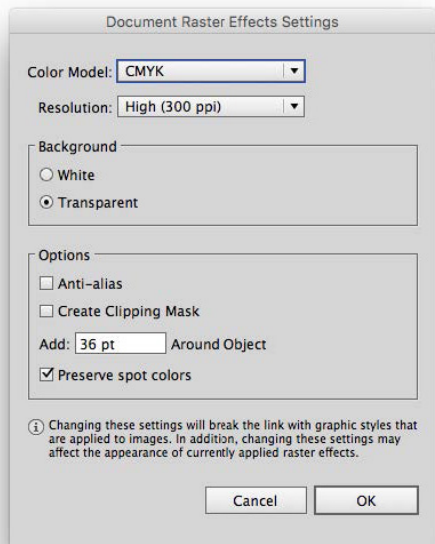


Troubleshooting Vector Artwork

Hints & Tips for Creating Perfect Vector Artwork in Illustrator



Managing Transparency

o Understand transparency before using it.

- Transparency is one of the most trouble-causing features in print publishing.
- However, if managed correctly high quality, error-free output can be created using transparency and select output file formats.

o Make sure the Effect > Document Raster Effects Settings... are set correctly.

- Specifically, the Resolution should be at least 300ppi for most artwork.
- Match the Color Model to the output model.

o Use the **Window > Flattener Preview** panel to analyze artwork and identify areas of transparency.

o Use **Tints** instead of Opacity to specify lighter versions of colors.

Use the Appropriate File Format

o If you are saving for final output, or to share with modern, non-professional print applications, PDF is an accepted vector format.

- In addition to InDesign, many other common desktop programs (Microsoft Word and PowerPoint, Apple Pages & Keynote) can import **PDF** files and output them as vector artwork to desktop printers.

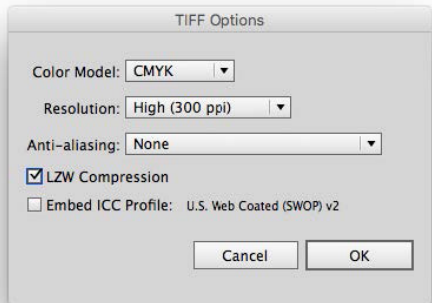
o If you do NOT know the print workflow in which you file will be printed, save vector artwork as an **Encapsulated PostScript (.eps) file**.

- Save EPS files with an 8-bit TIFF preview.
- Always include the .eps file extension.
- Remember that EPS files can contain **both vector and raster** imagery. Never assume that an EPS contains vector artwork

o If you know the print workflow supports native file formats (aka: placement into InDesign), it is OK to save and place your vector artwork as **native Adobe Illustrator (.ai) files**.

- This method has some workflow advantages, including eliminating unnecessary duplicate copies of artwork files and enhanced editing abilities in InDesign.
- Always make sure the Create PDF Compatible File option is selected.

Hints & Tips for Creating Perfect Vector Artwork in Illustrator Continued...

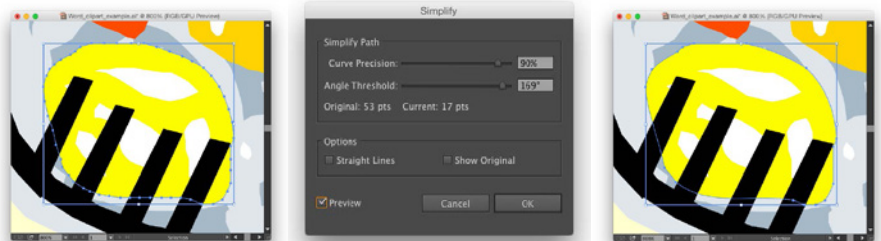


Rasterize Complex Files

- o Use **File > Export...** to save image in a raster format.
- o If printing, be sure to export the file with enough resolution to print at the highest quality possible:
 - Step One is making sure the artboard is at its **final, printing size** within Illustrator.
 - Step Two is to select the **appropriate output resolution** (PPI).
 - 300 PPI is fine for artwork with a painterly or photographic appearance. 600 PPI (or higher) is better for artwork with text or crisp vector lines.
- o TIFF files (.tif) are still the most reliable raster format for printing.
 - If transparency is required, save the image as a PNG file with transparency enabled, then convert it to TIFF in Photoshop, preserving transparency when saving.
- o Do NOT anti-alias the artwork when the intent is to print.
 - Anti-aliasing is meant for on-screen viewing and will soften the look of artwork when printed.

Reduce Anchor Points

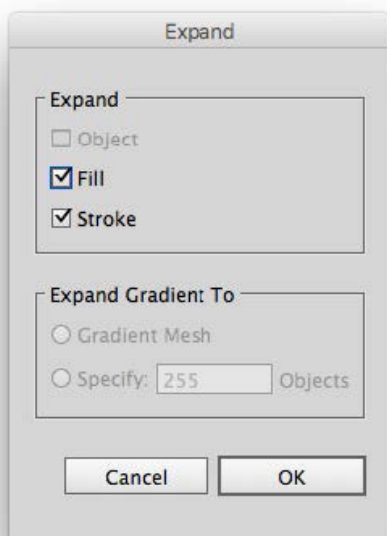
- o **Keep the number of points to a minimum.**
- o Use Object > Path > Simplify to remove extra points.
 - ...but don't overdo it. Don't reduce the quality of the image just to remove points.
 - Object > Path > Clean Up... can also be helpful in removing unwanted points and other nonessential information.



Original

Object>Path>Simplify

Modified



Object Shape Simplification

- o Use the **Pathfinder > Shape Modes** to reduce objects to their simplest forms.
- o Remove strokes from artwork that will be used by other designers (corporate logos, for example)
 - Use Object > Expand... to expand Strokes to Fills.

Typography

- o **Convert all fonts to outlines** when creating logos or sending certain artwork to press.
- o EPS & PDF files can embed fonts for printing, but not for editing.

Linking Issues

- o **Embed raster imagery** into EPS files to avoid potential link issues.
- o **Don't link to other vector files** within EPS files.
 - This is called double-embedding.
 - Open them natively in Illustrator

**Tips for Preparing Logos
for Print Production**



Final logos should be in their simplest, easiest to print form:

- o Outlined text
- o Pathfinder tool used to combine like-shapes
- o Vector format
- o Stray points eliminated
- o All lines/shapes are closed

Once you have completed a logo and your client has approved it, you will need to make some slight adjustments for print purposes.

Some areas to test:

- o Test at large and small sizes
- o Color reversals
- o How does it look in print?

Color Reversal

- o Most logos are designed to be seen on a white (paper) background
- o Sometimes they will need to be reversed (on a black or color background)
- o This usually means a white version of the logo is created
- o Use **Show Transparency Grid...** (Command-Shift-D) to see which objects are see-through

Print Suitability

- o Print your logo in small and large sizes to get a feel for how it lays on paper
- o Start with the Black and White and Reverse versions
- o Color-wise, always proof from the final printer and adjust color from there

File types to NOT use/share with the client

- o Native Photoshop or InDesign files
- o Font files
 - Clients may request the font file that goes with the logo
 - You cannot share font files this way—they must purchase their own license to use the typeface
 - Your typefaces in logos should be outlined anyway (when sending final files)

And as always...

- o Archive your files!
- o ...in multiple places!
- o ...in multiple formats!