PhotoShop CS3 Image Standards and Definitions

Image Modes in PhotoShop

Bitmap:
Used for black and white ONLY images, no greyscale represented (line art, one color art).
Black pixels are solid, white pixels are transparent.
This is the *only* format that where the white pixels are actually transparent. Used for print only.
Preferred resolution: 600-1200 dpi at 100% size

Grayscale:
Used for continuous tone grayscale/black and white images. All pixels are opaque. For use with print and web-based images. Preferred resolution: 72 dpi at 100% pixel size for web use, 300 dpi at 100% size for print use.

RGB:
Used *only* for on-screen representation of color (online, web, email content). Digital images from cameras are RGB, and must be converted to CMYK for print-based use.
Preferred resolution: 72 dpi at 100% pixel size for web use, 300 dpi at 100% size for print use.

CMYK:
Used for print-based color representation (four color process printing, laserprinters, plotters)
Preferred resolution: 300 dpi at 100% size

Indexed Color:
Only used for web-based color, *never* for printing-based color. Preferred resolution: 72 dpi at 100% pixel size

Ink Color Formats

Spot Colors/Solid Colors:
Colors made by the mixing of standard base printing ink colors. Represented as colors separate from process colors (cyan, magenta, yellow and black) in standard four-color separations.

Process colors:
Colors made by combinations of cyan, magenta, yellow and black ink/toner in varying percentages.

PhotoShop File Formats

TIFF:
Most universal image format for print-based use. With LZW compression used, safest image compression for all images. Allows grayscale images to have color applied in InDesign.

EPS (Encapsulated Postscript Format):
Used for images that need to include additional data that must travel with the image, i.e. clipping paths and duotone curve information.

JPEG:
Image format for web-based use. Harsh compression allows for very small file size.
Not for use in print-based images.

GIF:
Image format for web-based use. Harsh compression allows for very small file size. Allows animation capabilities for web. Also allows for web-based transparancy. Not for use in print-based images.

InDesign CS3 Image Standards and Definitions

Image Modes brought into InDesign from PhotoShop

Bitmap:
Used for black and white ONLY images, no greyscale represented (line art, one color art).
This is the only format that where the white pixels are transparent. Used for print only.
Preferred resolution: 600-1200 dpi at 100% size
Use: Can have single color applied to the black lines. Black pixels are solid, white pixels are transparent.

Grayscale:
Used for continuous tone grayscale/black and white images. All pixels are opaque. For use with print images.
Preferred resolution: 300 dpi at 100% size for print use.
Use: Can have single color applied to the grayscale tones. All white areas are opaque/solid.

RGB:
Used only for on-screen representation of color (online, web, email content).
Digital images from cameras are RGB, and must be converted to CMYK for print-based use.
Preferred resolution: 300 dpi at 100% print size for print use.
Use: Color of image cannot be altered directly in InDesign. All white areas are opaque/solid.

CMYK:
Used for print-based color representation (four color process printing, laserprinters, plotters)
Preferred resolution: 300 dpi at 100% print size.
Use: Color of image cannot be altered directly in InDesign. All white areas are opaque/solid.

Indexed Color:
Only used for web-based color, *never* for print color. Do not use indexed color in InDesign.

Ink Color Formats

Spot Colors/Solid Colors:
Colors made by the mixing of printing inks. Represented as colors separate from standard process colors (cyan, magenta, yellow and black) in standard separations. Color libraries: PANTONE SOLID libraries.

Process colors:
Colors made by combinations of cyan, magenta, yellow and black in varying percentages.
Color libraries: PANTONE PROCESS libraries, TRUMATCH, TOYO, and many others.

PhotoShop File Formats brought into InDesign

TIFF:
Most universal image format for print-based use. With LZW compression use, safest image compression for all images. Allows grayscale images to have color applied in InDesign.

EPS (Encapsulated Postscript Format):
Used for images that need to include additional data that must travel with the image, i.e. clipping paths and duotone curve information.

JPEG:
Image format for web-based use. Harsh compression allows for very small file size. Not for use in print-based images. Do not use JPEG images in InDesign.

GIF:
Do not use GIF images in InDesign.

Preferred procedure for converting InDesign based portfolios to PDF files.

Essentially, you are building this portfolio to be print-ready; based on how you export it will determine how it can be used for sending online and via email attachments.

Step 1. Build portfolio in InDesign

All TIFF image files are 300 dpi CMYK format files, brought in as close to 100% size as possible. Do not place Photoshop (.PSD) format files in InDesign. Do not bring *any* unflattened TIFF or PSD files into InDesign.

All vector image files from Illustrator or Freehand should be brought in either as EPS files, or copied and pasted in from the parent program. Any image/scan files associated/linked with the vector files must be hand copied to the InDesign packaged "Links" folder, as they will NOT be automatically included with the EPS file when packaged.

All InDesign files from other InDesign documents should just be copied and pasted into the final file. DO NOT convert an InDesign file into an EPS file to bring it into another InDesign file. It is redundant and causes printing and viewing problems.

When complete, package your InDesign file so that you have all of your links and fonts collected into one place. Inspect all of your image/vector/EPS files to make sure they meet requirements for print.

Step 2. Export your InDesign document to a PDF format

Open your InDesign document. Make sure all of the links are active and all type and fonts are loaded and available. If not, relink and reopen the document.

FOR PRINT QUALITY PDF:
1. Under "File", go to "Adobe PDF Presets"; choose "High Quality Print".
2. Under the "Export Adobe PDF" dialog box, enter the settings highlighted in yellow:
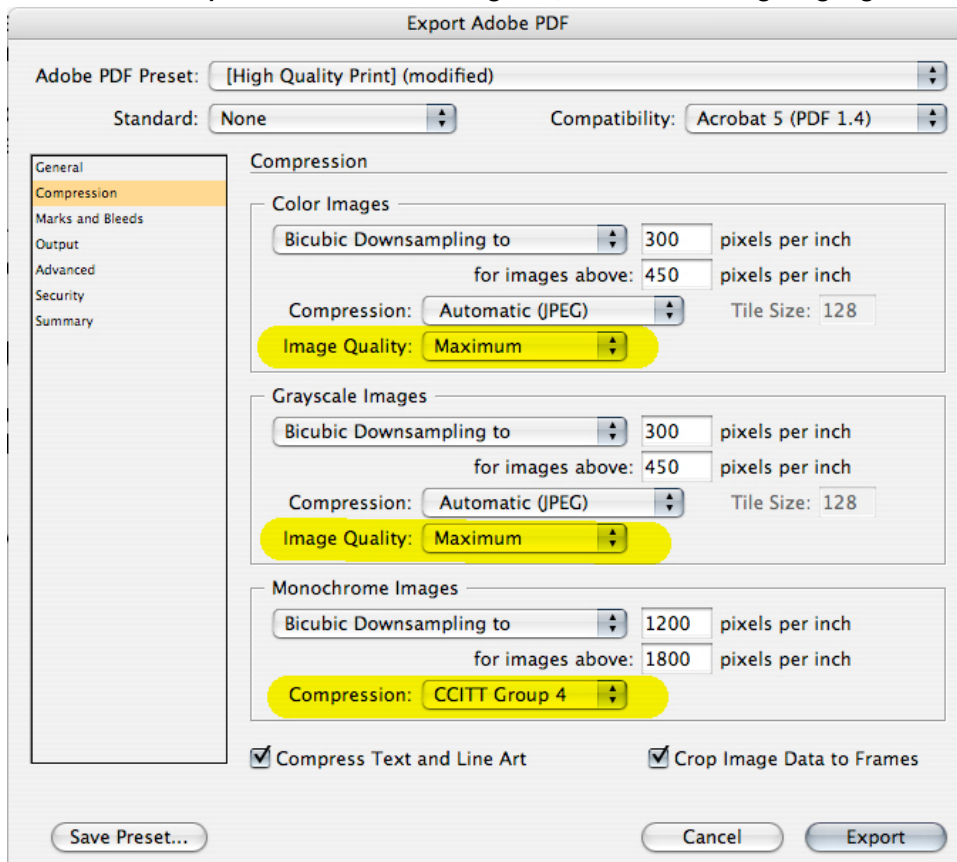
3. Export file to PDF. This will be a larger file, able to be printed from, and suitable for burning to CD-ROM.

FOR ONLINE/SCREEN QUALITY PDF:
1. Under "File", go to "Adobe PDF Presets"; choose "High Quality Print".
2. Under the "Export Adobe PDF" dialog box, enter the settings highlighted in yellow:
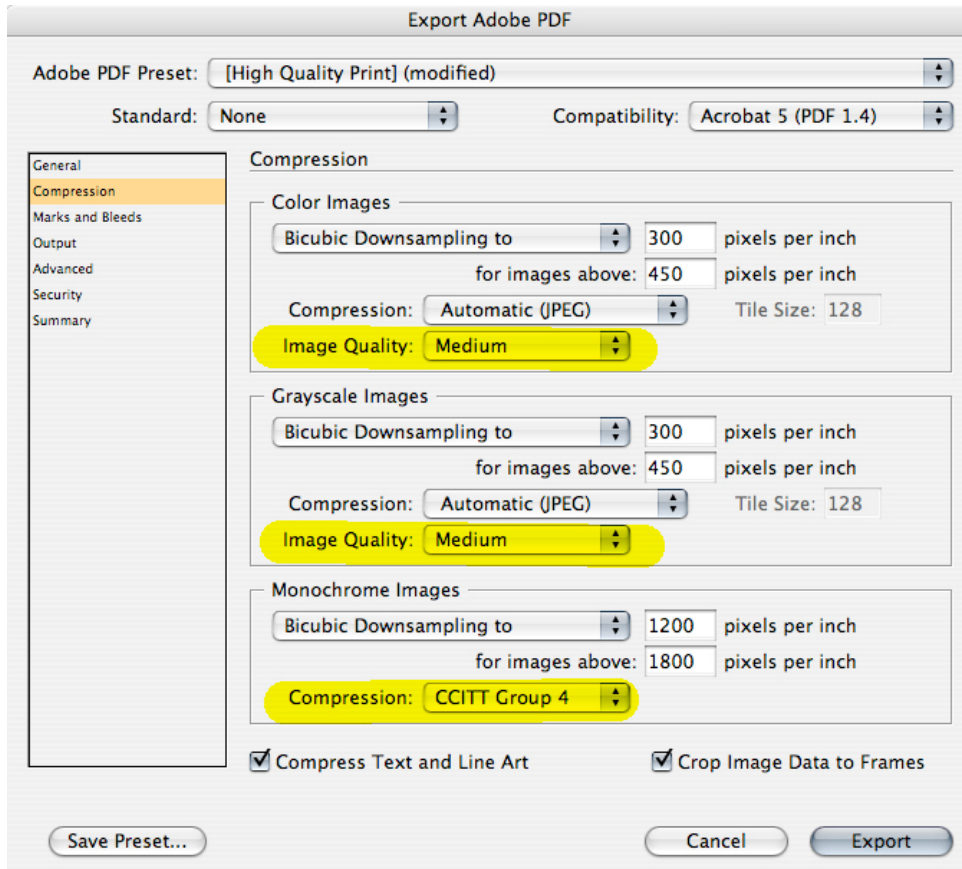
3. Export file to PDF. This will ensure the best processing of the initial images, but will render them at an optimized screen view resolution. This PDF file size should be about half of the previous "High Quality Print" file settings.

This version of your PDF will be better suited to sending as an email attachment, or for downloading from an online source (website, FTP site, etc) for on screen viewing.

Step 3. General guidelines/options for providing digital files to employers.

1. Follow the electronic file submission guidelines of an employer exactly as stated. If you have questions, ask and clarify them *before* sending the files.

2. As a general rule, do not send emails with attachments greater than 5Mb unless instructed to do so. Some email services will automatically bounce back emails with more than 5Mb of attached data.

3. Employers should tell you if they prefer getting electronic portfolios via email, or by another upload option. Some companies will have an upload option within their corporate website (FTP), and you will be able to submit files through that. Some companies will supply you with public FTP upload information, for which you will need to use an application like Fetch to access. You can also send larger files via online FTP services like YouSendIt (www. yousendit.com), a free service that allows you to upload to their servers and will send an email to the person, alerting them and giving them download protocol/instructions.

4. If you have your own website and domain, you can upload your PDF files to your server space and provide weblinks to an employer so they can download directly.

If you have questions about these procedures and guidleines, please contact Paul Sizer at paul.sizer@wmich.edu