

Digital Art Guidelines

MDC strives to produce the highest quality digital print in the industry. Large-format digital output has unique requirements for optimal results. These guidelines are provided to help you get the highest quality results without incurring unnecessary costs or delays.

Preferred File Types:

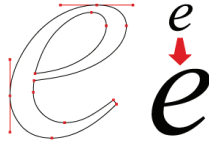
Vector	Raster	InDesign
.eps	.psd (Photoshop)	.indd
.ai (Illustrator)	.tiff	InDesign files should be packaged files containing all linked images and document fonts.
.pdf (uncompressed)	.jpg * High-Res, best if saved as lossless/uncompressed	
* Convert fonts to outlines or send a packaged .ai file including all links and font files	* Raster artwork may be submitted at a smaller scale. Indicate scale in the art file name. Artwork resolution should be no less than 50 dpi at 100% final scale.	

* Note: Artwork that exceeds the artboard dimensions in Illustrator can be scaled down. Please indicate the file scale when submitting artwork.

** MDC is not responsible for proofreading customer supplied copy

Vector Artwork vs. Raster Artwork:

Vector artwork is created by points and paths. Vector graphics are easily modified and are not affected by scaling. Scale and resolution are independent of each other, and enlarging a vector graphic will not take away from its resolution. Vector files are typically created in Illustrator and saved as .ai, .eps or .pdf files.



Raster artwork is made up of many pixels in a grid. Each pixel is a tiny square of color and when combined, make up the full picture. Scaling is bound by the number of pixels in the image. It cannot be scaled up without losing quality. If scaling artwork beyond its resolution, pixelation will occur.

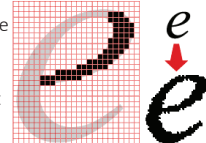


Image Resolution and Color Requirements

- Ideal resolution should be 50 - 100 ppi/dpi at the overall mural size. Resolution below 50 ppi/dpi at 100% scale will begin to pixelate.
- For pieces 48"x48" or smaller 100 - 200 ppi/dpi is preferred. For best results, all images in your file should be at the same resolution.
- If you are uncertain about your image resolution, please contact us for a consultation.
- If creating art, CMYK color mode is preferred. Final Production Files are produced as CMYK and will be converted to CMYK if in a different profile.
- Specify Process Black using CMYK values of 30 - 30 - 30 - 100 to produce a rich black print
- Specify all spot colors that require matching. MDC can use Pantone or paint colors (ex: Sherwin Williams / Benjamin Moore) to provide a specific color match.
- Provide a layered image file if adjustments, including color, may be required
- Provide a physical match print if color matching is required. Not all colors can be reproduced exactly with an inkjet CMYK print. We will make our best attempt to provide the closest match possible.
- Metallic colors are not reproducible using CMYK inks.

Additional File Requirements:

- Convert fonts to outlines whenever possible. If leaving font intact, submit a packaged art file with all links and fonts included.
- Indicate Scale at which art file is created if other than 100%.
- Delete all non-essential layers to reduce file size or unused elements within a layer. Simplify and combine vector shapes when possible to reduce file size.
- Include a minimum of 1 inch bleed on all sides of art.
- Supply a low res PDF as a reference guide.

Gradients

- Please specify both the beginning and ending PMS color of a gradient. If there are multiple colors within the gradient, consider marking transition points as well. Gradients created in a vector format tend to band more than gradients created in Photoshop. Gradients that band the most are those that cover a short tonal range in a long dimension.

File Submission

- Save files with Project Name and Image Tag as how it correlates with your MDC Quote when possible
 - Ex: Brookson_MiddleSchool_WC05_Lobby_Mural.ai
- Packaged Graphic Folders should include:
 - Artwork Folder containing main art files
 - Font folder including font files
 - Links folder including all linked files within the main art files
 - Low res PDF for reference
- **Email:** Files under 10 MB may be sent via e-mail direct to the MDC Digital Coordinator or Sales Rep working with you on your project
- **WeTransfer:** Go to: mdcwall.wetransfer.com
 - You may be asked to agree to WeTransfer's Terms and Conditions. Please do so.
 - Click on the "Add Files" button. You can transfer up to 2GB of files at once. If you are transferring multiple files, add each one in turn.
 - Click on the "Your Email" button and enter your email so we know who sent us the files. In the "Message" box, enter the project name and/or job number.
 - Click on the "Transfer" button to upload your files.
 - When the transfer is complete, a notification will be sent to digital@mdcwall.com.
- **DropBox:** Send a Shared DropBox folder to MDC - make sure privacy restrictions allow MDC to open and download files.

Other Considerations

- Even extraordinary files have unforeseen issues. For instance, transparency effects may look good on the screen, but can produce unintended consequences when printed at full size. If this does occur, MDC's Digital Team will contact you to discuss possible remedies.