SMALL FORMAT LENTICULAR DEISGN 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 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

Tracer can accept layout files created in Adobe Illustrator, Adobe Photoshop, and Adobe InDesign. 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. You can provide a link to downloadable art, or Tracer can provide a link to upload your files.

DESIGN

We accept artwork in many different formats, but layered Photoshop files are preferred. 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 with a 1/8" bleed on all sides. Please do not use PICTs, GIFs, JPEGs, or LZW compression. When placing files in Illustrator, please "link" rather than "embed", and be sure to included linked files.

- **Flip:** Artwork can quickly flip between 2 or more images
- **3-D:** Gives the illusion of distance between many layers of the image.
- **Zoom:** Allows for in-and-out movement where the image will fade away or zoom in.
- **Morph:** Two or more images slowly change into each other.

APPROVED FILE FORMATS
Adobe Photoshop .psd, .eps, .tiff
Adobe Illustrator .ai, eps
Adobe InDesign .indd

ANIMATION DIRECTION
Up / Down or Side / Side

IMAGE RESOLUTION
Ideal 400 DPI or higher
Minimum 300 DPI (*in native size*)

NECESSARY BLEED
Standard: 1/8" on all sides
3D Specific: 1/8" on Top / Bottom
And 1.5" on Left / Right

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

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

FMV APPROVED FILE FORMATS
Sequential Tiffs (*preferred)*
Most popular digital video formats
(Additional charge for conversion may apply)
Progressive Scan HD

IMAGE RESOLUTION
Video files should be exported using the highest number of available pixels, without up-sizing the source video.

ANIMATION DIRECTION
Up / Down or Side / Side

NECESSARY BLEED
Standard: 1/8" on all sides

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)

FONTS

Check for the font size specific to your projects, the recommended size is dependent on lens and viewing distance being used. 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