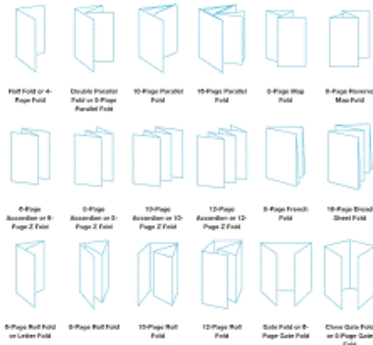# Print Design:

Folded Print Media

Trifold template.indd

With folded print media, your **Bleed**, **Cutline**, and **Margins** will all vary depending on the specific style of fold. Additionally, designers will need to specify where the folds will be made within the art software. This is generally a pragmatic practice and requires some planning.

Digital Signage

Digital Signage should be rendered at **1920x1080** pixel dimension and between **75** to **150 DPI**.

Acceptable Lockheed Martin formats include PowerPoint, Photoshop, Jpeg and PNG.

Print Project Standards

For a variety of projects, you may be curious what criteria or to build your production files to achieve a successful final print deliverable. These specifications are universal standards in the United States for compatibility with most print presses.

Resolution:

300 DPI for typical print projects

400 DPI for large scale or mural scale graphics

Files created in art software typically allow you to adjust the resolution of art. Your files resolution refers to the dot or pixel density present within a single inch of your artwork. The more (DPI) or Dots Per Inch in your art, the sharper and more crisp your image will look.
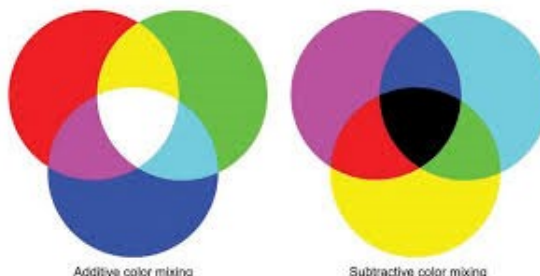
File Types:

InDesign (.INDD), Photoshop (.PSD), Illustrator (.AI), Tag Image File Format (.TIFF), Encapsulated Post Script (.EPS), Portable Document Format (.PDF), Photoshop Big (.PSB; For large scale printing), Joint Photographic Experts Group (.JPEG; When specified)

Colors:

CMYK;

When working on print documents, it is important that you consider designing in art software that supports CMYK file export. CMYK or Cyan, Magenta, Yellow and Black; files are formulated especially to be compatible with most industry standard printers. These files compose all of the colors in your art in "subtractive" fashion. Basically, mixing the 4 colors in various combination to achieve the full spectrum of printable color from white to black.

CMYK is different from most digital image formats that are rendered in RGB or RED, GREEN and Blue; file types. RGB files combine three wavelengths or colors of light to achieve the full spectrum of color in your art. These file types are ideal for digital work because digital displays compose color in the same fashion.

**Bleeds and Margins**

Bleed Area

Printing media is a mostly automated function. However, there are a few manual considerations like "**Bleed Area**" to ensure the manual portion of cutting the paper to size is done precisely.

Print presses typically require that you specify a **bleed**, **margin** and **text safe** portion of your document. A standard "bleed" or excess area for precise cutting requires that you add an addition **.25"** or **quarter of an inch** around your art.

Cutlines

Cutlines are simply the general path that a blade takes when cutting your document from large format paper rolls. Typically, this line will be **.25"** or **quarter of an inch** away from your "**bleed**" area.

Margins

Bleed Line

Bleed Area
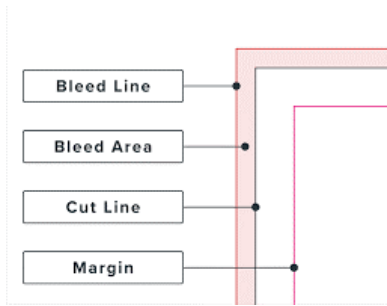
Cut Line

Margin

It is best practice to create a consistent "**Margin**" area between the **Cutline** and **Text Safe** are a of your art. Consider a baseline of an **additional .25"** or **quarter of an inch** from your **Cutline**.

This is done to create greater proximity between your focal points and allows your art to "breathe". Additionally, this ensures that your text is never accidentally cut away in the cutting process.

Text Safe

Text safe areas can vary in size depending on the visual legibility requirements. **Test safe** are as are typically rendered inside of your **Margins** .