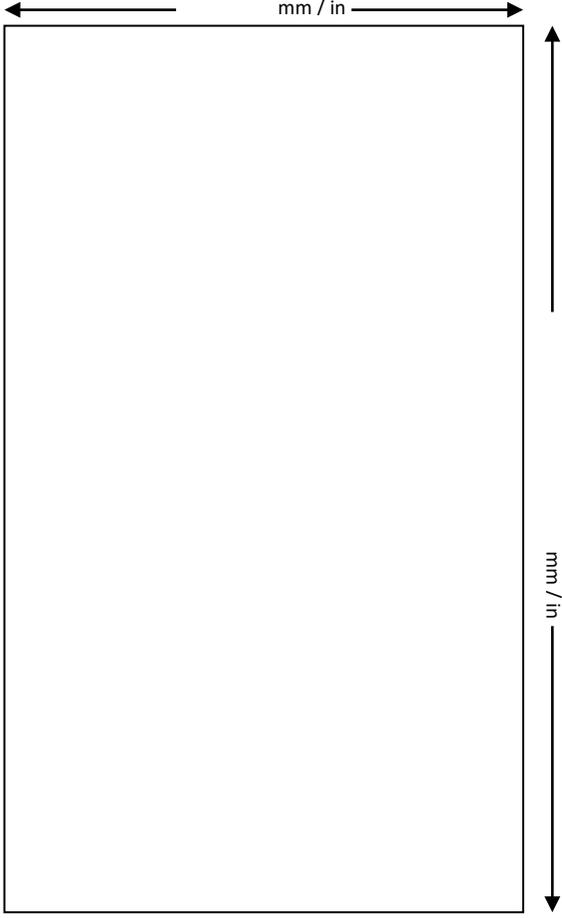## *ART/CLICHE FORM*

Company: _____ Contact: _____

E-Mail Address: _____ Purchase Order Number: _____

YES   NO
Have you been Quoted   ☐   ☐   If yes, please reference Quote # _____ and /or Trans Tech Contact _____

Product Information
(CHECK APPROPRIATE BOXES)

☐ Film Only   ☐ Repeat TT# _____

☐ Cliché
Please Write

Cliché/Film Size _____ mm / in x _____ mm / in

Please Note Cliché or film quantity _____

Cliché Type (CHECK ONE)

☐ Normal Steel ☐ Drum   ☐ Polymer

☐ Special Steel ☐ Thin Steel   ☐ Express III

☐ Double-Sided Steel   ☐ Stainless Steel

Source of Plate Material (CHECK ONE)

☐ Material Supplied by Trans Tech

☐ Re-etch on etched Cliché

☐ Blank Cliché sent by Customer with Order

☐ Material owned by Customer but stored at
Trans Tech

Etch Depth (CHECK ONE)

☐ Standard ☐ Special Depth _____

Artwork Information
Artwork Sent to Trans Tech Via:
(CHECK ONE AND FILL IN BLANK)

☐ Fax   ☐ Shipment

☐ Email ☐ Other _____

Artwork Instruction
(CHECK APPROPRIATE BOXES)

☐ Create Artwork/ Layout from Supplied:

   ☐ Drawing   ☐ Film
   ☐ Part/Plate ☐ Other _____

☐ Revise/Reference Existing artwork on file
   TT# _____

☐ Add Customer Part# or identification to
   edge of Film/ Cliché _____

Answer each question

Yes	No	
☐	☐	Distort & test print artwork
☐	☐	Percentage amount or degrees of angle
☐	☐	Second surface printing
☐	☐	Center image in cup
☐	☐	Return all customer supplied product

Artwork Approval (CHECK ONE)

☐ Send Films for approval   ☐ Email for approval

☐ Approval of art not required

Layout Sketch (use area below to provide rough sketch showing dimensions, orientation, angles, and any other necessary info. Attach another page if necessary.)

←———— mm / in ————→

mm / in

OPERATOR

Additional Comments:

TRANSTECH

475 North Gary Avenue Carol Stream, IL 60188-4900
Ph: 630.752.4000 Fax: 630.752.4472

ART/CLICHE FORM

Computer Generated Art Specifications

**All Computer Generated Art must be accompanied by a print out of the art,
with the program type and version stated.**
(The print out may be faxed, it is just to let us know if what we are seeing in the file is correct.)

Trans Tech uses a PC platform, primarily. Preferred programs are **Macromedia Freehand** and **Adobe Illustrator**. We can also accept files created on a Macintosh platform.

Compatible Programs:
Program name followed by format
- **Macromedia FreeHand** (.fh, .pdf) – *Vector art*
- **Adobe Illustrator** (.ai, .eps, .pdf) - *Vector art*
- **Autocad 2006** (.dwg, .dxf) *Note: AutoCad files are not considered final camera ready art, but can be used to create art from.*
- **Corel Draw**
- **Adobe Photoshop** (.psd, .eps, .tif, .jpg)

Mandatory Requirements:
- **All text (fonts) used must be provided in suitcase form, or type should be converted to outlines!**
***(If not converted to outlines, Trans Tech may not have the correct font or it may not look exactly the same as on your computer.)
- **If providing scanned images, save as .tif file**
- **Provide all linked graphics.**
- **If .eps files are used and placed into a document, we will not be able to manipulate graphics.**

Media:
- E-mail
- CD
- DVD

All E-mail must be accompanied by company name, contact and phone number.

Note: Trans Tech is also capable of creating or recreating artwork from any medium, such as mylar, film, drawing, etc.

Films are output at a standard resolution of *2540 dpi* and a line screen of *120 lpi* unless specified otherwise.

For further information concerning the use of computer generated art, please contact your customer service representative.

Changing Fonts Into Vector Art

When art software opens or accesses a string of text that is made with a font, the software gets instructions to find the corresponding font file from the system and use it to display the text. When it can't find the font file (because it's not installed), it has to substitute another font style, because the kind of item being displayed MUST have a font style to render/display it.

This is why we sometimes ask for fonts in artwork to be turned into "shapes" , "outlines", "paths", or "curves". Once the font is turned into a shape, the kind of object is fundamentally changed from one that must have font involvement to a group of miscellaneous shapes made of curves and straight lines (as far as the software/ computer is concerned). The viewer still sees letters, but they are no longer useable to type new words with because they are no longer a font string. They are only shapes that happen to look like letters.

So we have a choice between preserving the appearance or preserving the ability to type new characters. Unless... we have the font installed on the computer that is running the art software, in which case we can have both appearance and the ability to edit.

If the art comes in requiring a font Trans Tech does not have we can:

A) **receive a new copy of the art in vector form that has already been changed from fonts to shapes/paths/outlines/curves**
B) redraw the art (takes quite a bit of time)
C) substitute some other font, (usually not an option because customers generally have already chosen the font they want or need)

Changing fonts into shapes, or ("outlines" in Illustrator), makes the file readable by another computer that does not have the same fonts. Words will no longer be editable, but the letter shapes will be preserved by all other computers that can read that type of file. Therefore, make sure to save your new file with a new name, so that you have two files: one *with* the fonts for your own future use, and one made ready for vendor use by having the fonts changed to vector shapes.

Adobe Illustrator **– How To** Change fonts to "outlines" (shapes):

1. Select all the art
2. Go to the "Type" Menu and choose "Create Outlines"
3. Save with a *new file name*, so you have one file with fonts and one without. (The file without fonts will no longer be editable).

Corel Draw **– How To** Change fonts to "curves" (shapes):

1. Select all the art
2. Go to the "Arrange" Menu and choose "Convert to Curves"
3. Save with a *new file name*, so you have one file with fonts and one without. (The file without fonts will no longer be editable).

Freehand **– How To** Change fonts to "paths" (shapes):

1. Select all the art
2. Go to the "Text" Menu and choose "Convert to Paths"
3. Save with a *new file name*, so you have one file with fonts and one without. (The file without fonts will no longer be editable).

Thank you for your assistance in helping us to serve you better!