



## Design Tips for High-Res Flips

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.
- For Flips, avoid white backgrounds.
- Use busy images, or patterned backgrounds for flips to 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.

To get an idea of how your design might “ghost” on the printed piece, do the following: Create a layered Photoshop file of your final design. 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.) 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. Then, put 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.

- Two image flips work the best.
- Three image flips work with minimal copy.
- Unless full animation, we suggest no more than 3 images.

## File Preparation for Flips

- Follow recommendations listed in the “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**.

## 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.