



Bringing Art to Life...

LARGE FORMAT LENTICULAR DESIGN SPECIFICATIONS

Please follow the simple guidelines below to obtain the maximum effect of your lenticular print

When we receive your upload, we check carefully to ensure they meet our specifications. 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

The preferred file format is layered Photoshop files (.psd). Tracer can also accept most flattened image file-types for effects other than 3D.

Images should be saved at a minimum of 200 dpi, at desired print size, plus extra image bleed.

Image bleed is image area beyond the final trim, which gives extra image space necessary for a clean final cut. Standard bleed is 1/8", but sizes larger than 36" should have a minimum of 1/4" bleed on all sides.

Adobe Illustrator files should be saved in EPS format, and all text should be converted to outlines. Include all linked files.

You can provide a link to your art, upload through our website link, or Tracer can email you a link to upload your files.

DESIGN

- **Flip:** Artwork flips between 2 or more images.
- **Morph:** One image slowly transforms into another image.
- **Zoom:** Allows for in-and-out movement where image will zoom into its center.

2 images supplied in 1 PSD, or multiple flattened files.

- **3-D:** Gives the illusion of depth and distance between many layers of the image.

Layered PSD only, with extra width, and multiple layers
layered files are critical to avoid additional costs



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BACKGROUNDS

To minimize ghosting (a residual view of previous image appearing) as much as possible, please note the following guidelines:

- Use patterned or textured backgrounds, if possible
- Avoid contrasting backgrounds. (i.e. red image over a yellow background)

FONTS

Use fonts that are bold and thick, and at a larger point size, 16 pt. minimum. Avoid small, or thin-line fonts, italics, or fonts that are based on diagonal lines.

Avoid fine lined decorative fonts, such as scripts, unless used in large point sizes.

Choose San Serif (like Helvetica) over Serif (Times) font styles. Lenses tend to 'drop' the serifs and cause the type to look distorted.

Use increased spacing (kerning) between letters and words.

Avoid placing drop shadows on small text.

Text with a separate stroke and fill color work best at larger point sizes. The stroke thickness should be no less than 1 pt. in most cases.

APPROVED FILE FORMATS

Adobe Photoshop (.psd), eps, Jpeg,
PNG, TIFF, TGA & pdf
Adobe Illustrator (.eps)

ANIMATION DIRECTION

Side/Side

IMAGE RESOLUTION

200 DPI or higher

NECESSARY BLEED

Standard: 1/8" on all sides; 1/4" for images larger than 36"
3D Specific: 1/8" on Top / Bottom
and 1.5" on Left / Right