

# PLAY-IT PRODUCTIONS

## ***CHECKLIST FOR PRODUCTION-READY ART***

If you are supplying production-ready art, please prepare all files as indicated below. If the following checklist is not used, additional charges may be incurred and your job may be delayed as a result.

- \_\_\_ Use Macintosh-based Quark XPress (up to version 7.5), Adobe Illustrator (to CS5.5), or Adobe InDesign (to CS5.5) for final graphics and layout. Download all appropriate templates from our Web site: [www.play-itproductions.net](http://www.play-itproductions.net)
- \_\_\_ All images should be saved in CMYK color mode, NOT RGB.
- \_\_\_ Resolution on all images should be at least 300dpi
- \_\_\_ All colors in layouts should be set to CMYK process
- \_\_\_ Provide at least a 1/8" inch bleed on all printed materials, with the exception of disc art, which should have NO BLEED at all
- \_\_\_ MARGIN: Keep all vital text and images a minimum of 1/8" from the edges of artwork. This will ensure that nothing important will get cut off when materials are trimmed
- \_\_\_ **DO NOT USE True Type fonts**--these fonts are for on-screen viewing only and will cause printing errors if used. Instead, use Macintosh Postscript fonts. Alternatively, you can outline your fonts so that font issues are not a concern.
- \_\_\_ Avoid using text under 5 point size or lines thinner than .4 point, especially on disc art and where text knocks out of darker colors.
- \_\_\_ Make sure to include all fonts and placed or linked images on your artwork disk, if not outlined.
- \_\_\_ Always include a color printout of your artwork---proofs show us what content & color you expect to see in the final product
- \_\_\_ CD label art should be clearly labeled to indicate color(s) used. We recommend using Pantone spot colors whenever possible. Indicate whether art prints on silver disc or white background (White background counts as a color)

**QUARK USERS:** Do not stylize text from the text style palette (i.e., bold, italic, underline, etc.) These styles are meant for screen only and will present problems when printing

Make sure to "collect for output" or "package" before burning your artwork disk to ensure all fonts and images used in your file are included.

**ILLUSTRATOR AND INDESIGN USERS:** If you are working on a PC, you may create outlines on all text to avoid any problems with fonts.

**\* This checklist covers the basics for submitted artwork. Your project may require special attention. Therefore, we urge you to call us before finalizing your artwork to discuss the particular details of your job.**