

What is camera ready art?

“Camera ready” refers to art and copy that is ready to be transferred to film without any retouching. Retouching includes art that has to be redrawn or reworked on the computer, or by an artist.



.jpg
(not good art)

How do I obtain camera ready art?

If you have had anything printed before such as business cards or letterhead etc., you can ask your printer for their files. We can also request your logo from your printer. Keep in mind that we must wait for the printer to send us what they have before we can process your order.



camera
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Following are the files we accept...

.ai (Adobe Illustrator) - This is usually* considered good art; all fonts must be converted to curves or outlines. *PLEASE SAVE IN PC FORMAT.*

.cdr (Corel Draw)- This is usually* considered good art. We can use version 11 or lower. Again, all fonts must be converted to curves or outlines. *PLEASE SAVE IN PC FORMAT.*

.eps (Encapsulated post script)- This is usually* considered good art. An .eps is a universal vector art format; however if you or your printer are Mac based you must have the .eps extension on the end of the file to ensure that we can open it.



.jpg
(not good art)



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**We say “usually” because the below formats can be embedded in the above files and saved as the above files, but the “bad” art is still in the file and it would need to be redrawn. We always need to open the files to see if your art is useable or if it needs to be redrawn.*

Art that needs to be redrawn...

.jpeg, tiffs, word documents, power point and bitmaps all need to be redrawn. We need to see the art to quote an art charge.

.pdf (Adobe Acrobat) files usually have to be redrawn unless they were originally created as camera ready art and saved in a format that we can extract the vector art.