



Salt of the Earth's Simple Guidelines for Digital Artists

"How can I create images that will look great as giclée prints?"

If you're working in Illustrator, Freehand, Corel, Canvas or one of the other main graphics packages, flatten your image and save it as a TIFF file for printing. Work to "Adobe RGB 1998" colour management, as RGB offers a wider colour gamut than CMYK, and therefore more subtlety and vibrancy.

"Which paper or canvas should I choose?"

Different substrates can add texture or sheen, provide zing through the sharp contrasts produced by a brilliant white background, or soften the look with a perfectly matt surface. Remember that you are used to looking at your images on a back-lit monitor that shows you almost transparent colours. These will look different – and create a different emotional response, when printed, because the light is coming from above and bouncing off pigment inks and paper.

"What's the best digital file format for my images?"

For giclée printing's high-end reproduction, you will get the best results when you send us large TIFF or PSD files at 300 – 360 d.p.i. We've provided a free link on our website Home page so you can FTP images quickly and easily. You can send just one, or a whole load of files of varying sizes. Add your own instructions about what paper or canvas you want, size, number of prints, borders (if not our standard 2 cm. all round) – and we'll take it from there!

"What size should my digital images be for giclée prints?"

First, decide on the size of the print you'd like. Salt of the Earth offers a wide variety of print formats – e.g. 1:1, 2:1, square and classic 3:2 ratio – all in a variety of sizes. Just consult the size chart on the reverse of our 2012 prices and choose the format and size you'd like. The size chart shows the maximum image dimensions that fit on each format variation e.g. Classic 5, Square 2, Long 3, Extra Long 1 etc. Your image should easily fall within one format/set of dimensions.

We always print each image at the size you supply it – unless you request otherwise. Once you've decided on the dimensions of the print you want, simply scale your image so that it fits within the maximum image area shown on the size chart. Please do not give us any white borders. We'll add these!

You'll obviously need borders in order to mount or frame your prints. We allow a standard 2 cm/.78 in. white border on all sides, unless you instruct us to provide wider borders when you order. If you are having prints on canvas, let us know the depth of your stretchers so we can allow enough border to wrap around and attach at the back.

Tip 1

Scaling your image up? Use "Perfect Resize" software, rather than Photoshop. This fractal process intelligently "grows" your image without introducing unwanted artefacts or fringing.

Tip 2

Give your art a title people can relate to, particularly if it is a very abstract work. Make it something that helps them interpret or engage emotionally with your work.