

DESIGN CONSIDERATIONS

There are several key factors to making your design really successful for the lenticular medium. Please keep these in mind when designing your project. We strongly encourage companies to involve their designers in conference calls with our lenticular team prior to beginning design.

FILE NECESSITIES

- Complete layered Photoshop files at a minimum of 300 dpi at final output size is required in CMYK.
- Each element needs to be on its own layer, such that if a layer were turned off, there would be image behind it.
- If dieline is to be used, please provide as vector art.

BACKGROUNDS

- Textured and colored backgrounds are necessary and act as deterrents to ghosting.
- Do not use white or extremely light backgrounds or flat tints.

TYPE

- We recommend adding a bevel, glow, drop shadows, or 3D extrusion to type.
- Avoid alternating white and black type, which has a tendency to ghost.
- If verbiage is flipping, try to keep it in the same position.
- Keep font 7 point or larger.

TRIM AND BLEED

- Bleed is .125" for most pieces.
- To ensure subjects, text and/or logos are not trimmed off, keep all important information .1875" away from trim, the "safe area."
- 3D pieces require an additional .5" on both left and right to allow for parallax, in addition to bleed.

COLOR

- Color tends to print fuller/richer on press than on the lenticular proof. There can also be color variance that occurs across the press sheet due to ink density across the rollers and blankets during the press run.
- Due to the difference in materials and lenticular's lens structure, we cannot color match to paper or other substrates.
- We cannot match Pantone colors on lenticular.

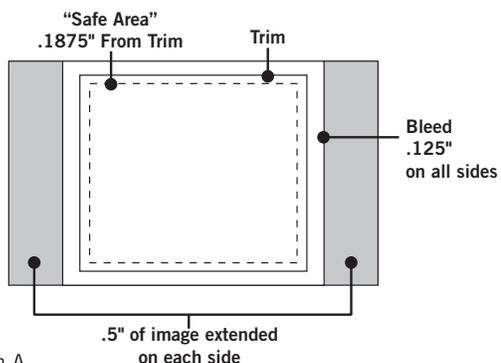


Diagram A

3D EFFECT

The illusion of depth and distance between elements from the foreground to background.

- The 3D effect requires an additional .5" on left and .5" on right of piece. See Diagram A.
- Completely layered files are required. For example: If in a picture one's arm was in front of a tree trunk, the arm would have to be removed digitally and part of the tree trunk covered by the arm rebuilt and arm replaced. If files are received flattened or not completely layered, additional charges may apply.
- 3D effect can only be achieved from left to right.

2 and 3 IMAGE FLIP EFFECT

The fast transition between distinct elements.

- Requires layered files of the elements that will be flipping to and from.
- Recommend top to bottom flip effect, unless this will be a walk-by piece, such as a retail sign or magnet.
- Similar size flipping elements are most effective.

ZOOM EFFECT

Image moves front to back and changes in size from larger to smaller.

- Shows progressive movement from background to foreground, or reverse.
- Provide element to zoom in its largest size.

MOTION EFFECT

The recreation of a moving effect from video or a series of stills.

- Video or sequenced still image source material acceptable.
- Works by selecting frames and recreating the motion using frames of animation.
- Keep size at a maximum of 4" x 6" if video is supplied.
- HD Quicktime, DV or rendered frames from a 3D program are acceptable. (If supplying video, Progressive scan video is ideal. If that is not available, supply the interlaced video so it can be deinterlaced for clarity.)
- Not recommended for curved surfaces unless the animation can be kept to about 2" or under.

MORPH EFFECT

A fluid transition between elements, normally of the similar size and shape.

- Elements that have a similar shape and density work best for morph.
- Both beginning and ending art elements required on separate layers.

MULTIPLE EFFECT

- Effects can be used separately or combined with one another.