

Fete Board Artwork Requirements

updated 18 October 2022



**PLEASE NOTE THE BELOW REQUIREMENTS WHEN CREATING ARTWORK FOR A FETE BOARD
NO BLEED | NO CROP MARKS | 300DPI IMAGES | OUTLINED FONTS**

BOARD SIZE	ARTWORK DIMENSIONS (Width x Height)	WHAT IS A FETE BOARD?
6 x 8	Contact the real estate agent to find out the exact dimensions (measurements) of their particular fete board artwork.	A fete board is a real estate signage board that is used to promote local community events such as kindergarten, school, religious, social and sporting.
		ACCEPTABLE ARTWORK FILE FORMATS
		Print ready PDF files or High Resolution JPG files are acceptable for to upload via the Online Editor.
		ACCEPTABLE ARTWORK FILE SIZE
		The print ready file size of the Artwork will need to be under 35 MB to be able to be uploaded.

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Definitions

CMYK (CYAN MAGENTA YELLOW BLACK)

Cyan, Magenta, Yellow, Black are the four basic colours used for commercial printing. Images are viewed on a computer screen in RGB (Red, Green and Blue) images must be converted to the CMYK colour format before they are printed.

DPI (DOTS PER INCH)

All printed and digitised images are made up of a series of dots/pixels. The number of dots/pixels per unit of measure is called the resolution. The common term in Australia for image resolution is dpi (dots per inch) or ppi (pixels per inch). In general the higher the dpi/ppi the better the resolution of an image.

PDF

Portable Document Format is a file format of the Adobe company that allows people to view and transmit and print data across various computer platforms. PDF files can be created to be high resolution print files or low resolution files for quick digital viewing and transfer.

PIXEL

Images are made up of pixels i.e. digital photographs and illustrations. JPEG, TIFF, PSD are pixel image formats. EPS files can be either pixel or vector images.

EXAMPLES OF LOW RESOLUTION IMAGES



Image with hazing, ghost like areas



Pixelated image

FONT

A set of letters of one particular face and size. To use and see a typeface effectively your computer must have the typeface data available. This data must be embedded in final art to make the type visible and printable in the desired format.

OUTLINED FONTS

Outlined means that texts contained in the artwork are converted to paths (vectors) and therefore can not be modified in content.

BLEED

In printing, bleed is printing that goes beyond the edge of where the sheet will be trimmed. The bleed is the part on the side of a document that gives the printer a small amount of space to account for movement of the paper, and design inconsistencies.

CROP MARKS (OR TRIM MARKS)

Are lines printed in the corners of your publication's sheet or sheets of paper to show the printer where to trim the paper.