## BASIC DESIGN

Artwork can be created in any software program that is available to you. We recommend InDesign, Photoshop, Illustrator or Publisher. The set up is basically the same for any program. (We do not recommend using a program that is designed for web or computer design such as Fireworks or Powerpoint as these programs do not always allow for high resolution press ready files.) Artwork must be submitted as a PDF file. All software programs have the capability of generating this file format.

## COMMON TERMS AND FILE PREPARATION

**Press Ready:**  A press ready file is high resolution (300 dpi), correctly sized, and is a PDF file format.

**Trim Line:**  The actual cut line (edges of poster/artwork).

**Caution Zone:**  Text should be positioned at least 2 inches away from the trim line. The marquee display boxes at the West Ashley Theatre Center have a black painted border on the glass of each display case. To ensure that text on your poster isn't hidden behind this black border once installed in our marquee display cases, we have designated a 2 inch caution zone on your artwork and require that no text extends beyond these 2 inch guidelines. Please see back for marquee specs and caution zone guidelines.

**Paper Type:**  All posters are printed on white, matte paper.

**Color:**  All artwork must be converted to CMYK color.

**Fonts:**  All fonts used in your artwork must be embedded or outlined. When you save a file as a PDF your fonts will automatically be embedded. Please save your artwork as a high quality print or press quality option when generating your PDF.

**Resolution:**  The resolution, commonly referred to as dpi or dots-per-inch, means the clarity of the image. The higher the dpi the clearer the picture. To achieve a crisp, clear image on your artwork, 300dpi images are required.

**Viewing your proof at 300% will give a good idea of how clear an image will appear on the finished piece.**



300 dpi      150 dpi      72 dpi

# West Ashley THEATRE CENTER
## CHARLESTON STAGE

## MARQUEE SPECS AND GUIDELINES

31" wide

TRIM LINE

2"

**CAUTION ZONE**
All of the text should be at least 2 inches away from the trim line (edges of poster).
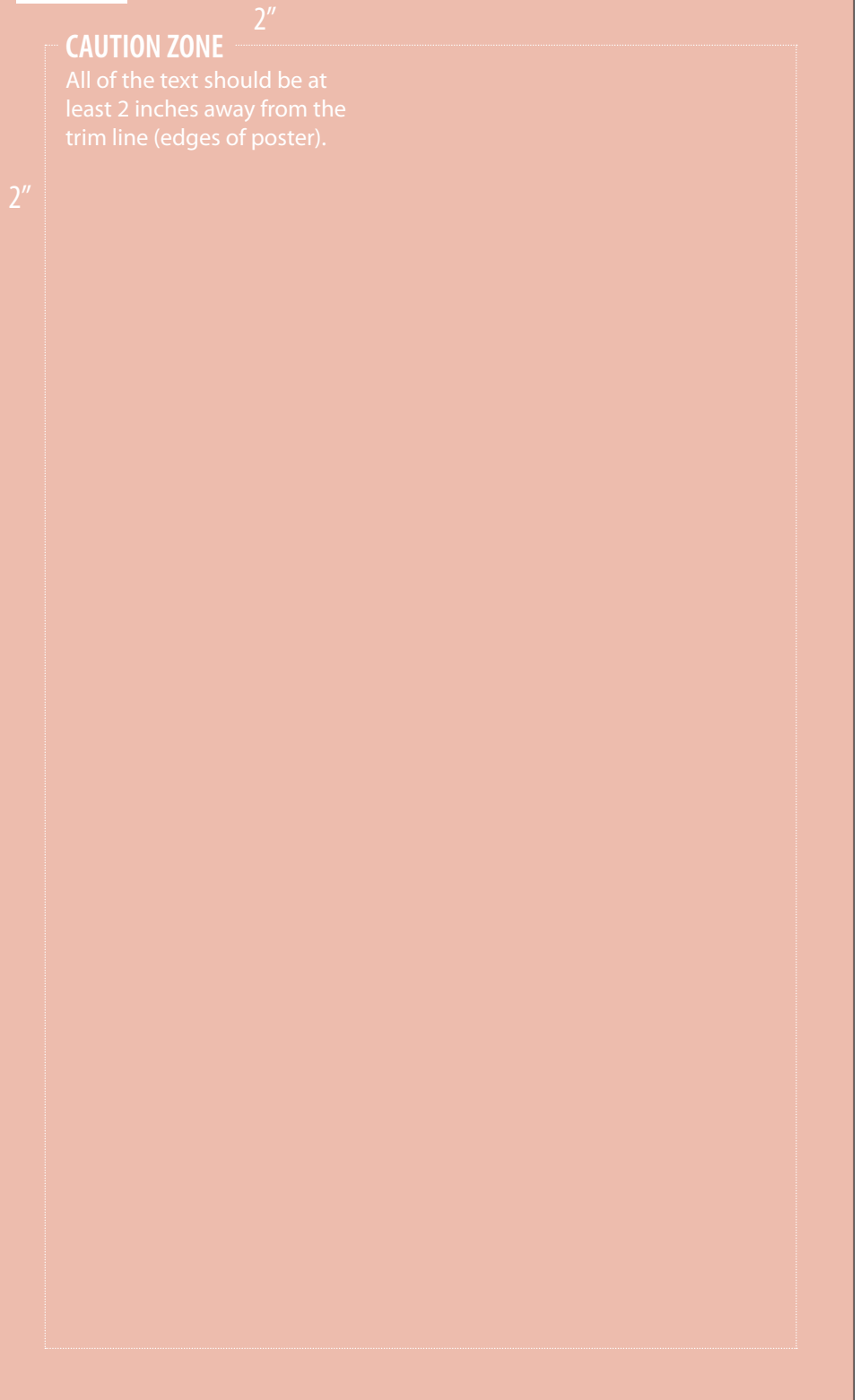
2"

51" tall

## FILE PREPARATION CHECK LIST

☐ **Marquee Specs:** My file is exactly 31" wide x 51" tall. No other file size will be accepted.

☐ **Caution Zone:** All of the text on my file is at least 2 inches away from the trim line.

☐ **Resolution:** All of the images in my file have a resolution of 300dpi when placed at 100% in my document.

☐ **Color:** My file was produced using CMYK colors.

☐ **File Format:** My file has been saved as a high quality print or press quality (300 dpi) PDF.

☐ **Fonts:** All fonts used in my document were outlined or embedded when I created my PDF.

☐ **Proofread:** I have spell checked and proofread my document before saving as a PDF. I understand that my artwork will not be reviewed for spelling, grammar, or missing characters.

### Submit Artwork to:

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