



Requirements for File Submission to MICROFORMS, Universal Imaging, and Nova Card

Any placed image must be set at a minimum of 300 dpi.

If the placed image is process black or 4 color process, you can use a .tif or an .eps

Any placed image or logo utilizing spot colors must be an .eps or the format native to the application in which the object was created. If the image is vector, (Illustrator or Freehand) an .eps with all text converted to curves, is acceptable. If image was created in Corel Draw, file must be saved as an .ai with all text converted to curves. If using a raster image then save as a multi-channel DCS/EPS or duotone utilizing spot colors. Also include a Photoshop native. (In Photoshop, dcs/eps is the only way to separate spot colors).

When using a page layout application (Pagemaker, Quark, or InDesign) all fonts and placed images **MUST** be included on the disk or with the email. It is **NOT** acceptable to embed images when using Pagemaker. **If supplying a PDF for art, be advised this format is for VIEWING ONLY and does not always reflect the final printed piece. Colors, screen values, tpestyles and sizes may not preview accurately on all monitors. Copy may flow differently and margins may appear different, also copy may be omitted (although rarely), We are not responsible if this occurs.**

It is IMPORTANT to Identify the Native Program and Version that is used in creating your files.

Include a composite and color separated hard copy or fax when placing order.

When sending files via email they **MUST** be stuffed (www.stuffit.com) or winzipped (www.winzip.com). These compression demos can be obtained free of charge at the before mentioned web sites.

Call UI customer service at 1-800-334-3676 ext. 242 with questions or to request a template.

Formats that we DO NOT accept: .gif, .jpg, any microsoft office native such as: .doc, .xls

NovaCard Jobs need to be set with the card template. We can provide in quark or .eps format. If the document is covered with a color or background make sure that the document is set to bleed at least .25" (1/4").

ALL E-MAILED ART FILES SHOULD BE SENT TO: universe@microforms.com

Observe the following requirements and ***Identify the Program and Version your file is being sent in.***

MEDIA zip 100 & 250 cd (NOT re-writable) 3.5 floppy

Listed below are the software versions we have. ***We also accept lower versions.***

FORMAT Freehand 9.0	FORMAT Corel Draw 10.0 <i>(Save as "ai" all text converted to curves)</i>
(mac) Illustrator CS2	(pc) Illustrator 8.0
InDesign CS2	Pagemaker 6.5
Pagemaker 7.0	Photoshop 5.0
Photoshop CS2	Acrobat PDF
Quark 6.5	
Acrobat PDF	

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IF ART SUBMITTED DOES NOT COMPLY WITH THESE GUIDE LINES, OR IS SUPPLIED MORE THAN ONCE PER JOB, A MINIMUM CHARGE OF \$20.00 WILL BE ADDED TO YOUR INVOICE. THIS CHARGE DOES NOT INCLUDE NEGATIVES OR PLATES THAT MAY HAVE BEEN GENERATED PRIOR TO RESUBMISSION.
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Notice

When requesting that we email files, be sure to let us know what format and platform your customer requires. We always stuff files, so be sure your customer has stuffit expander.

¹VECTOR

In vector graphics, images are made up of a series of lines, each of which is stored in the computer's memory as a vector--i.e., as two points on an x-y matrix. On a vector-type display screen, an electron beam sweeps back and forth between the points designated by the computer and the paths so energized emit light, thereby creating lines; solid shapes are created by grouping lines closely enough to form a contiguous image. Vector-graphics technology was developed in the mid-1960s and widely used until it was supplanted by raster graphics. Its application is now largely restricted to highly linear work in computer-aided design and architectural drafting, and even this is performed on raster-type screens with the vectors converted into dots.

²RASTER IMAGE

In raster graphics, the computer's memory stores an image as a matrix, or grid, of individual dots, or pixels (picture elements). Each pixel is encoded in the computer's memory as one or several bits--i.e., binary digits represented by 0 or 1. A 2-bit pixel can represent either black or white, while a 4-bit pixel can represent any of 16 different colours or shades of gray. The constituent bits that encode a picture in the computer's memory are called a bit map. Computers need large processing and memory capacities to translate the enormous amounts of information contained in a picture into the digital code of a bit map, and graphics software programs use special algorithms (computational processes) to perform these procedures.

In raster graphics, the thousands of tiny pixels that make up an individual image are projected onto a display screen as illuminated dots that from a distance appear as a contiguous image. The picture frame consists of hundreds of tiny horizontal rows, each of which contains hundreds of pixels. An electron beam creates the grid of pixels by tracing each horizontal line from left to right, one pixel at a time, from the top line to the bottom line.

Raster graphics create uniform colored areas and distinct patterns and allow precise manipulation because their constituent images can be altered one dot at a time. Their main disadvantage is that the images are subtly staircased--i.e., diagonal lines and edges appear jagged and less distinct when viewed from a very short distance. A corollary of television technology, raster graphics emerged in the early 1970s and had largely displaced vector systems by the '90s.