



OPTICA 3D and Animation Art Requirements

Art File

Adobe PhotoShop (.psd or .tif - layered files) or Adobe Illustrator (.eps or .ai - layered elements). Prepare files in CMYK format. Files must have a minimum dpi of 300. For motion graphics, add 1/8" bleed on all sides and for 3D graphics, add 1" bleed on the left and right hand side and 1/8" bleed on top and bottom. PC or Mac .

Art Changes

In certain situations we may suggest adding or subtracting elements to your design to enhance the image and 3D or Animation effects. We will send a preview of any changes for your approval. Our dynamic image design process is unique and we will guide you through the process to make your project a success!

Fonts

Include all printer/screen fonts in a separate folder. We prefer, when possible, that the text not be converted to graphics. Text should be a minimum of 10 points

Printouts (hardcopy)

Provide a color printout with the trim marks (1/8" bleed on all sides). Also, include a hardcopy of your file directory.

Delivering images

Our pre-press department is prepared to accept electronic files on CD, DVD, or USB drives. We also offer internet image delivery through our secure FTP site. For details on uploading your files to our site please consult your sales representative and we will set up a secured folder for you.

3D

The 3D effect is produced by having overlapping elements that appear in front of or behind other elements in the composition. The background of the image should not be a solid color but should have some texture. These elements should appear on individual layers of the Photoshop file. The more layers provided, the more flexibility we have in creating a dynamic 3D image. We can also convert 2D non-layered images to a 3D layered image. Please be aware that this requires additional production time.

Animation/Motion

A clean animation will typically have from 4-6 unique frames. If you are not sure how many frames to supply or which frames of motion to supply, we can assist in selecting the frame numbers that will produce the most effective end result. Try and use color combinations in the animating art that do not have such high contrast. For instance, black against white, or dark against light, always produces a "ghosting" effect. The image that is dark and animating will not completely disappear when it moves across the white or light areas. You will see a ghost of the other image that is supposed to cancel out.

Special Effects

Other printed effects are possible including morphing, zoom and combination effects. Please consult with your sales representative for details on these effects for your project.