

FINAO'S GUIDE TO STYLE

or, everything I ever wanted to know about creating a Finao ONE and related products but was afraid to ask

PREPARING FILES FOR PRODUCTION



FILE DESIGN

CONGRATULATIONS!

You have survived slipping around in book guts and are ready to start putting it all together, getting that album designed, order placed and book into production, but hang on a second. You may have all your book options picked out but keep this in mind before you even sit down at your computer to design anything. Good album design starts with the proper file design. Do you know what you need to know?

Now, I know each and every one of you, when you go to place your order, are going to have to click on the TOSA. That's the Terms of Service Agreement to you and me. You aren't going to read the TOSA. Nobody ever reads the TOSA so I'll sum it up here for you right now. You agree your files are correct, as is, no questions asked, you agree to pay if they aren't...blah, blah, blah. Sound familiar? Are you still sure you know what you need to know?

As the old saying goes, you can dress up a pig, but it's still a pig and if you send us bad files, there is nothing we can do, they are bad files. This section is all about YOU not having bad files. WE don't want you to have bad files. Life is much harder with bad files. My life is hard enough. I don't want your bad files. So my vote is for NO MORE BAD FILES...EVER!! If you are ready to learn how, proceed, young padawan. Here are the basics every Finaon must know.

I suppose I'll let you skip this section if you are all Mimi Smarty-pants, "I know all this stuff", but be warned, I've got my eye on you.

shifty eyes

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SOFTWARE

Finao products have no proprietary page layout software. Most of our customers simply choose Photoshop as their software of choice, however, you are free to use any software or template program you are most comfortable with as long as you can output your completed design at the correct size and at a high resolution JPG, because that's the way (uh huh, uh huh) we like it! (uh huh, uh huh).

GENERAL FILE GUIDELINES

- Each page or spread in your album must be saved as a separate file and numbered accordingly using a standard numbering convention. (for example: 0001, 0002, etc.)

PHOTOJUNCTION

Photojunction is a preferred software if you are going to be working with any of the Seldex matted Bookbound Art albums and a must if you are doing fixed page style print & assembly.

FUNDY SOS

Finao is working with Fundy SOS and their album design software supports the Finao ONE flush mount album and we hope soon will support the Seldex matted albums as well.

PICTAGE & MILLER'S

These are proprietary softwares for their respective lab and files can not be transferred to Finao.

LAB PRINTS

Lab Prints is a proprietary software and unless you have the full version that will allow you to export (remember, it must be a JPG), is not compatible with ordering from Finao.

INDESIGN

InDesign is becoming more and more popular for album design work, however, we do not recommend it for new designers. Unless you know your stuff with InDesign and consider yourself an InDesign master, don't use it.

There are more variables and settings to check with InDesign. Wrong settings and improperly sized linked images are easy to miss and are common problems we have seen with inexperienced (and even some experienced) users.

We have also experienced more problems with file corruptions during upload with improperly exported or converted InDesign files. Let this serve as your warning, use InDesign at your own risk.

PAGE & SPREAD FILES

As a friend of mine once said to me, "There is no such thing as overkill. There is just enough kill." This is a very true statement when it comes to your page and spread files. Our file guidelines may seem redundant but, quite frankly, redundancy is your friend where your files are concerned. If everything matches, clouds part, rays of light shine on your face and there is peace in the world. If it doesn't match...hmmmm, could get ugly.

- Upload your files in the order you want them to appear in the album. We print your files how you upload them. Take the time to make sure you are giving us EXACTLY what you want.
- We recommend that you always design & print as spreads even if you are ordering a cut print album. If we print as a spread and cut them in half in-house, we are sure the 2 sides will match and avoid any color shifts between pages.
- You must include any cover images that will be needed for cover designs as you will upload those files right with your order.
- All designs & cover images MUST be sized correctly. We will not do any re-sizing of files.

ARE YOUR FILES THE CORRECT SIZE?

THE LONG ANSWER

All files must be sized correctly to the album size or cover opening you are doing and need to be EXACT. Undersized files will result in albums where the centers do not line up, cover images that do not fit and whole albums that will get trimmed down to the smallest print size...YUCK!

For example: a 12x12 inch album must be designed as a 12x24 inch spread. The center guide needs to be dead center and the first and last page for right start albums must be individual 12x12 inch images.

THE SHORT ANSWER

Save yourself a headache - use a template.

Finao has Photoshop templates available for page designing and for designing upgrade specialty covers. They are available for download to all registered Finao customers via our web site.

Always take a moment to double check that you are using the CORRECT template. There are usually multiple templates for any given size album. Taking two minutes to make sure you have the correct one can save you hours of headache later.

ARE YOUR FILES THE CORRECT RESOLUTION?

THE GENERAL RULE

ALL files being printed by US labs need to be sRGB at 300 DPI*. This includes any images you may be linking to in a program such as InDesign or Quark.

* see WORKING WITH PRINT PARTNERS for more information

FINAO VS. SELDEX

You caught us! We're BUSTED! As you will probably find out as you work with our products, all Seldex related templates are not set up at 300 DPI.

YOU DO NOT NEED TO CHANGE ANYTHING!

Seldex products and therefore their templates are from Australia and those crazy Aussies print everything at 200 DPI. I assure you, this is correct. Use their templates in confidence as you would any of our other templates.

PROFILES & TEST PRINTS

COLOR PROFILES

Finao offers a downloadable color profile for its standard printing for those who know how to use and install color profiles. The file is located on our downloads page which is accessible to all registered Finao customers.

Color profiles for our print partners may or may not be available. See that print partner directly for additional information.

TEST PRINTS

Finao standard and metallic test prints are available to order via our web site for those who want to compare printing quality.

All Finao test prints must be received color corrected in sRGB and sized to 8x10 at 300 DPI for maximum quality. No other image sizes will be accepted. Limit three.

Test prints for our print partners may or may not be available. See that print partner directly for additional information.