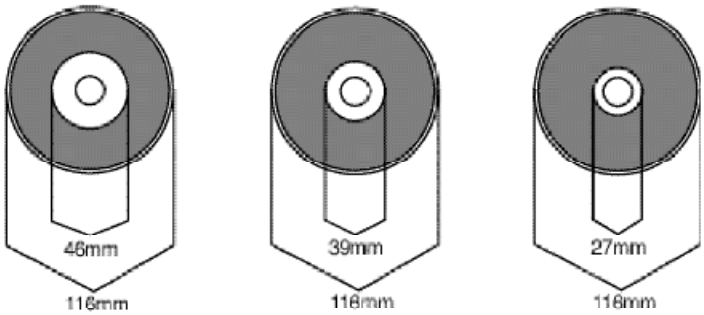
Overseas Video Lab

Quick Reference Sheet

Printing Area
refers to the center hole

Standard	46mm
Mid-Range	39mm
Extended	27mm



File Formats
Refers to the file that has already been sent to go to film

- AI
- QXD
- PSD

Image Formats
refers to the actual images on the CD

- TIF
- AI
- BMP
- PSD
- JPG

Film Specs

Lines	85 to 100 lines per inch
Resolution	1828
Screen Ruling 4 Colour	C=15 M=45 Y=0 K=75
Type of Dots	elliptical dots
Density Range	15% - 85%
PMS Film Required	Right reading, Emulsion down, Negative
CMYK Film Required	Right reading, Emulsion down, Negative, with a Colour Key

Artwork Specs

Registration	Center marks and registration marks must be included.
Colour	All colours must be marked clearly.
Type	Standard type must be a minimum of 5pt, reverse knockout 6pt.
Lines	Minimum Line width 0.2mm.

File Transferring

- Artwork supplied electronically must be accompanied by all fonts and images used.
- Artwork supplied electronically will be subject to film production charges.
- Artwork supplied must meet Microforum's mechanical guidelines or be redone. Any necessary adjustments made by Microforum will be charged to the client.
- Artwork must be accompanied by a colour or B/W proof.

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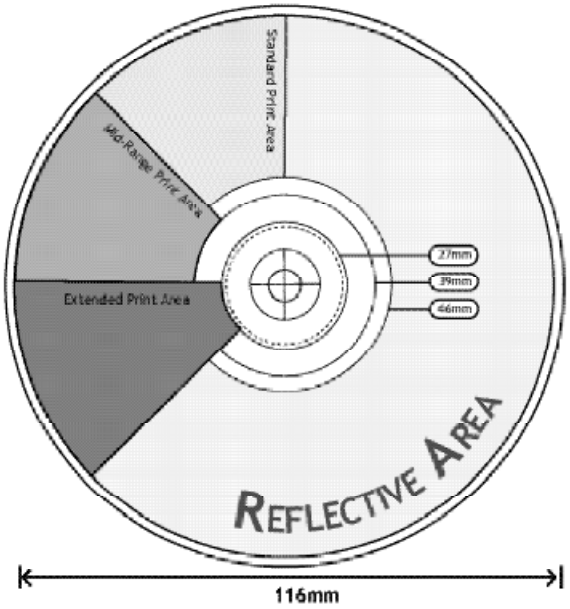
Printing Areas

Standard Printing Area
Is used whenever the CD's own reflective coating is to be used as the background color. The center portion of the disc up to 39mm, is not reflective, and will give poor contrast. In addition, although the Identification Band area between 39 to 46mm is reflective, it contains etched characters which create a non-uniform background for the printed art work. As a general rule if you are not using the standard printing area you will most likely need a mask.

Extended Printing Area
Can be used whenever a solid colour is printed as a background, or if the contrast difference is not a factor. If the background colour choice is of a translucent nature, the division between reflective and non-reflective can be noticeable. In these cases, it is best to use the Standard Printing area instead, or print down to the 39mm mark only.

Mid-Range Printing Area
This area covers the identification band of the CD but does not go on to the translucent area of the disc. This printing area is used mainly as an esthetic means for covering up the identification band. However you should still have a mask to cover the etching in the band.



Film Specifications:

Lines Per Inch:
Also known as LPI, partly determines the quality of print that you will get. The Standard is 85 LPI, though you can push it to 100 DPI for clearer pictures.

Film Angles:
In CMYK process colour each colour has different angles to be printed on, C = 15 M = 45 Y = 0 K = 75. PMS colours don't need angles.

Film Labels:
Each separate sheet of film must have the colour that it represents clearly labeled.

Film Preparation:
Films must be prepared as negatives right-reading emulsion down.

Registration Marks:
All films must have registration marks and a cross hair for the center hole.

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File Issues

Resolution:

An image on a computer screen may appear smooth and clear. However when that same image is printed out it becomes choppy. The reason for this is the resolution of the image. Resolution refers to the tiny little dots that cluster to make up the image. The standard for viewing an image on the screen is 72 DPI. When you print an image the resolution has to be higher. The standard resoltion for print is 300 DPI.

Bitmap vs Vector:

There are two basic types of electronic files, bitmap and vector.

Bitmap:

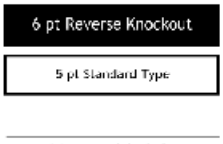
Are files that are made up of small clusters of dots closely placed together. The advantage of this type of file is that it handles complex colours with greater ease than the vector based drawing. The disadvantage is that it is near impossible to enlarge bitmap files and still maintain good image quality.

Vector:

On the other hand a vector file is completely scalable. No matter how big or small, it will always be smooth. However, the vector file doesn't handle complex colours nearly as well.

To the right are some examples of bitmap and vector based files. Please note with the bitmaps the difference that the higher resolution has on the final output.

Line and Type Face Sizes



The minimum size of type face that can be on a CD and still remain readable is 5pt. For knockout text *(see left)* the minimum is 6pt. If you want your text to be smaller we can not guarantee that it will be readable on the disc. All lines on the CD must be a minimum width of 0.2 mm again, or they will not show well on the CD.

File Formats

The program that you create the images in is not an issue. The type of file to be saved is what must be conformed to.

If you are creating the file to go to film then we prefer it to be done in QuarkXpress, Illustrator or Photoshop.

Acceptable file formats: **TIFF, EPS, AI, JPG, BMP, PSD.**

File Transferring

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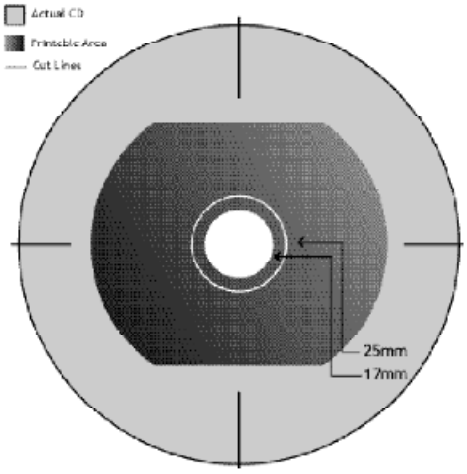
Business Card CD's

To create a business card CD, there are a few more things to remember than when creating a traditional round CD. Before you begin you must know the size of the application that needs to be burned. Once you know the final number, then you get a template for that size of CD. The size of the application directly determines the printing area of the business card CD. It's important that you have this template to start the design of the CD.

Designing for the Business Card CD

25mm Etched Line:

In the standard CD printing the extended print area is 27mm. However, because the business card is smaller than your traditional CD. the printing area is pushed to the 17mm mark. The thing to remember is that the print will be interrupted at the 25mm mark with a etched circle as shown.



Cut Lines:

The template that you will be supplied with comes with what looks like registration marks, but are actually called cut marks. (*Please see diagram*) The cut lines are printed on the CD to be used as a guide-line when they cut it.

White Mask:

Typically a white mask covers the entire CD. With a business card CD the white mask must be cut to the exact size of the printable area. If the mask is larger then your print area, when the CD is cut, the white ink will chip off.

Quick Reference

1. Determine size of master
2. Get the template.
3. Design.

Things to Remember

1. The 25mm etched line
2. Cut Lines
3. White mask must fit to size.

Custom Shape CD's

With a shaped CD instead of the standard business card shape the CD can be given any shape. Custom shaped CD's require that you provide the proposed artwork to have a special die-line made for it. This being said as a cautionary measure, a CD is created circular so that when it spins at high speeds it still remains flat. If your design is too complex, then it may sound like it's eating the CD drive when it is played.