My Media SWISS

My Media SWISS GmbH
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Technical requirements for layouts

PRINT PRODUCT DIMENSIONS

- Specify the print product size using the sheet format in the layout program.
- Create different product layouts on separate artboards, front - on one page of the file, back - on another page of the file.

FONTS

- All text information in the layout should be converted to curves (fonts should be converted into a graphic object).
- Exception: layouts in Adobe InDesign, pdf files.

COLOR MODEL

- All elements of the layout must be in the CMYK color model because printing can only be done in this color model.
- Convert all elements from RGB to CMYK. You will see the color changes in the layout and get a clearer idea of what the layout will look like in print.

BLEEDS / CROP MARKS

- Bleeds are required when part of the image falls under the crop format (the crop line runs along the image).
- Bleeds for brochures, flyers and business cards should be 2 mm in size (from each side that is ment to be cut).
- Bleed for brochures, catalogs, magazines - 3 mm (from each side that is ment to be cut).
- If there are no bleeds, there may be white margins of different sizes on the edges of the product.
- The distance from important elements of the layout (words, phone numbers, lines, etc.) to the cutting line must be at least 2 mm, otherwise the elements may be cut off.

Best regards,
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COLOR PROFILES

- All images used in the layout must be without an ICC profile. The presence of a profile will cause shift of the color of the image.
- To remove embedded ICC files from the layout, save all images used in the layout again without ICC-profile.

IMAGE RESOLUTION

- Images with a resolution of only 220-300 dpi at a scale of scale of 1:1 are suitable for printing.
- Lower image resolutions result in a loss of image clarity and sharpness.

IMAGE QUALITY

- If possible, use uncompressed TIFF, LZW or ZIP compressed TIFF images in your layout.
- The use of images in JPEG format will result in a loss of image quality (at the edges of the colors and at smooth transitions of shades JPEG artifacts may appear as an extra-neous noise).
- In the figure you can see the difference between a good image and one affected by JPEG compression.

Best regards,
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