Dept.with questions on file setup).
Some files created in other applications may be acceptable, but may be subject to additional preparation charges.

Artwork that exceeds the pasteboard dimensions in Illustrator or other program may be scaled down, but please indicate the scale (50%, 25%, 10%, 1"= 1', etc.).

Any document containing text should have all text elements converted to outlines, or paths; doing so will avoid font conflicts—a major source of delay for many jobs.
Under no circumstances will copyrighted images be reproduced without proper consent.

Always leave bleed around your graphics.

What is a bleed?

A bleed is the extra amount of image that is printed beyond the intended shown image. Panels are overlapped and double cut. A little extra image needs to be repeated on the edges of each panel in order to match. The most important reason for a bleed is because walls, floors, and ceilings are rarely perfectly square. The bleed at the top and bottom of each panel allows installers the ability to compensate for these discrepancies. Please make sure there are no critical design elements in the bleed areas.

How much bleed is necessary? Based on the wall width: < up to 20' = 3" all sides, <50' = 5"-6" all sides, <100' = 12" each side

Sketches and Strike-offs

We provide two options for the approval to print.

We send an electronic version of your digital to approve. This is usually in PDF form.
Here you can review the imagery, cropping and color for accuracy before final production.
A strike-off is a printed portion of the digital, to size, on the substrate selected with the selected inkset.
We recommend doing a strike off before proceeding to production.
This is the most accurate method for reviewing the digital before final production.

Protective Coating for High Traffic Areas

If your murals require extra protection, ask about our liquid laminate coating that can be applied to your project. This coating provides: UV Protection, Scratch and scuff resistance , protection from some harsh cleaners.

Wall Preparation

Our wall canvas is meant to go on standard primed and painted drywall.
Use a good quality primer and basecoat for the best results. Newly painted drywall should cure for 30 days to prevent bubbles from outgassing. Semi-gloss paints are preferred. Highly textured paints such as stucco finish are not recommended.