DATA DELIVERY GUIDELINES LENTICULAR

The following includes our detailed information in order to render the communication processes with you as efficient as possible. Some peculiarities must be considered during the preprint stage, especially in case of lenticular products.

1. Some general information

1.1 Image data
We need a pixel-oriented file for every motif. The resolution of the images should be at least 300 ppi; however, 600 ppi is better. The individual motifs can be submitted in any commonly used format but the subsequent layout of the layers is designed in Adobe PhotoShop. This means submitting the data as PhotoShop files is the best solution.

1.2 Bleed
A trapping of at least 3 mm should be provided for punching contours representing a motif or in case of a four-side trim. This applies to lenticular flip images and animations. A bleed of at least 13 mm on the left and right side of the motif is required for 3D images (rule of thumb: the more depth an image is supposed to have, the greater the trapping area must be to the left and right).

1.3 Structure
Texts and fonts should be created in PhotoShop as separate layers. Integrating texts into image motifs should be avoided in all instances since this may lead to quality problems. Fonts should be positive and not smaller than 10 points. Do not use a lightweight or cursive type style especially in negative areas.

1.4 Submitting templates
Halftone images should be submitted in the CMYK color model. Special colors are currently not possible for 3D motifs. With classical changing images and simple flips, special colors can be printed with the creation of the changing phase being realized with the preprint stage in the 4-color mode. Example: Changing from white to Pantone 296 C. A change from white to depth is calculated in the preprint stage. Colors generally are to be created as they are to appear in the final print design (e. g. CMYK, HKS, Pantone, etc.). Please define any special colors. We gladly help you with any data creation problems you may encounter.

2. Special information for flip images/animations

2.1 Image phases
Our experiences concerning the creation of the image phases has shown that it is best to save each image phase in a separate layer in PhotoShop. As an alternative, one image file is needed for each image phase (individual datasets, all other data types would be conceivable as well). Please create and make available a reference printout or reference PDF per image phase as well. In general, we are able to create a standard 8 image phases per flip image. Up to 17 image phases are possible as well.

However, in this case we need the data material of the original states first (e.g. with a car that is to "drive along" we need the start image, the target image, if possible the background, each as an individual dataset), and detailed information about the realization quality. The requirement of a separate image file or PhotoShop file with layers of all phases is here a prerequisite as well.

2.2 Lens progression
The change from phase to phase is usually horizontal and is achieved by tilting/flipping from top to bottom. With a phase change of left to right, the human eye can only see two phases. We strive to avoid shadows between the phases (ghost effect) and it is recommended in general to forgo large, bright areas as part of the background.

2.3 Background
With images that are to change in front a background that stays the same, the background must be created as a separate layer. Here it is important that all of the background area is used and nothing is omitted. If a motif section has been cut out of the background previously, the background must now be restored behind the cut out sections as if nothing is missing there.

3. Special information for 3D motifs

3.1 three-dimensional visualization
Individual, stand-alone sections of an image, fonts, logos, etc. must be distributed across different layers to achieve the desired spatial effect. This requires that all objects to be perceived as 3D objects must be created as a separate layer.

3.2 Layout sketches (printer's spread)
Please include a layout sketch with your data so that we can depict the desired depth layers. Ideally, we receive a side view sketch with information about the different spatial positions. A list with a detailed and unambiguous description of the motifs and information of the sequence in which these are to change or depth shifted is the minimum requirement for the person charged with realizing the structure.
Example: Car= 1 layer in front, > tree = 2 layer behind, > grass field = 3 layer behind, >sky = background.

3.3 Reworking time
Depending on motif, additional costs may be the result of having to rework the data.

Should you have any further questions, please do not hesitate to contact us at any time.