Lenticular File Specifications

File Format:
- Adobe Photoshop layered PSD file. All copy should be on separate layers.
- For flip, zoom, morph and animation effects, use a separate layer for each "view," or "frame."
- Please identify which view is to be "centered" when the viewer is looking straight on at the piece.

Bleed:
- 1/8" bleed on all sides. (3D requires even more bleed – see below)

3D Effect:
- For 3D effects, you may use up to 99 layers. Create each element in the layout on its own layer and ensure the area behind the visual element has been filled/cloned in. That will give us more flexibility and will improve the 3D depth.
-Keep all layers in Photoshop Normal mode. Do not use other blending modes such as Overlay, Screen, Multiply, Luminosity, etc. as these blending modes produce unpredictable results.
- 3D requires an additional 25% bleed on the sides for movement. All elements that touch the frame must extend 25% beyond the trim.

Fonts:
- Please supply all fonts that have not been rasterized or outlined.
- Avoid Italic/Script/Oblique typefaces on the lenticular side, as they will appear jagged from the lens texture.
- For the same reason, avoid small typeface sizes on the lenticular side.

Color Matching:
Please provide color swatches for color matching when critical. We will make every effort to meet your color objectives, with the understanding that PMS-to-RGB and or CMYK conversions are never exact.

Photographic Projects: (13" x 19" or larger)
- File resolution should be 100 DPI at full size
- The file should be built in RGB

Litho Offset Press Projects: (12" x 18" or smaller)
- File resolution should be 300 DPI at full size
- The file should be built in CMYK or colors will shift.
- Back (non-lenticular) side printing Illustrator or InDesign files are preferred. Photoshop may not provide crisp clean text on backside artwork.
- 12pt font minimum for legible copy