

DE MILO DESIGN

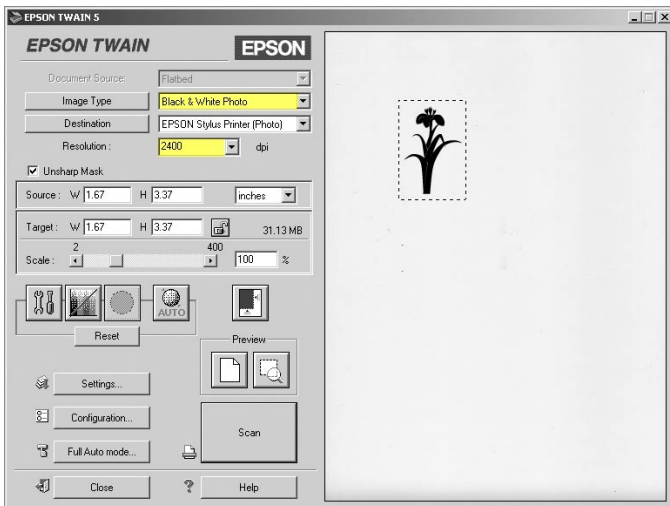
studio & letterpress

Want to provide your own art for your letterpress order? The step-by-step instructions below show how to scan, clean up, and save art that will produce the best end result. You will need the following:

1. **A black & white (or at least a dark color) image from any traditionally printed source or drawing.**
 - Dover clip art books are good. Be sure it is a “royalty free” image that is not copyrighted by another artist or company.
 - It is best if the image is not a halftone photo (a bunch of small dots that indicate shades of gray).
 - DO NOT pull art from a website. It is not high enough resolution to produce a good result and you can't put back quality that does not exist in the original.
2. **A scanner**
3. **Adobe Photoshop** (any version, these directions are in Photoshop 6.0) **or other paint software.**

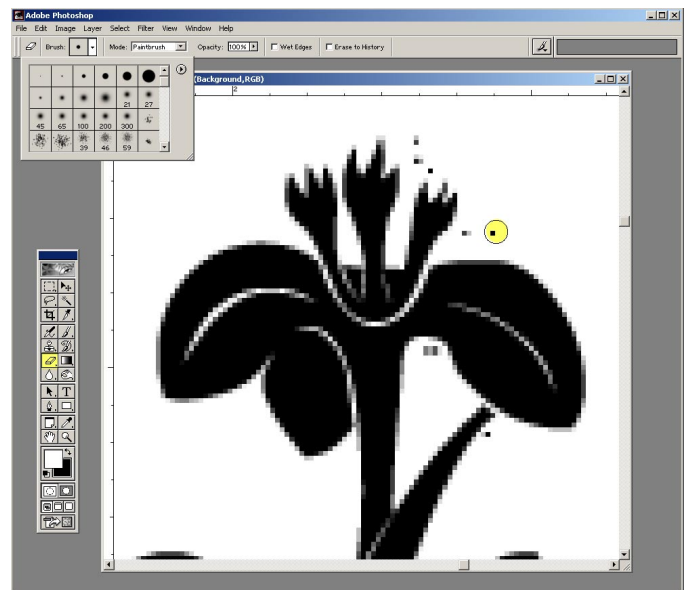
HOW TO PREPARE PRESS-READY ART

Areas of concern are highlighted in yellow. Your software may look different, but should have similar options.



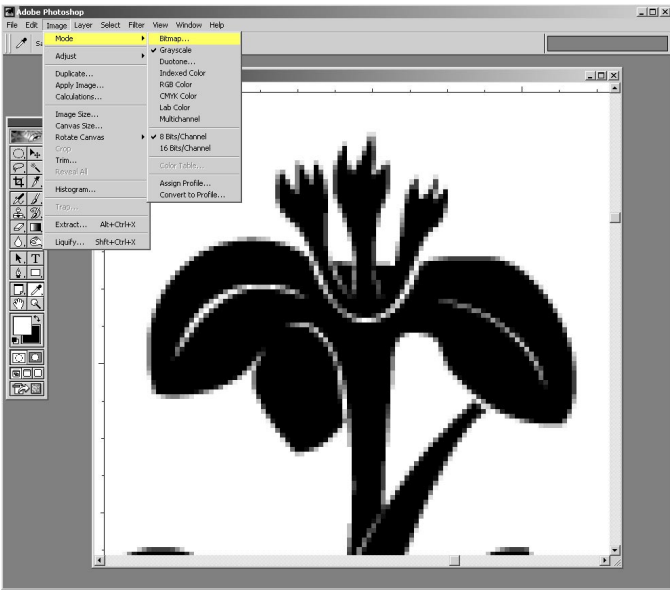
STEP ONE:

- Scan your image in “black and white photo” mode at 2400 dpi if possible. 600 dpi is the minimum for good quality edges. If you do not have “black and white photo” mode, scan in color and change to “Grayscale” mode in Photoshop by using the “Image/Mode” menu.
- The file size will be quite large. Reduce its size by drawing a marquee around the area you want to scan. This will cause the scanner to only scan the area you want rather than the entire scanned.



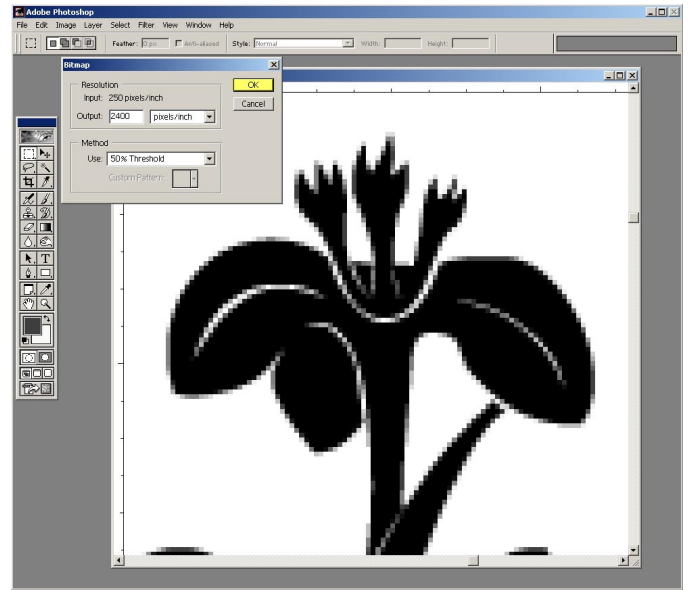
STEP TWO:

- Image will likely have stray pixels around it. These will appear in the final product if not removed.
- Use the Eraser tool to clean up the image.



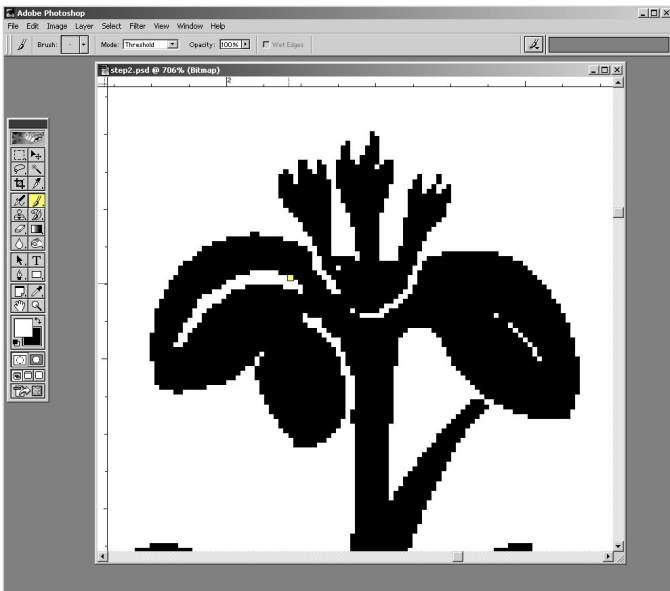
STEP THREE A:

- The image will have antialiasing (gray pixels around the edges) that needs to be removed. If left as is the final letterpressed edge will appear mushy.
- Change the mode by using the “Image” menu, select “Mode,” and then “Bitmap.”



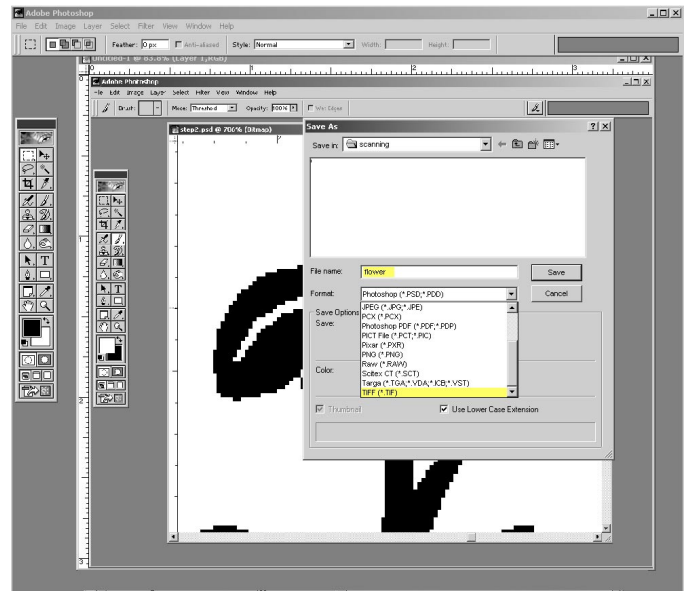
STEP THREE B:

- Hit “OK” in the “Bitmap” window
- Do not be alarmed that the edges appear rough on screen. If originally scanned at high resolution (600-2400 dpi) it will print great. Test it by printing on your laser or ink jet printer.



STEP FOUR:

- If the image has very thin white areas within black they will tend to fill in during the letterpress process. Fatten these areas manually by using the paintbrush or eraser tools.
- Check your work on a laser print (not on screen).



STEP FIVE:

- Save image as a .tif. Do not save as a .psd, .eps (these formats are unnecessarily large), or .jpg (compression will remove quality).
- Email image to letpress@demilodesign.com

No time for this? Snailmail your original art to De Milo at 107 South Fair Oaks, Suite III, Pasadena, CA, 91105.
We will scan and clean up your image for a \$20 pre-press fee.