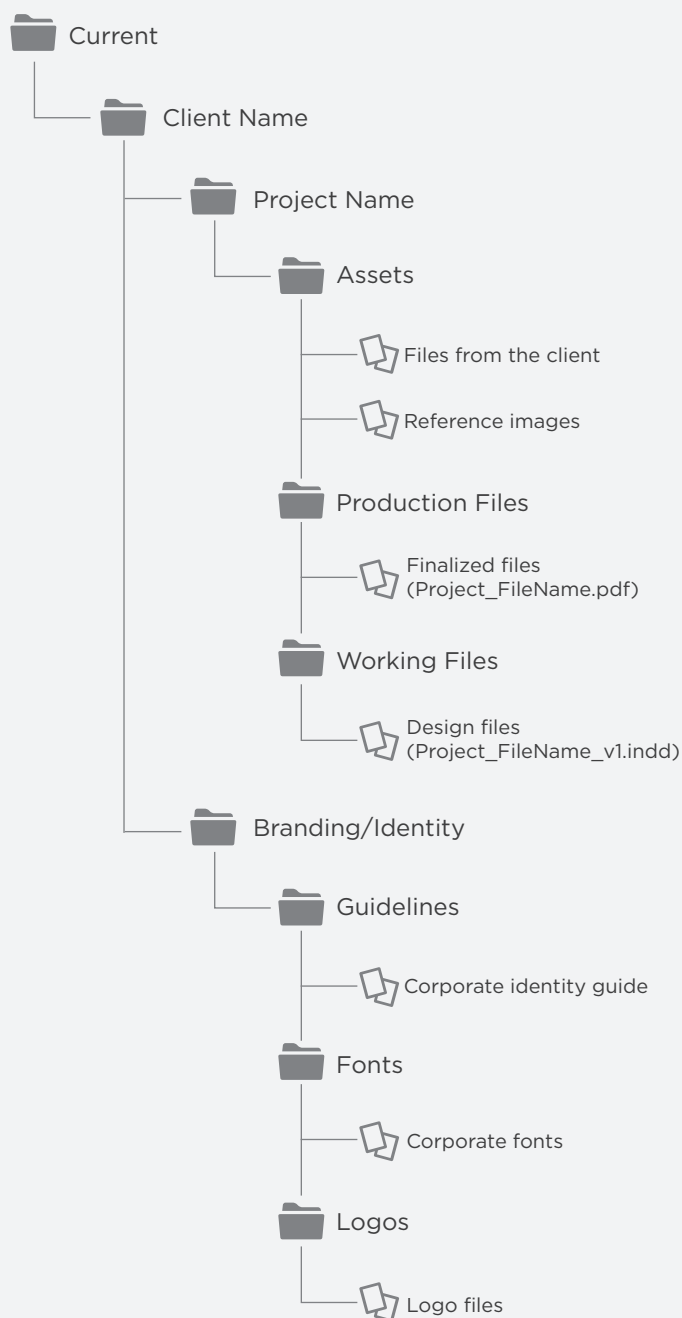


DESIGN GUIDELINES

BY MAPLE KUO

FILE ORGANIZATION

Each project is sorted into a root folder called **Current**, **Ongoing**, or **Completed**. Files are organized in the following structure:



PREPARING FILES FOR PRINT

THE BASICS

- Make sure images are CMYK/PMS and 300dpi.
- Check for missing links and fonts.
- Eliminate duplicate/unused swatches.
- Export files with bleed marks if necessary.

INDESIGN FILES

Package the file in InDesign (File > Package).

In the folder, include

- links and fonts
- .indd file
- .idml file
- high quality PDF

ILLUSTRATOR FILES

Outline text and package the file using Art Files.

In the folder, include:

- links and fonts
- .ai file
- .ai file saved down to CS4
- high quality PDF

SENDING FILES TO CLIENTS

FILE NAMING

Always name files with the current version.

- Project_FileName_v1.jpg
- Project_FileName_v1.pdf