

Disc and Cover Artwork Guidelines

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Now that your artwork is complete, you need to get it ready to go to print. Follow the instructions below to prepare your disc and cover artwork. With your help, we can finish your order much faster, and you won't incur additional charges. This guide is for use with Adobe Photoshop, we are using version CS5, previous versions should be similar.

When creating new artwork, start in CMYK color mode. Doing so will eliminate the need for step one. If you know your artwork is already CMYK, go to step 2.

Step 1: Convert to CMYK (If In RGB Color Mode):

Convert your file to CMYK, (Figure 1) this is the color format used for print. Some of your colors may shift slightly.

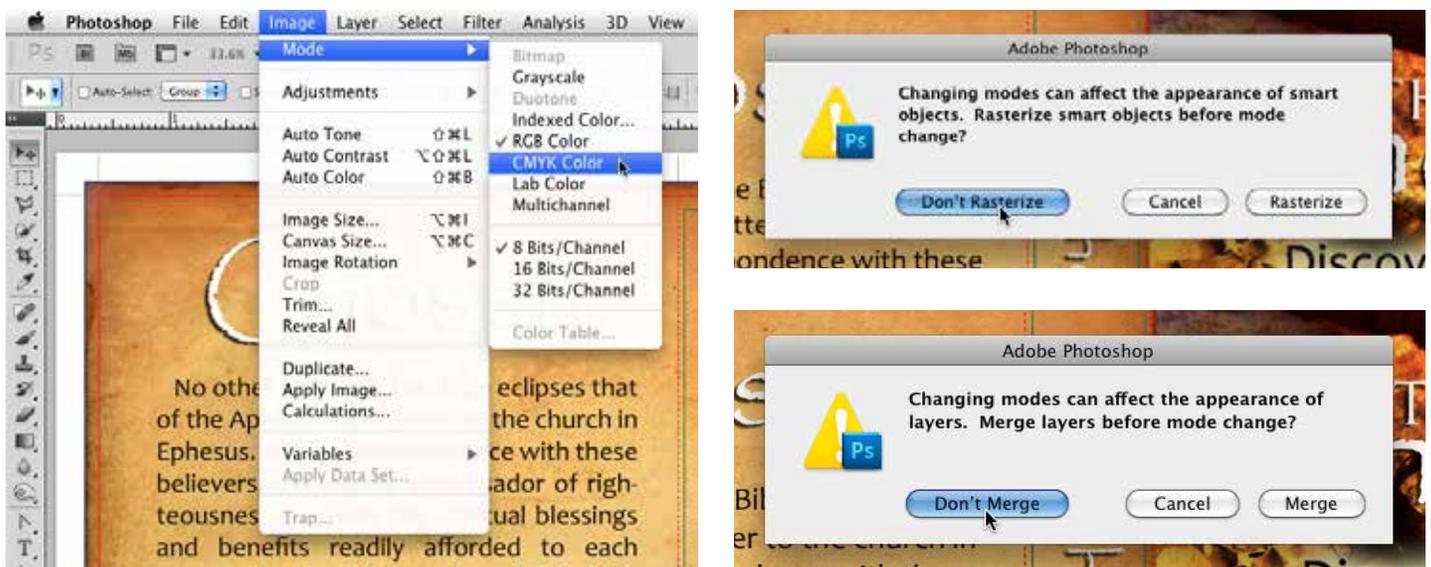


Figure 1

When you first create your artwork, you can start out in CMYK mode so there is no color shift. If you do need to convert, save a copy of your artwork with a new name such as "artworkname_printready.psd" or something similar, so that if you make any mistakes you always have your original file.

Go to "Image > Mode > CMYK Color" to convert the image. You may get some popups asking you to rasterize or merge layers or objects, decline these to preserve your layers. As long as you made a copy, it's ok if you make a mistake. Go to "Image > Mode" again to confirm the image is now in CMYK color mode.

Step 2: Rasterize Text Layers:

If you haven't already, **save a copy of your file, as you will not be able to edit text layers after rasterization.**

In many cases, we won't have the same fonts installed on our systems that you do. To keep the same font style, you will need to rasterize your text layers (Figure 2) so that we can view and print them correctly. This step is easy, but can be tedious if you have a lot of text layers and a lot of files. Right click on your type layer, and select "Rasterize Type". This will change your text into a raster image which we will be able to view on our computers. In many cases, we won't have the same fonts installed on our systems that you do.

You can easily tell which layers have un rasterized text by the white box and “T”.

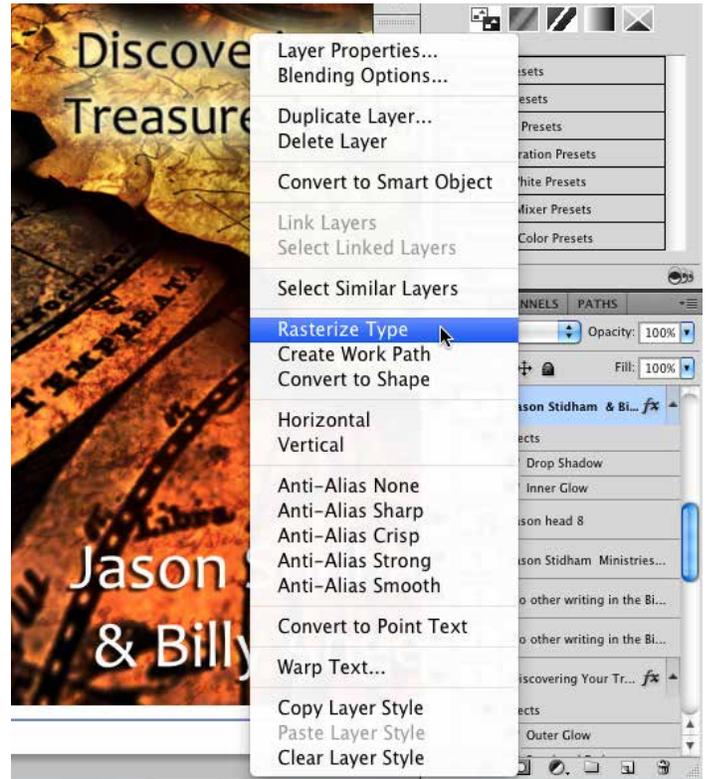


Figure 2

To keep the same font style, you will need to rasterize your text layers so that we can view and print them correctly. This step is easy, but can be tedious if you have a lot of text layers and a lot of files. Right click on your type layer, and select “Rasterize Type”. This will change your text into a raster image which we will be able to view on our computers.

Step 3: Proper Use of Guides:

Guides are very important in insuring your artwork is printed correctly, with no white borders or artwork getting cut off. If your artwork is not already in a template with guides, you will need to download the template and copy over your artwork. Below is a template with content in the right position. (Figure 3) The red line is where the printer will cut the paper, but you need to have your background stretch all the way up to the blue line, or “bleed” line. The dotted red lines are where the cover will be folded, and the green lines are where your content should be within. The small black lines on the edges are for trimming the paper to fit in cases, this layer should be behind all of the artwork. (Figure 4)

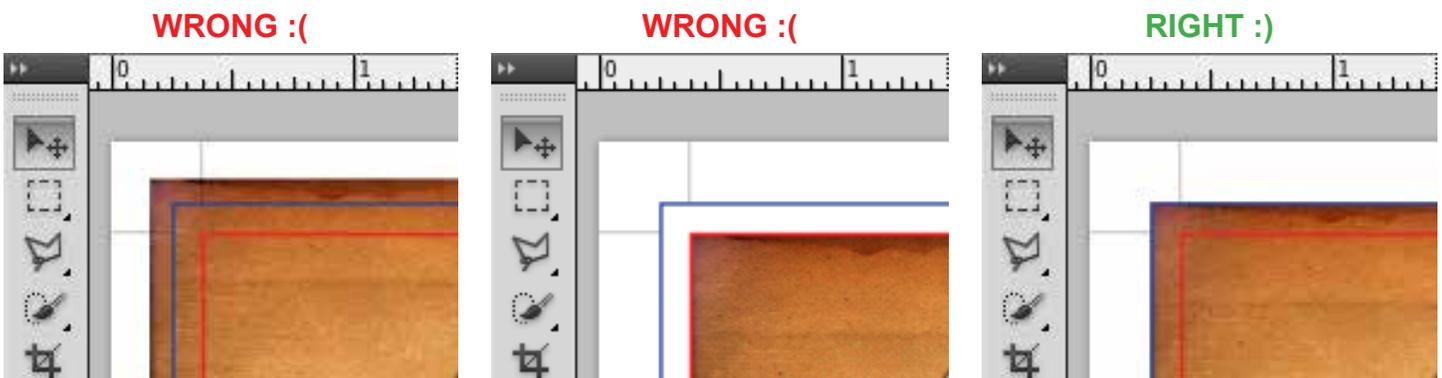
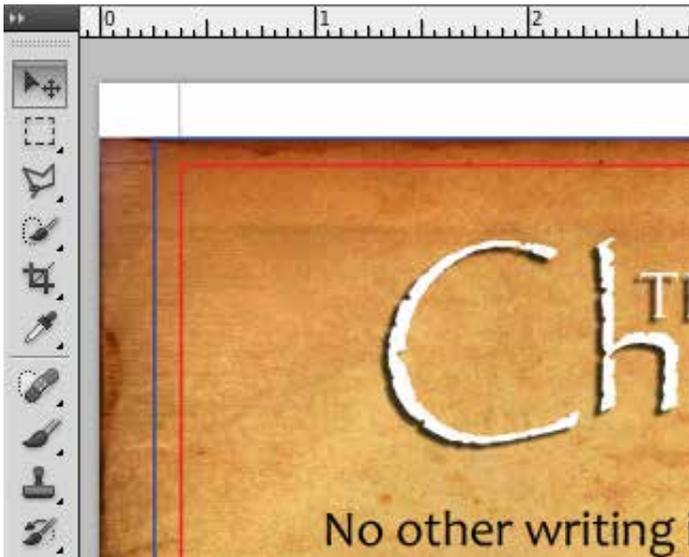
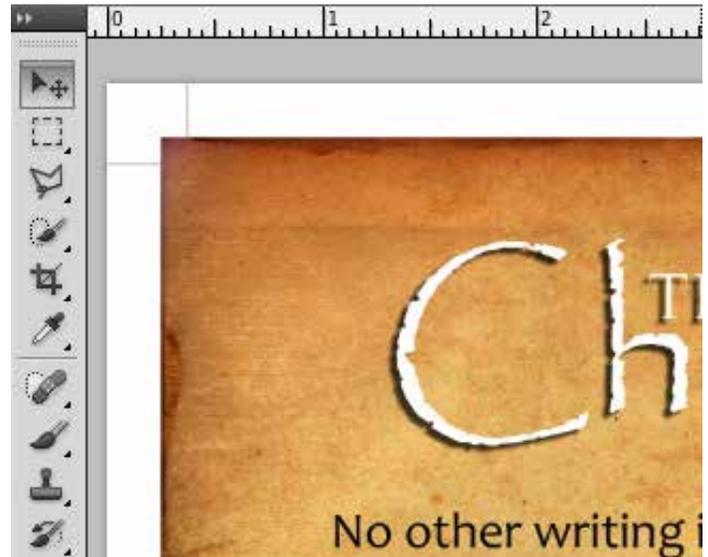


Figure 3

WRONG :(



RIGHT :)



Step 4: Save Final Artwork File:

At this point, your artwork is almost ready. Make sure you hide the colored guide layers (red, green and blue) but keep the black guide layer visible.

For the case wrap, you will need to save the file as a Photoshop PDF.

(Figure 5) Go to “File > Save As” and select “Photoshop PDF” from the drop down. Make sure you uncheck the “Layers” box, which will save the file as a copy. Hit “Save” then “Ok” in the next popup window.

The Adobe PDF settings box will appear, “High Quality Print (Modified)” should be selected in the drop down. If so, click “Save PDF” in the bottom right, and you’re done.

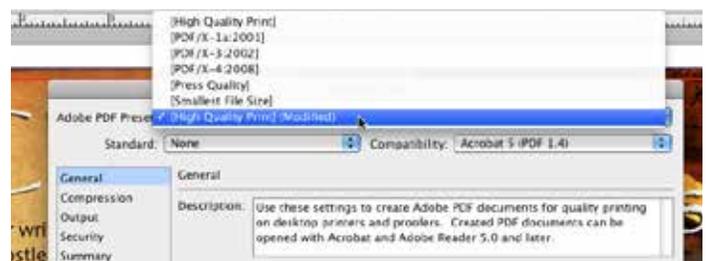
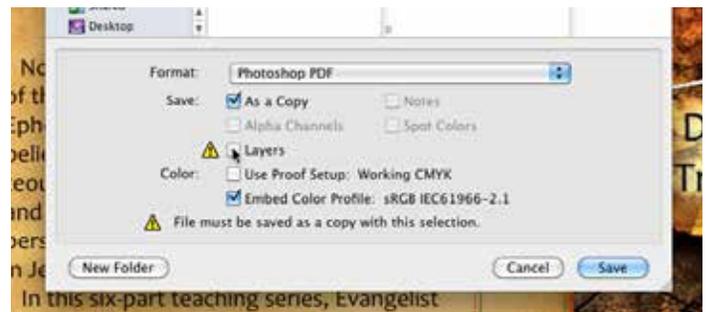
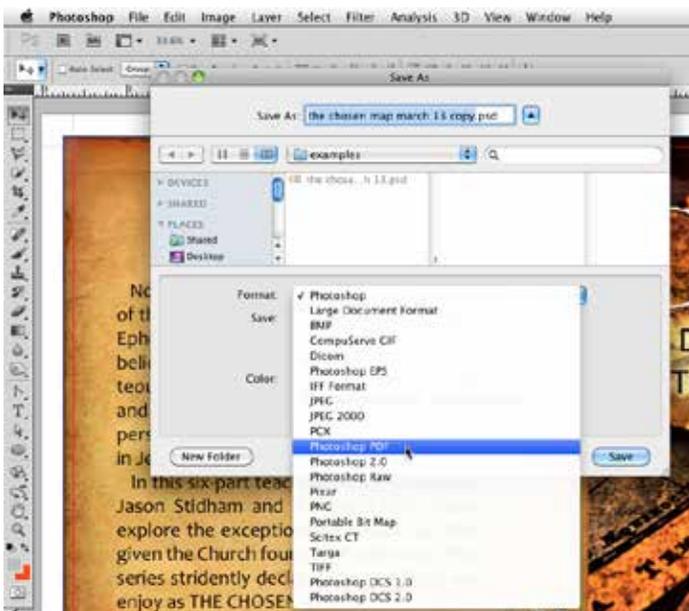


Figure 5

Step 5: Disc Artwork File:

For disc artwork (Figure 6), turn off guide layer, save the file as a TIFF. Go to “File > Save As” and select “TIFF” near the bottom. Make sure you uncheck the “Layers” box, which will save the file as a copy, then click “Save”. Click “Ok” in the next pop up window, and your file will be saved.

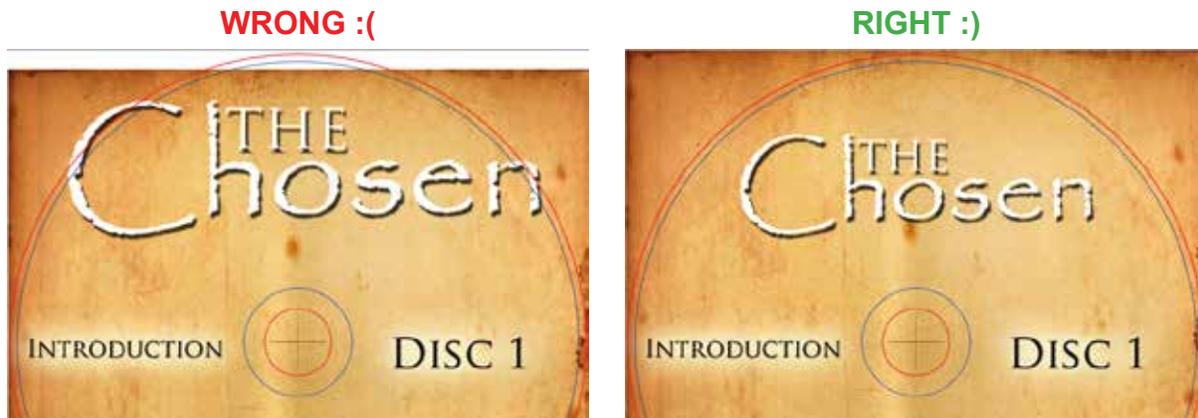


Figure 6

Contact Techware for any art related questions

Graphic Design: drew@techwaredist.com
Web Development: brandon@techwaredist.com
Audio/Video Production: matt@techwaredist.com
Social Media: ryan@techwaredist.com

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