FULL PRINTING INSTRUCTIONS

Dear customer,

You've just bought and downloaded a 490 Studios product. After all, boring walls are not your thing. Now you want to know how to turn your digital file into a physical artwork. Before you head over to your local copy shop or turn on your printer, there are a few things you need to know.

Maybe you wonder, "Isn't printing just printing?" Well, that is partly true. However, the printing options you decide to go with do determine the final cost and quality of your print. The good news is, you have more control over the end product. Whether you're on a budget or you've got a little more to spend, there are plenty of options to choose from.

So, where do you start? What do you need to know? After reading this printing guide, all your questions will be answered.

WHAT FILE SHOULD I USE?

With a 490 Studios purchase you will receive 5 high resolution JPEG files (300 dpi), each with a different aspect ratio. Depending on the type of frame you have, you should pick the right JPEG file:

> To print artwork for 4"x6", 6"x9", 8"x12", 10"x15", 12"x18", 16"x24", 20"x30", 24"x36" or 60x90cm frames, use the file starting with **1_**. For example: **1_**Design_BW1_2x3_Ratio_490Studios.jpeg

> To print artwork for 6"x8", 9"x12", 12"x16" or 18"x24" frames, use the file starting with **2_**. For example: **2_**Design_BW1_3x4_Ratio_490Studios.jpeg

> To print artwork for 4"x5", 8"x10", 16"x20" or 40x50cm frames, use the file starting with **3_**. For example: **3_**Design_BW1_4x5_Ratio_490Studios.jpeg

> To print artwork for 5"x7", A5, A4, A3, A2, A1 or 50x70cm (international paper size) frames, use the file starting with **4_**. For example: **4_**Design_BW1_5x7_Ratio_490Studios.jpeg

> To print artwork for a 11"x14" frame, use the file starting with **5_**. For example: **5_**Design_BW1_11x14_Ratio_490Studios.jpeg

WHAT PAPER SHOULD I USE?

Coated or uncoated

There are many paper types you can print your wall art on, which might be a little overwhelming. Deciding whether you want to use coated or uncoated paper is a great start. In order to make the right decision, though, it is important to know the difference.

Uncoated paper, as the name implies, is a paper type that has no special coating. It is also slightly rougher and more porous than the coated variant. Most books, newspapers and at-home printers use uncoated paper. It's known for absorbing more ink than the coated equivalent, which results in a faster ink drying time.

Using paper with a coating is another printing option. Generally, coated paper is more suitable for printing digital art. Due to its coating, this type of paper doesn't absorbs as much ink as uncoated paper. The ink largely stays on the surface of the paper, resulting in rich and vibrant colors.

There are different types of coated paper. You can use paper with either a matte, semi-matte or glossy finish.

- Paper with a matte coating hardly reflects any light. For this reason, it remains clearly visible under all lighting conditions. Thus, using matte paper is a great option if you plan to put your wall art behind a glass frame. Do keep in mind that the colors of your wall art might seem a little less vibrant on matte paper.
- Colors printed on paper with a glossy coating are very vivid and stand out. However, glossy paper is known to reflect a lot of light, which makes it less suitable to put behind glass frames. Also, because of it's reflective nature, reading text printed on this paper type is slightly more difficult. When printing wall art with text, choosing glossy paper is probably not the most suitable option.
- Not quite sure which of these paper types would be your best bet? Don't worry! A semi-gloss finish might be the perfect option. This solution combines the qualities of both paper types: your print won't be too reflective but the colors of your artwork will still be vibrant.

<u>Paperweight and thickness</u>

Paperweight and the corresponding thickness of paper, denoted in Grams per Square Meter (GSM), is also something you should consider. Standard copier paper, used by most printers, is usually between 75gsm and 80gsm. In general, heavier paper will give your wall art a more professional look. Of course, feel free to use standard copier paper to print your artwork on. However, if you can get your hands on heavier paper, for instance 200gsm paper, you'll get great results. Lastly, keep in mind that, the larger you want your artwork to be, the thicker your printing paper must be. This will ensure the durability of your print.

<u>Acidity</u>

Finally, also look out for acid-free paper. The higher the acid content of your paper is, the more it starts to yellow with age. Since you don't want your wall art to discolor, opt for acid-free paper or paper with the least amount of acid, if you can.

WHAT INK SHOULD I USE?

When printing out your artwork, you need to figure out what's most important to you. If the vibrancy of your artwork is most important to you, you should opt for dye-based inks. However, do keep in mind that dye-based inks, though cost-effective, can fade relatively quickly - roughly within 5 to 25 years.

If the longevity of your print is more important to you, choosing pigment-based inks is a better option. Although the colors of pigment-based inks are less vibrant, they do hold up better over time, even up to 150 years.

BORDERLESS PRINTING OR NOT?

Determining whether or not you want a print with a border or not, as demonstrated in the following picture, is the next step:
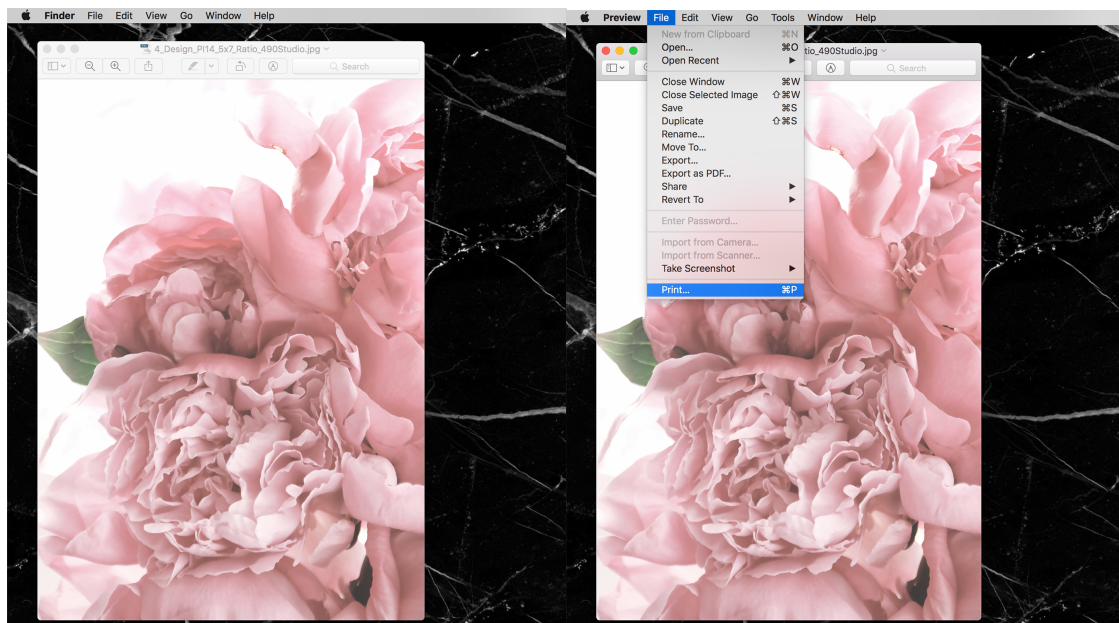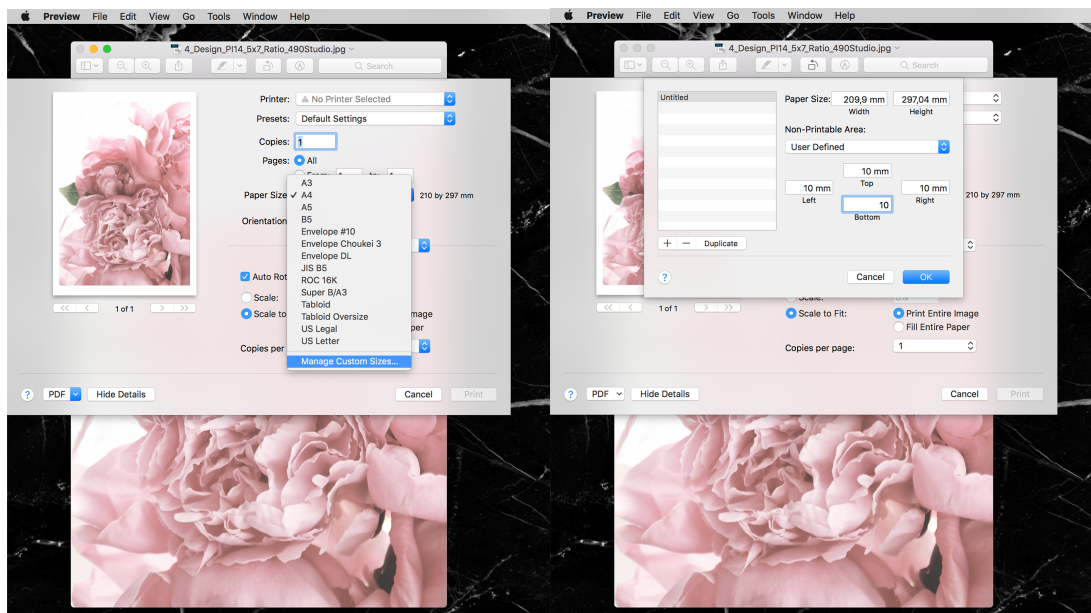
BORDER   BORDERLESS

For at home printing, and after you've decided if you want artwork with or without a border, check to make sure the right printing settings are selected. In the Mac OSX's *Preview* application, for example, you can adjust these settings as follows:
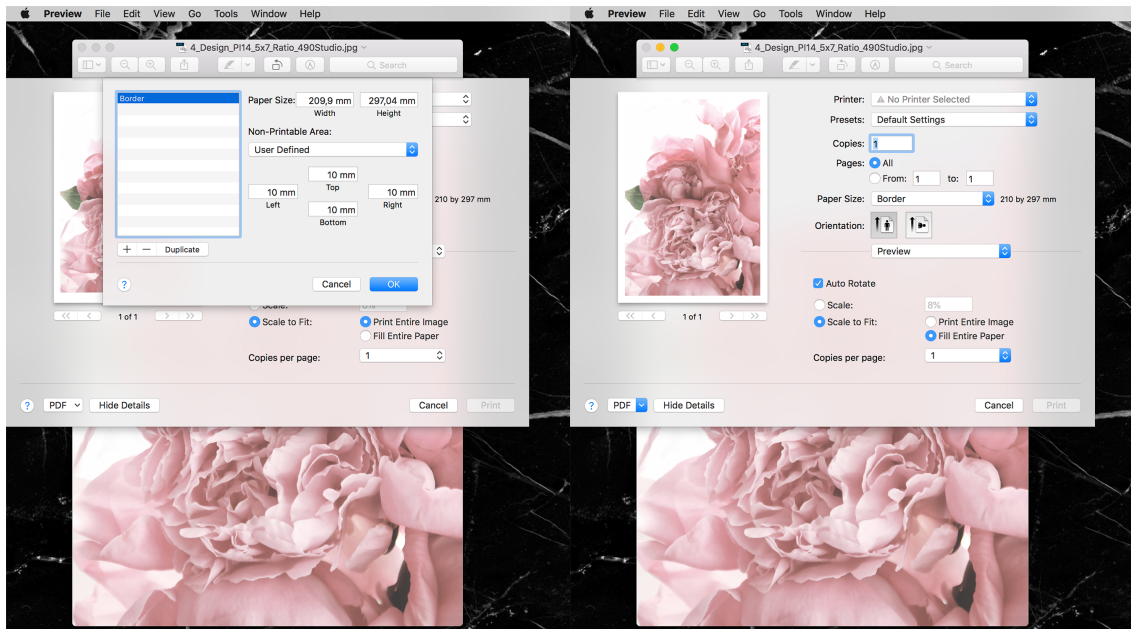

In your Preview application, go to **File > Print** to access your printing settings.

Generally, most computer programs print out documents with borders. However, those borders might not be proportional. It's often the case that the bottom border is slightly larger than the other borders. To adjust this, you can do the following:
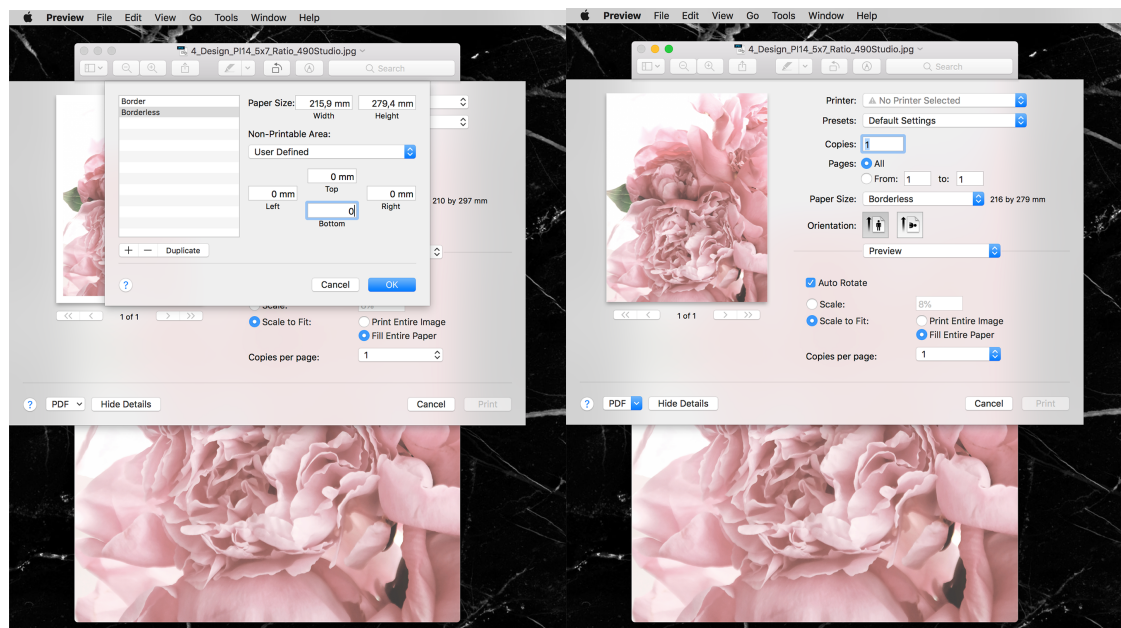

Next, select the **Manage Custom Sizes** option in the **Paper Size** menu. Add a custom size by clicking the **+** icon. Make sure your borders are proportional, by adjusting their values if needed.

If you want, you can rename you custom size by double clicking the title. Click **OK** to confirm the settings and then you are ready to print. Hit the **Print** button and you're done!

If you prefer to have borderless artwork, however, you can adjust the printing settings of your application as follows:

Add another custom size by hitting the **+** button again. If you want, you can also rename this custom size. Give all the borders a value of "0". Confirm by clicking **OK** followed by hitting the **Print** button.

WHERE CAN I GET MY ART PRINTED?

Now you know *how* to print, you also need to know *where* to print. You have the following options:

Print your newly purchased file directly from home
This printing method is the most cost-effective and you don't even have to leave the house. Follow the instructions above and your finished product is only a few clicks away.

Visit your local print shop
The advantage of a local print shop is that you enjoy a lot more flexibility and can opt for higher quality materials. There are various paper sizes, paper finishes and ink types available, so there are more than enough options to choose from. Another advantage is that you can consult the print shop employee if you need a little more advice.

Upload your purchase to an online printing service
If you don't want to leave the comfort of your home but still want multiple printing options you can always use an online printing service (e.g., targetphoto.com, shutterfly.com, nationsphotolab.com or mpix.com).

We love to see what you've done with the place! We bet a lot of other people are also looking for wall art inspiration. When sharing your 490 Studios prints with the world, be sure to use the hashtag **#490prints**, because we regularly feature photos of our customers on our social media pages.

Thank you for visiting our website. We appreciate you stopping by!

The 490 Studios team