



Dischromatics

Artwork Guidelines - CD & DVD



Contents:

- Introduction
- Essential Information
- What Should be Included?
- Barcodes
- Pagination
- Bleed
- Image Resolution
- Special Colours & Varnishes
- CD/DVD Disc Artwork
- Photoshop
- Illustrator
- Indesign
- Sending Your Artwork
- Your Proofs








Making Your Sound Physical For 20 Years

Dischromatics are a division of the only independent manufacturer of Audio CD and DVD Video in the UK. With over 20 years experience, our full in-house service enables design, print and multimedia packaging solutions, to cover all of your bespoke print and packaging needs.

This guide is intended to provide key information to both the experienced graphic designer and first-time artist. The following pages primarily explain the technical specifications required of artwork for paper parts and disc artwork. Also included is suggested artwork content, information on barcodes and the answers to some of our most frequently asked questions.



If you have any further questions, prior to ordering or during your project, please don't hesitate to contact us via the details below, or directly with your dedicated account manager.

ESSENTIAL INFORMATION

-  **High Res. PDF is the preferred format for all artwork. Other acceptable formats are: Illustrator (EPS), Photoshop (PSD), Indesign (indd), JPEG or TIFF.** In all cases fonts should be included, embedded or outlined.
-  **All artwork should be a minimum of 300ppi.** It may be preferable for fine lines or small text to be provided at 600ppi.
-  **All artwork colours should be cmyk, pantone or grayscale.** Where pantone, varnish, foil or special effects are to be used this should be indicated.
-  **Ensure fonts are included, embedded or outlined.** All text should exceed 5pts and be further than 3mm from the edge of the artwork.
-  **Disc artwork does not need to be provided to exact specifications and centre hole should not be removed.** Our in-house artwork team will fit your artwork to specifications and provide an emailed proof.
-  **Information such as page numbers, spot colours, special instructions and template lines should be in an editable layer or placed either outside the bleed or on the pasteboard.**
-  **You will receive a proof of all artwork via email.** These proofs must be approved via email prior to the production of your order; the quoted turn-around begins from approval of artwork proofs.








WHAT SHOULD BE INCLUDED?

The following suggestions for your artwork content are just that - suggestions. Your artwork may include all of this content, or very little depending upon your design, genre and audience.

-  The Artist/band name, title of the release and the track listings
-  Publishing & Copyright information
-  Web, contact and social media information for the artist/band/label
-  Your Logo
-  Your barcode (see opposite page)
-  When & where the content was recorded.
-  'Made in the E.U' is vital for distribution in the USA

BARCODES

Many retailers and distributors will insist on a barcode for all releases. Follow these tips and rules when it comes to securing and placing your barcode:

-  An EAN-13 retail code is suitable for retail worldwide
-  Only purchase a barcode from a member of the International Barcodes Network
-  There are 8 international barcode databases, register with these to:
 -  Allow mobile apps to recognise your barcode
 -  Deter illegal use of your code
 -  Improve the online presence of your product
-  Your barcode should be a 1200ppi vector & black on white it is readable by all scanners



PAGINATION

8 Page Booklet

8	1
2	7
6	3
4	5

As in the diagram on the left, please submit all booklets in printer pairs. Follow the below rules:

- Always mark the page numbers beyond the bleed or in the pasteboard
- Begin with the final page on the left, paired with the first page on the right
- Then the 2nd page on the left, paired with the 2nd to last page on the right
- Continue in this way for the desired number of pages

BLEED

Bleed is the printed area beyond the trim line of the printed paper parts. Paper parts are printed and then cut to size. It is vital to include a 3mm bleed to allow for some variation in the cutting of the paper.

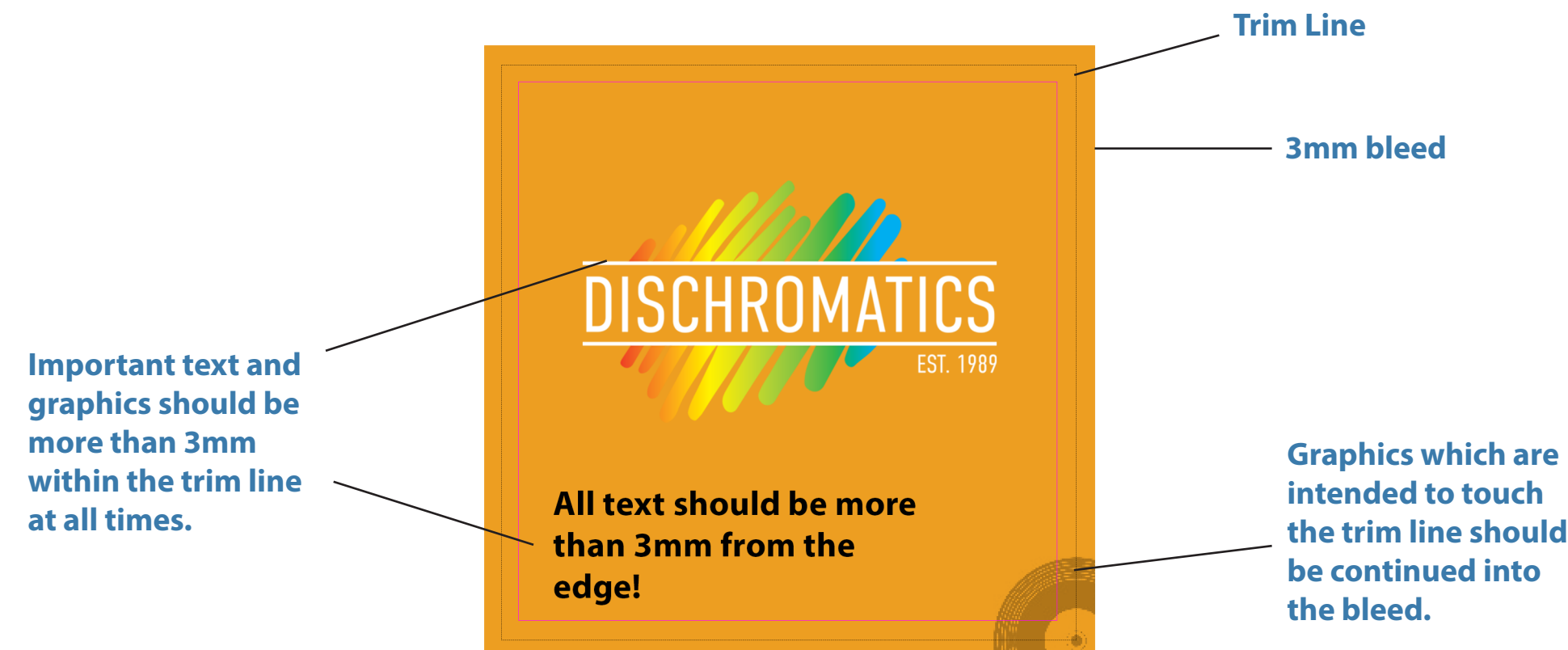



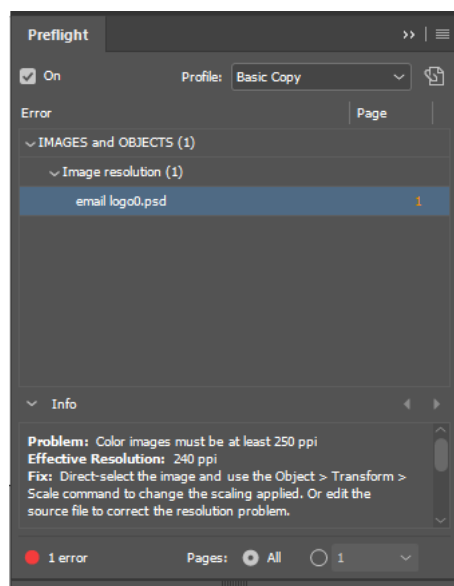




IMAGE RESOLUTION

All artwork should be a minimum of 300ppi. It may be preferable for fine lines or small text to be provided at 600ppi.

-  If a resolution lower than 300ppi is used, the final product may be a poorer quality than anticipated
-  In Illustrator and Indesign the resolution is relative to the size of the image.
-  For Example: If an images is used at 200% original size (and was at 300ppi initially) it's resolution would be halved to become 150ppi






In Indesign and Illustrator use the preflight checks to ensure all artwork is of a suitable resolution, CMYK, has a suitable bleed.

-  There are many other checks which 'preflight' can carry out
-  To activate the preflight panel press: **ctrl+alt+shft+f**

SPECIAL COLOURS & VARNISHES

Pantones, flourescent and metallic inks can be very effective in making your paper parts stand out, but must be clearly marked on all artwork.

-  Always provide the exact pantone reference required, note this in the pasteboard
-  If supplying via photoshop, place 'special print features' on a seperate layer
-  If supplying via illustrator or indesign - use colour swatches to clearly note pantones

Alternatively, using localised varnish or foil blocking can also give your artwork something extra - but be aware:

-  Foil blocks and varnishes may not print well on very small areas
-  Images or text to be foil blocked must be provided as a vector






CD/DVD DISC ARTWORK

Printing to a disc is not the same as printing to paper. Follow the following tips to get the best results:

-  Explore your own CD collection and consider which designs are effective
-  Ensure artwork is either CMYK or spot colour
-  When using pantones - select from the Solid Coated Library
-  For fine lines and text, aim for 600ppi (min. 300ppi)
-  Disc artwork does not need to be provided to exact specifications and centre hole should not be removed.
-  Text should be a minimum of 5pts and all fonts must be embedded, included or outlined
-  Consider a white or silver base for the disc (a white base is recommended for full colour designs)









PHOTOSHOP

When creating your artwork in Photoshop, you may find it useful to follow these suggestions:

-  Use one of our spec. sheets for each printed element, make sure your document is the correct size
-  Set the PPI to 300 (or 600 for fine work/disc artwork)
-  Set colour mode to CMYK (not RGB). Note your colours may appear more dull on screen in this mode
-  For pantones, foil, varnishes and other special effects, create a separate layer and mark clearly
-  The preferred format for supply is a high res PDF, but PSD and JPEG are acceptable

ILLUSTRATOR & INDESIGN

When creating your artwork in Illustrator or Indesign, you may find it useful to follow these

-  Use one of our spec. sheets for each printed element, make sure your document is the correct size
-  Set the PPI to 300 (or 600 for fine work/disc artwork)
-  Set colour mode to CMYK (not RGB). Note your colours may appear more dull on screen in this mode
-  For pantones, foil, varnishes and other special effects
 -  Illustrator - create a seperate layer and mark clearly
 -  Indesign - include all information in the pasteboard
-  In Indesign use the 'Package' feature to ensure all images and fonts are included in your artwork
-  The preferred format for supply is a high res PDF, but INDD, AI and EPS are acceptable

SENDING YOUR ARTWORK

Preferred Method 1: Web-based FTP transfer

-  Follow the instructions specific to your chosen program and share the link with your account manager. It is often useful to create a zip folder. We recommend the following FTP services:

1. Dropbox
2. Wetransfer
3. Hightail




Preferred Method 2: Physical Disc

-  Alternatively, burn your artwork to a high-quality CD-R and post a physical copy to:





FAO: Your Account Manager
Units 4-6
Hortonwood 33
Telford
TF1 7EX

PROOFS

We will send you PDF proofs of all your artwork which must be approved via email prior to production. Upon receipt of your proofs please:

-  **Check your artwork thoroughly using the below checklist**
-  **Be aware that variance in resolution and screen settings mean digital proofs are not suitable for colour checking. Contact your account manager if you require a physical proof - these will be a charge for this service**
-  **Contact your account manager or the artwork team as soon as you spot an issue or are ready to approve**

Artwork Proof Checklist:

-  **SPELLING - we cannot take responsibility for spelling errors on your artwork**
-  **FONTS - are all of the fonts correct?**
-  **POSITIONING & BLEED - is everything in the correct place?**
-  **BARCODE - check the position, size and number of your barcode**