



### Design Tips for High-Res “3D”

Careful planning of your design can significantly affect the final outcome of the printed piece. Here are a few guidelines for producing a magnificent piece:

- A reverse white copy.
- Use type that is larger 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.
- Add “non-essential” elements to the foreground or background of your 3D piece. An element that can be placed at the extreme foreground or background will appear “fuzzy”, or, out of focus, but it will greatly enhance the overall depth of field of the piece.

### File Preparation for “3D”

- Follow recommendations listed in the “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, add an **ADDITIONAL 1”** 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.
- Provide any fonts used to create text in the layered file.
- Have **EACH** element on its own layer. This will give the flexibility to move things as needed and the capability to make alterations in house.
- 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 review anything from design considerations, photo shoots, and file preparation.