ESP - Extra Sensory Print

Designer Tips and Tricks

Visions

Contents

- Separate layer

- Low density

- Element outline/stroke

- Grayscale

- Fonts

- Automatic separation filter

- File format

- Less is more

- Cut, crease & fold

- Diagonal lines

- Light / Dark colors

- Registration marks

- Quick OPA

- Object definition

- Printed samples

Visions

Separate layer

- Create your Scodix separation in a separate layer from the CMYK layer in the graphic design software

Low density

| 5% | 10% | 15% | 20% | 25% | 30% | 100% |

- Use low density effect in the range of 5% - 30%
- Different opacity levels will look different on different substrates; test to see the differences

Visions

Element outline/stroke

- In vector shapes and fonts – always best to color the shape's stroke in Scodix Color – but with 0% tint. This trick "tucks" in the UV layer to better fit the background CMYK.
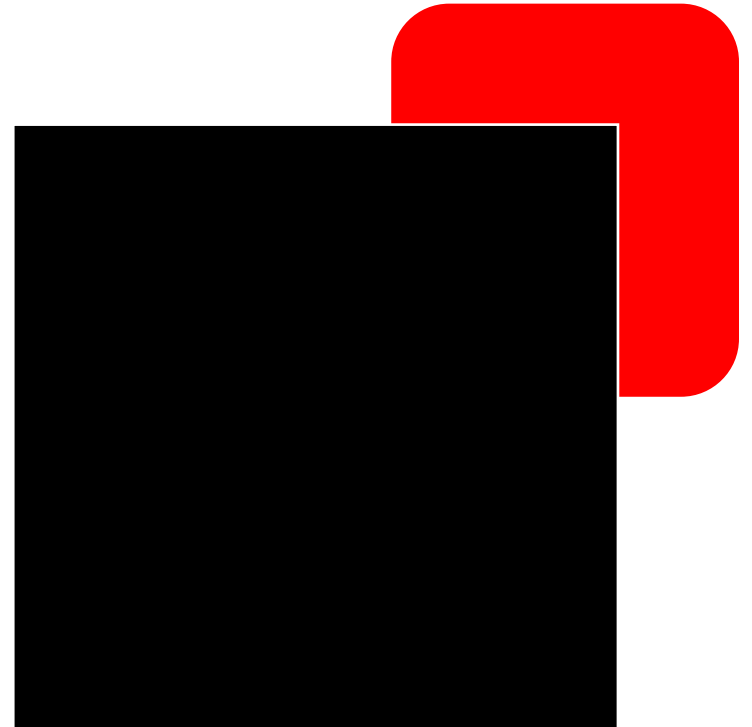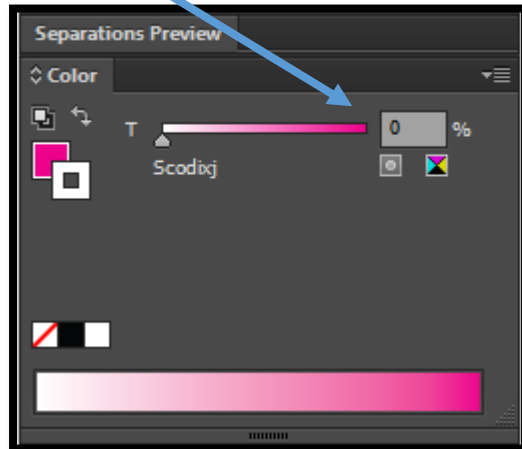
5th layer file with a transparent outline (example)

Grayscale

- As Scodix is a clear polymer, it is recommended working in grayscale mode during the design process.

Fonts

- When closing the files for print, keep the fonts live – meaning don't convert them to shapes or outlines. *(When printing, use feature "Pure Fonts" on the Scodix Press for sharper fonts.)* This is especially true for small fonts.
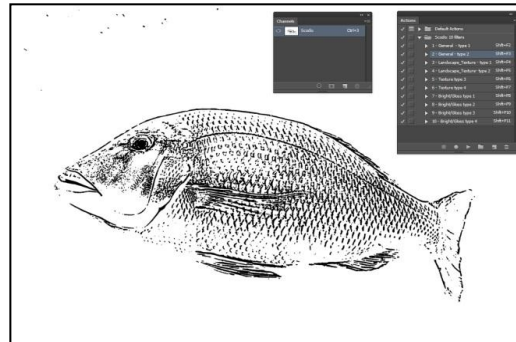
Visions

Automatic separation filters

- Easy to use – create Scodix separation by press of a button

- Helping tool for graphic designer

- Automatically appears in Adobe Photoshop "Actions"

- 10 different filters

Filter # 6
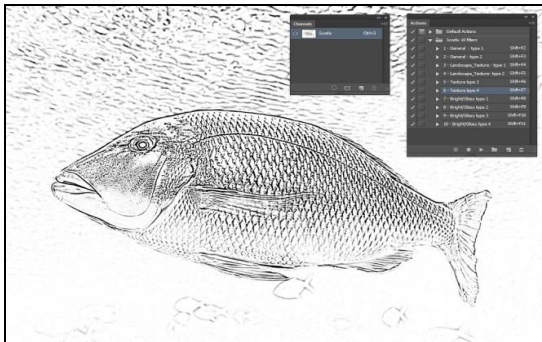
Filter # 2

Original

File format

- In Photoshop, when working with line art, save artwork as 1200 DPI bitmap TIFFs—these will print sharper than 300 DP grayscale EPS files.

Less is more!

- Less polymer on the substrate – in many cases – can get you a better impact and the Scodix "WOW" effect.

- No need to cover large areas to get a strong impact.

Visions

Cut & bleed area

- Do not apply Scodix over a cutting line/bleed

- The Scodix polymer might break or peel

- The cutting knife may damage the clear polymer

Visions

Crease

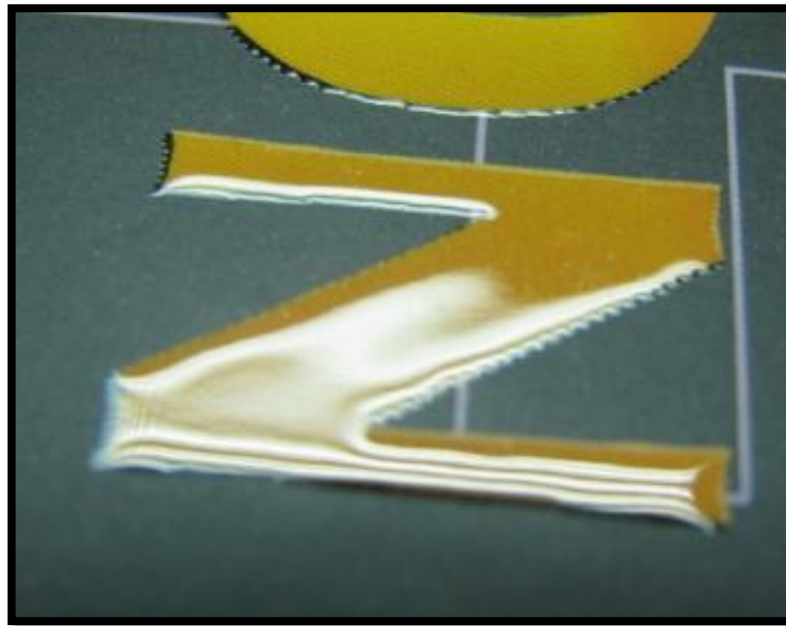- Avoid applying Scodix polymer over an area of creasing.

Fold


- Avoid applying Scodix polymer over folding areas.

Diagonal lines

- Diagonal lines can sometimes look unsmooth

- Image must be a high resolution, and elements should preferably be in vector format
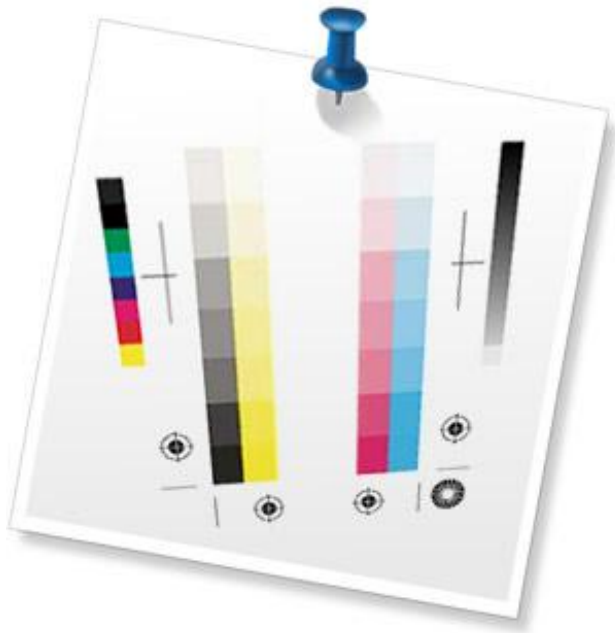
Scodix on light/dark colors

- When designing, <u>if you have an option</u>, it is better to place Scodix on dark elements with a light background than on light elements with a dark background.

- On light elements, Scodix is less noticeable, and mis-registrations are more noticeable.

Visions
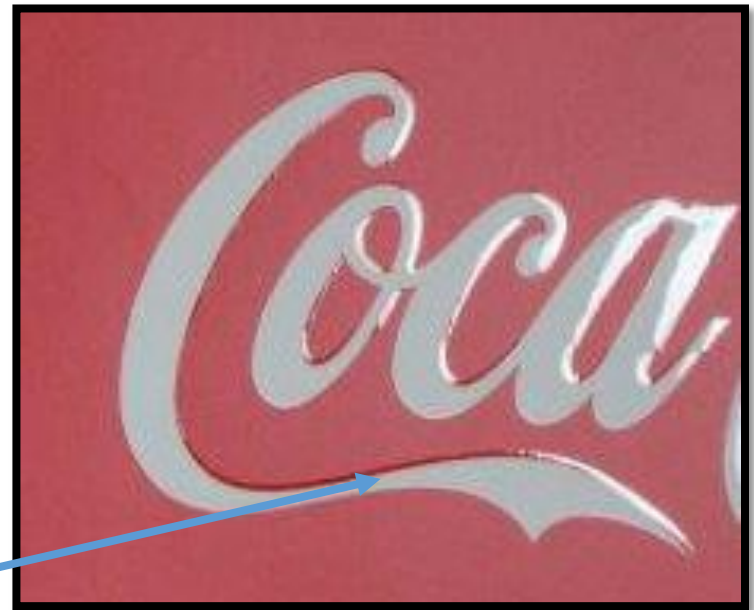
Registration marks

- Crop marks do not need to be enhanced

- Registration marks do not need to be enhanced

- Color bars do not need to be enhanced

- File name and info do not need to be enhanced

Quick OPA

- Use the QuickOPA tool to create the Scodix registration marks – saves time, and helps avoid registration issues.

- Very efficient when working with multi-page PDFs.

Defined enhanced items

- Items should be clearly identified to avoid "merging items"
- Create a low-density background or element outline/stroke
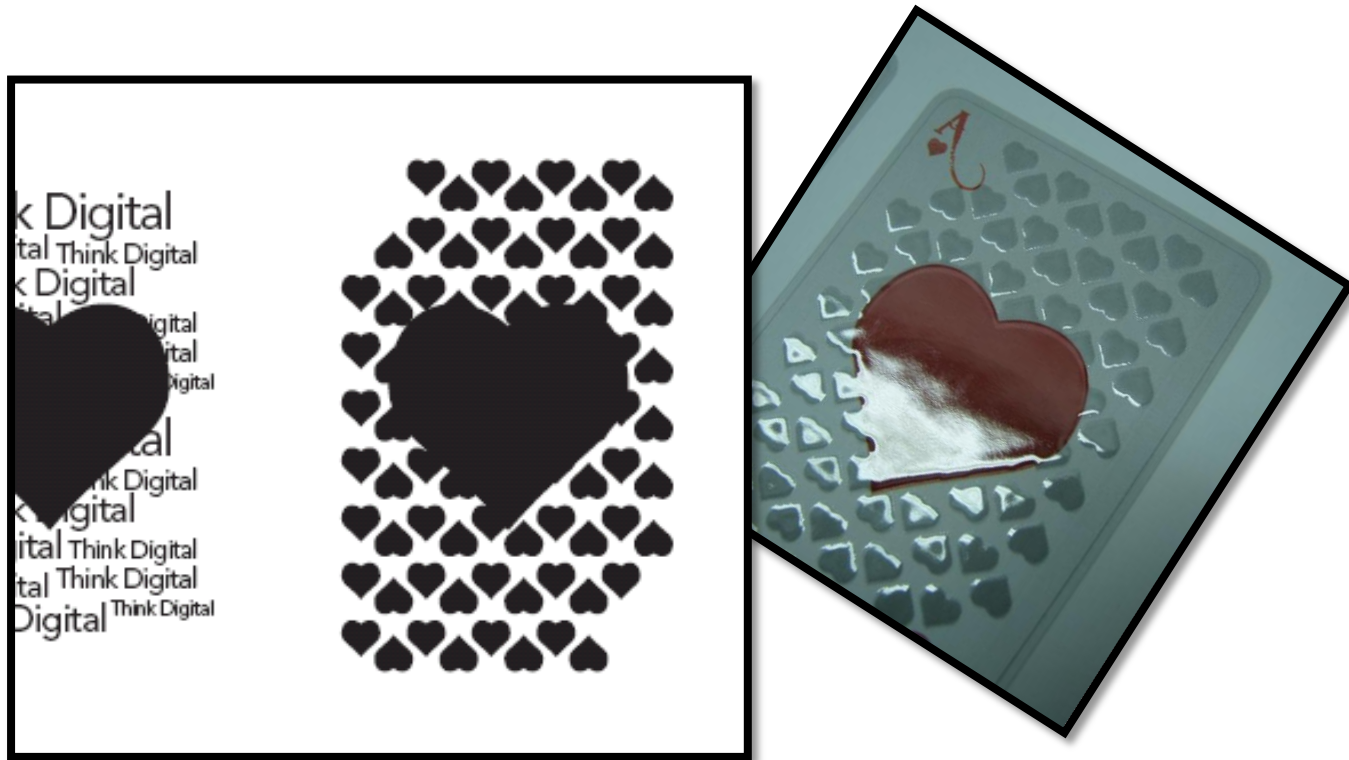
Element samples

- Prepare printed samples of different elements on different substrates to help visualize results during the design process

- Examples: patterns, different densities, metallic's
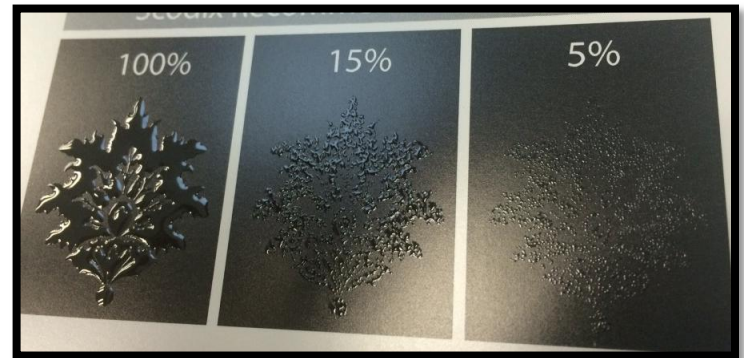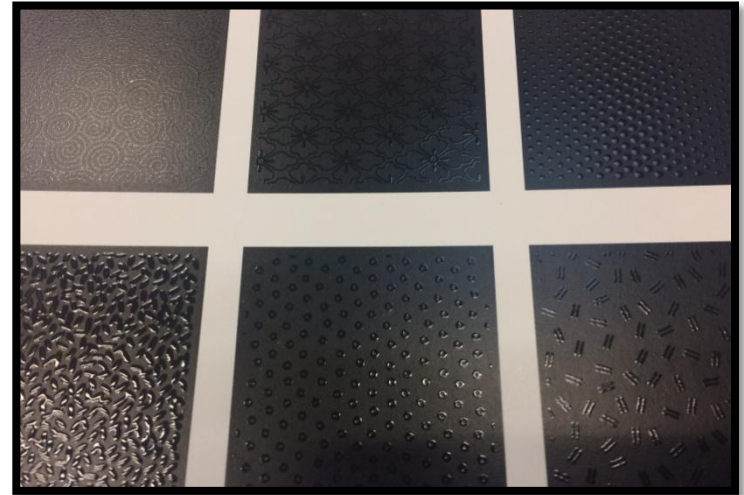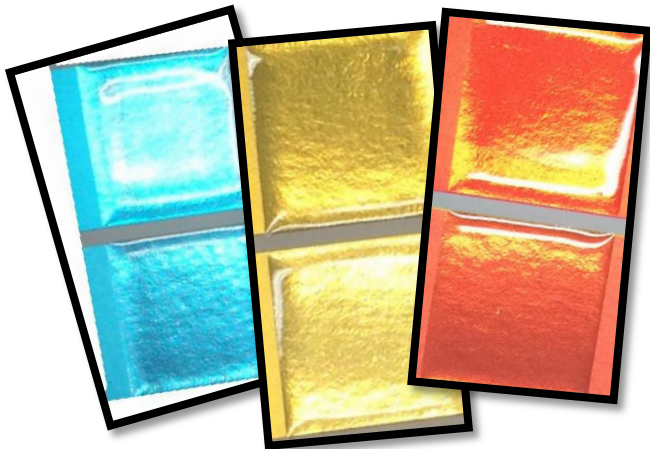
Be creative! Play around!

- Apply several different filters to selected areas or single-color channels for layered effects and intricate results

Visions

Thank you!

Have questions?

Need assistance?

Contact your Visions' sales representative
or Visions' design team.

877.499.3159

www.visionsfirst.com

Visions