

# Digital File Preparation for Lenticular printing

Thanks for taking the time to read these guidelines. Our goal is to provide you with the best experience and product. Designing images for lenticular printing may vary from your typical process. Whether you are creating illustrations, animated sequences, or using photography, special preparation may need to be considered. There are so many variables in art creation that these are only some guidelines for preparing your job for lenticular printing. Please contact us and upload a sample image so we can discuss with you the best ideas for your project

## 3D Depth

File type: Layered Photoshop or TIFF files (with alpha channels)

Resolution: 300 dpi @ actual size is best

Trim: 1/8" bleed on top and bottom. At least 1/2" left and right. Please call for specs on large format info

Art Specifications:

Each layer (or TIFF file) should be named with intended depth position of layer (i.e.: Foreground, Mid, Background, etc. or background starting at 1 and moving sequentially higher)

Each layer should be provided, in its entirety, without "holes" left in areas obscured by foreground elements.

Each layer or file should be the exact same resolution, size, and color space. If additional Photoshop work is needed to be done to create a missing bleed or missing information in the layers it may require billable time above and beyond the original effect preparation charges. Please upload actual art for estimate.

Flat layer and Volumetric 3D Depth can also be achieved from single, flat images (hi-res scans, transparencies, etc.), at an additional expense.

## Flip (2-3 Images)

File type: Should be set-up as Photoshop or TIFF files

Resolution: 300 dpi @ actual size

Trim: 1/8" bleed on all 4 sides

Art Specifications:

Each flip image should be an individual file or discrete, opaque layer in a single multi-layer Photoshop document.

Each flip image file should be the exact same resolution, size, and color space.

Try to avoid large area of flat or very light solid colors, as some "ghosting" can be more easily noticed in these areas. Photos and full color graphics work very nicely for this effect.

Additional Photoshop work needed to bring files within above specifications may be billed above and beyond individual effect preparation charges.

## Morph

File type: Should be set-up as Photoshop or TIFF files

Resolution: 300 dpi @ actual size  
Trim: 1/8" bleed on all 4 sides

**Art Specifications:**

Create two images—the beginning and ending frames of the morph.  
A clipping path will need to be created for each, outlining the intended "morphing" object in each image.

Make sure each image is its own layer within a single, multi-layered PhotoShop document.

Each image layer, or file, should be the exact same resolution, size, and color space. Keep in mind that any additional Photoshop work needed to bring files within above specifications will be billed above and beyond individual effect preparation charges.

**Zoom**

File type: Should be set-up as Photoshop or TIFF files  
Resolution: 300 dpi @ actual size of artwork in the pre-zoom position  
Trim: 1/8" bleed on all 4 sides  
Art Specifications:

Create two images—image # 1 is zooming away and image # 2 is zooming towards.  
Each image layer, or file, should be the exact same resolution, size, and color space.

**Animation (or Video Motion)**

File type: While all master video formats can be used to create an "Animation" effect, "HD" digital betacam is the best source material to ensure high-quality motion. Due to the vast array of variables involved in preparing digital files for lenticular "video" motion, it is best for consult us to assure the best results.

For animation effects a series of images (frames) is interlaced. This is similar to a Flip image but with more images used in the interlacing.

A layers Photoshop document with the layers labeled as to order and grouping or layer set created.

**Art Specifications:**

Each flip image should be an individual file or discrete, opaque layer in a single multi-layer Photoshop document.

Each flip image file should be the exact same resolution, size, and color space.

Additional Photoshop work needed to bring files within above specifications may be billed above and beyond individual effect preparation charges

There are many variables in lenticular printing,so please do not hesitate to call. We have worked with all file types, The above guidelines are ideal but we can workout the details if these formats are not available to you.

Thanks

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