

CD Artwork Specifications • New Zealand

Media Technology has a design department that can take care of all your CD design, packaging design and film work needs. The design department is also here to assist and advise you when setting up your own artwork. If you are designing your own CD artwork please study these specifications thoroughly. If you have any queries please feel free to contact us.

Supplying Artwork Files

If you are supplying your own artwork these are our preferred graphic formats.

Macintosh File Formats

Freehand (up to Version MX)

- CMYK, grayscale or clearly named Pantone spot colours (not RGB).
- All text converted to paths or fonts supplied separately.
- Any links supplied separately or embedded in the file. Linked files should be 300dpi at 100% scale.
- All files should have adequate bleed (3mm minimum) for print set-up.

Illustrator (up to Version CS2)

- CMYK, grayscale or clearly named Pantone spot colours (not RGB).
- All text converted to outlines or fonts supplied separately.
- Any links supplied separately or embedded in the file. Linked files should be 300dpi at 100% scale.
- All files should have adequate bleed (3mm minimum) for print set-up.

InDesign (up to Version CS2)

- CMYK, grayscale or clearly named Pantone spot colours (not RGB).
- All text converted to outlines or fonts supplied separately.
- Any links supplied separately or embedded in the file. Linked files should be 300dpi at 100% scale.
- All files should have adequate bleed (3mm minimum) for print set-up.

QuarkXpress (up to Version 6.5)

- CMYK, grayscale or clearly named Pantone spot colours (not RGB).
- All fonts supplied separately.
- Any links supplied separately. Linked files should be 300dpi at 100% scale.
- All files should have adequate bleed (3mm minimum) for print set-up.

Photoshop - PSD, EPS, TIF

- CMYK, grayscale or clearly named Pantone spot colours (not RGB).
- All text layers rasterized or fonts supplied separately.
- 300 DPI minimum resolution at 100% of print size.
- Template supplied on a separate layer (or removed from a flattened file)
- All files should have adequate bleed (3mm minimum) for print set-up.

*When using the CD template in Photoshop it is important not to flatten the template lines with the artwork. Keep them on a separate layer and supply the file as a PSD. Alternatively you can delete the guidelines, leaving the registration marks intact for positioning and supply the file as a TIF or EPS.

Do not cut out the stacking/inner ring of the CD from your artwork and leave a minimum of 3mm bleed on the outer circumference. All supplied artwork will be placed onto a template to ensure perfect positioning for film output.

To ensure sharp outlines on text and line art use Photoshop only for the image component of your CD design i.e no type setting. Any text or line artwork should be set up in a vector based program e.g FreeHand/ Illustrator/QuarkXpress for the best quality screenprint.

PDF

If you are unable to supply files in any of our preferred formats you can send us high resolution PDFs. Before creating PDFs from your files please check the following:

- All files must have adequate bleed (at least 3mm)
- Any template outlines placed on top of the artwork **must be removed** so they don't print out. If necessary send us another PDF with the template intact to indicate positioning.
- All fonts embedded in the PDF or converted to outlines/paths.
- Original files to have been set up in CMYK, grayscale or clearly named Pantone spot colours (not RGB).

*We are unlikely to be able to make any alterations to PDF files. Please ensure that they are 100% correct before sending through.

PC File Formats

- **Freehand (up to Version 8)**
- **Photoshop**

Please refer to the Mac specifications for details and special instructions.

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Templates

eps versions of our most common artwork templates are available for download on our website www.mediatec.co.nz
Please contact us if you require anything not listed.

Proofs

Please supply a printed colour proof with your artwork noting all colours and any special information.

Studio Design Time

This service is available for any changes or corrections to your artwork files. If you have designed your own artwork but are unsure if it meets our specifications this service is available as a quality check for you.

Changes/Corrections to Supplied Artwork

Photoshop files provided in TIF or EPS format and are no longer 'working' files and Media Technology may be unable to make changes. If you are unsure of any aspect of your design please provide any Photoshop files as unflattened PSD files.

The same applies to Freehand, Illustrator and InDesign files where text has been converted to paths/outlines.

If you envisage that any text changes need to be made, please supply us with active text files along with all the fonts used in the artwork.

It is unlikely that any changes can be made to PDF files. Wherever possible please supply files in their original graphic format, so we are able to work with them should any problems arise.

CD Screen Printing

Media Technology uses a screen printing process for printing artwork onto the CD surface.

Colours

Our default print set-up is spot colour and we recommend using CMYK only when there is a picture/photographic image on your artwork. Our CD standard quote is for 3 spot colours, i.e. a white base and 2 other colours.

Please ensure all CD artwork files are supplied in the correct colour mode for printing :

- CMYK/Process **or**
- PMS/Pantone Coated spot colours (maximum of five, including the white base)
- Always specify if you would like a white base printed on your CD. Colours printed directly onto the CDs reflective metal surface will appear differently to colours printed on paper. Printing a white base first helps eliminates this discrepancy.

*Please note that due to the CD screenprinting process colour densities lower than 15% may drop off and inversely those over 85% will become 100%. You may have to adjust your tones to compensate.

Spot Colour Halftones

When designing with spot colours please be aware that solid colour areas covering more than 25% of the CD surface require different press settings from halftones. An accurate print result can not be achieved by printing a large area of solid colour using the same screen as a halftone pattern. The pressure required to print a solid will darken the halftone or possibly cause the halftone dots to close up. If you do require a combination of solid and halftone spot colours, output them separately so they can be manually adjusted on the press for a better print result.

Type Size And Line Width

- Minimum type size in positive print is 5pt and minimum line width 0.15mm.
- Minimum type size reversed out in negative print is 7pt with a 0.25mm minimum line width.

Standard CD Logos

The CD may include a Philips CD logo. If used it must appear in correct proportion on the CD. The use of the logo demonstrates the fact that it is a quality, licensed product. Media Technology pay a licensing fee for every CD produced.

If you have any queries please contact the Design team at Media Technology, Auckland (09) 376-8848