

# PrePress Lenticular Design Tips/Specifications for Imagine! Print Solutions



## General Guidelines:

- Avoid reverse white copy whenever possible.
- Do not use type that is smaller than 12 point.
- Avoid black or extremely dark elements in 3D pieces. (They will reduce the 3D effect.)
- Avoid using flat tints for the background on 3D pieces. Backgrounds with patterns or images (i.e. trees, buildings, mountains, etc.) will provide a reference point for elements in the foreground, thus enhancing the 3D effect.

- Try to add some "non-essential" element to the foreground or background of your 3D piece.

An element that can be placed at the extreme foreground or background will appear a bit "fuzzy", or, out of focus, but it will greatly enhance the overall depth of field of the piece.

- For flips, avoid white backgrounds.
- Busy images, or patterned backgrounds used for flips will work the best. This will help prevent "ghosting". (Ghosting is when you are looking at one image on a flip piece, but you can still see the next, or previous, image showing through.) Busy images and patterned backgrounds will minimize or eliminate ghosting.
- Consecutive images in a flip, that have a high amount of contrast from one image to the other, will also have a tendency to ghost. (i.e... if one image has a solid black background, and the next image has some bold, bright yellow type, you will be able to see the yellow type ghosting through the black background on the other image.)
- Two image flips work best.
- Three image flips work OK.
- Unless you are planning a full animation, do not flip more than 3 images.
- Imagine! Print Solutions can create animations from video clips, photo sequences or animation artwork.

### \*TIP:

To get an idea of how your design might "ghost" on the printed piece, do the following:

1. Create a layered Photoshop file of your final design.

2. Merge each image into a single layer.

(i.e. merge the type, image, logo and any other art into a single layer. Do this for each flip image.)

3. With each image on its own layer, reduce the opacity of the top layer to 90%. You may be able to see the image on the layer below it very faintly. This is approximately what you will see on the printed piece.

4. Place the other image on top and reduce the opacity of that layer to 90%.

By "playing" with your design (i.e. changing colors, backgrounds, repositioning elements, etc.), you will be able to create files that will greatly minimize ghosting.

### \*Note:

For animation from artwork and photo sequences, 6 images would be the minimum, 30 images would be the maximum. This would give Imagine! Print Solutions the opportunity for the smoothest animation possible.

## File Preparation For Flips:

- All files for 2 or 3 phase flips should be supplied as layered Photoshop files.
- All images, type, logos and other artwork should be included.
- Please provide all fonts used to create any text.
- All files must have a minimum 1/4 inch of bleed.
- Files should be 300 dpi or higher.
- Do not to exceed a file size of 2GB.

## File Preparation For Animation:

\*NOTE: Animation can be defined as a succession of images that, when combined together, create a smooth flowing video effect. This is different than a flip, where you have only 2 or 3 distinct images.

- Imagine! Print Solutions would need a minimum of 6 images and a maximum of 30 images.
- We can extract animation from video. Imagine! Print Solutions can accept the following video formats:

QuickTime (.mov)

MPEG-4

Macromedia Flash (.swf)

Video for Windows (.avi AND .wav)

- Also accepted is "high-definition" (HD) video. (Due to the high resolution, this is preferred.)
- Video files should be "non-interlaced" if possible.
- Video files should be shot high-res for best results.
- Video files should not exceed 2GB in size.

## File Preparation For 3D:

- All 3D files should be supplied as layered Photoshop files.
- 1/2" inch bleed is required beyond the trim.
- All images, type, logos and other artwork should be included.
- Please provide all fonts used to create any text.
- Place EACH element on its own layer.
- Keep all type at 12 points or larger.

Contact Us For Support

Please feel free to contact Imagine! Print Solutions for support.

We will happy to go over anything from design considerations, to photo shoots, to file preparation.

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# Standard Client Guidelines for Building Lenticular Files for Imagine Print Solutions

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## File Preparation For Flips

- Follow recommendations listed in the “Lenticular Design Tips” section.
- All files for 2 or 3 phase flips should be supplied as layered Photoshop files.
- All images, type, logos and other artwork should be included in this layered file.
- Please provide any fonts used to create text in the layered file.
- All files must have a minimum of 1/8 inch bleed. A 1/4 inch of bleed would be preferred.
- Photoshop files should be 300 dpi if possible. For very large jobs, please make the resolution as high as possible, making sure not to exceed a file size of 2GB.

## File Preparation For Animation

- Animation can be defined as a succession of images that, when combined together, create a smooth flowing video effect, which may have a “stop” at the first and last images in the sequence. This is different than a flip, where you have only 2 or 3 distinct images that go from one to the other, and the viewer can easily “stop” on any image.
- Animations can be created from Illustrated artwork or from photo sequences. In either case, we would need a minimum of 6 images in the sequence. However, providing 20 to 30 images would give us much more flexibility, as well as the ability to create a smoother animation.
- We can also extract animation from video. We can accept the following video formats:

QuickTime (.mov)  
MPEG-4  
Macromedia Flash (.swf)  
Video for Windows (.avi AND .wav)

- We can also work with “high-definition” video. (Due to the high resolution, this is preferred.)
- Video files should be “non-interlaced” if possible.
- Video files should be shot high-res for best results.
- Video files should not exceed 2GB in size.



# Standard Client Guidelines for Building Lenticular Files for Imagine Print Solutions

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## File Preparation For 3D

- Follow recommendations listed in the “Lenticular Design Tips” section.
- All 3D files should be supplied as layered Photoshop files.
- Extra bleed **MUST** be added to the **WIDTH** of all 3D files. In addition to the standard 1/8 or 1/4” inch bleed all around, you will need to add an **ADDITIONAL** one inch of bleed to the width. (When increasing canvas size, add bleed from center out, which will add an additional 1/2 inch to each side.
- All images, type, logos and other artwork should be included in this layered file.
- Please provide any fonts used to create text in the layered file.
- Try to have **EACH** element on its own layer. This will give us the flexibility to move things as needed and will give us the capability to make alterations in house.
- Try to keep all type at 12 points or larger.

## Contact Us For Support

- Please feel free to contact us at any phase of your project for support. We will happy to go over anything from design considerations, to photo shoots, to file preparation.