



TRACER: LENTICULAR DESIGN SPECIFICATIONS

Designing your artwork for 3-D and Motion is unlike any other project. Please follow the simple guidelines below to obtain the maximum effect of your Tracer print.

When we receive your supplied discs or FTP upload, we check carefully to ensure they meet our specifications. Incorrectly prepared design files are the cause of 90% of all printing problems. Failure to meet specifications may result in additional charges and delay the job.

To avoid schedule delays and cost overruns, please review and follow these guidelines and feel free to call if you have any questions.

DIGITAL FILE SPECS

Tracer can accept layout files created in QuarkXPress, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Macromedia FreeHand, and Adobe Pagemaker. Adobe Illustrator files should be saved in EPS format and a copy saved with the fonts converted to outlines. Although we can take files created on a PC, we strongly recommend that you create them using the Macintosh platform because PC graphics take longer for us to prepare for output than Mac.

We can accept graphics files saved to CD-ROM and DVD. We have a client FTP site for faster transfer. Please contact us for access information.

DESIGN

We accept artwork in many different formats. The type of artwork and animation needs vary based on the effect being achieved. Images should be saved at a minimum of 300 dpi. If you are placing them into Photoshop or any other program, be sure that the document resolution is also set to 300 dpi or higher at print size. Please do not use PICTs, GIFs, JPEGs, or LZW compression. Size and crop images in Photoshop before placing them into your page layouts. When placing files in Illustrator, please “link” rather than “embed.”

- **Tracer Flip:** Colors, images or letters vanish and then reappear.
- **Tracer 3-D:** Gives the illusion of distance between many layers of the image.
- **Tracer Zoom:** Allows for in-and-out movement where the image will fade away or zoom in.
- **Tracer Morph:** Two or more images slowly change into each other.

APPROVED FILE FORMAT

Adobe Photoshop.psd, .eps, .tif (up to CS3)
Adobe Illustrator.ai, eps (up to CS3)

IMAGE RESOLUTION

Ideal 400 DPI or higher
Minimum 300 dpi (in native size)

ANIMATION DIRECTION

Up/Down or Side/Side

NECESSARY BLEED

1/8”



DESIGN (CONTINUED)

- **Tracer Full Motion Video:** Series of photos or video that create the illusion of animated images.

Please indicate start and end of animation by beginning and ending Time Codes. Tracer can not guarantee the overall quality of prints produced from video that is supplied in non-specified formats.

APPROVED FILE FORMAT

Uncompressed digital video CD
Uncompressed DVD
Digital Beta Tape
(Additional charge for conversion may apply)
Progressive Scan HD

IMAGE RESOLUTION

Ideal horizontal pixels x number of vertical pixels, 1920 x 1080 (HD)
800 x 600 Min (in native size)

NECESSARY BLEED

1/8"

ANIMATION DIRECTION

Up/Down or Side/Side

ADDITIONAL TIPS

BACKGROUNDS

To minimize ghosting (a faint picture of the previous image appearing) as much as possible please note the following guidelines:

- Use patterned or textured backgrounds
- If possible, avoid contrasting backgrounds. (i.e. black image on white background)
- Items should animate on top of themselves, rather than zooming across the page

FONTS

Fine lines tend to break up under the lens. Please keep this in mind when your art has outlines, especially when illustrating characters, small font-type or line drawings. To reduce the risk of your lines breaking up, increase the point size beyond what you would use for non-Lenticular printing.

- Try to use fonts at 12 pts and above
- Try to use bold fonts
- Avoid fonts with fine serifs



DIGITAL DOCUMENT CHECKLIST

If you are submitting digital files for output, have your graphic designer complete this form and send with your order.

Project title: _____ Artist/Company Name: _____

Graphic Designer's Name: _____ Telephone: _____

Email: _____

Graphics files provided on (please check): CDRom via Email (5 Mb max) via FTP (call first)

Platform (please check): Mac PC

Application (please check): QuarkXpress Adobe Illustrator Adobe Pagemaker
 Adobe Photoshop Adobe InDesign Macromedia Freehand Uncompressed digital
 Video CD Uncompressed DVD

My submitted files are in their "final form." I have carefully proofread my file. I understand that failure to meet these specifications may result in additional charges and/or delay my job.

Signature

Printed Name

Date