
DataGraphics.com — Image Submission Specifications

We hope these guidelines will help to make the process of managing, manipulating, creating and executing your image projects effortless. Please feel free to contact us if you would like further assistance in preparation or transfer to us.

We accept your files in email, hard copy or upload (we will send you a link)

File Formatting Guidelines:

- any standard graphic format is acceptable; tiff or maximum quality jpeg are preferred; we can work with any image that you have the legal right to use.
 - RGB Color
 - 300 dpi/ppi or higher is preferred; please supply largest available image available (do not increase size of already existing image/photo)
 - File Names: 8 characters or less with extension identifying file format
 - final online images will be compressed to GIF, JPEG or PNG as appropriate based on image content. Generally:
 - **JPEGs** (.jpg): photographs and graphics particularly with smooth variations in color
 - **GIFs** (.gif): lettering or text images, simple cartoons, logos, icons with few colors, line drawings and animated sequences
 - **PNGs** (.png): for online photographic images or use in word processing software files such as Word.
 - we will scan ready artwork if required
 - we will photograph products if required
 - your file names: 8 characters or less with extension identifying file format
 - DataGraphics.com is happy to prepare prototype images of products for which there are no visuals available for manipulation

Text Images/Components:

- If text will be displayed as a graphic or if there is text to be combined with other visual elements to create a final graphic, please provide the following:
 - Microsoft Word (or similar) document showing text and formatting specifications: bold, italic, underline, left/ middle justified, with title/without title, text color if other than black, border/no border and style of border if other than a plain line border is desired etc...

Storyboards:

- Multiple images that are formatted into a sequence similar to a comic strip can be prepared as static images or animated gifs with or without text overlay descriptions of action in frames
 - Please provide an individual image for each frame of storyboard.
 - Please provide a drawing or document indicating layout and specific caption text to be used beneath each storyboard frame along with storyboard components
 - captions will be set left justified, Arial unless otherwise indicated
 - DataGraphics.com will format and size images for continuity across frames
 - 6-12 images seem to be optimal. However, any configuration or number of images can be accommodated.

Process:

1. DataGraphics.com receives materials as outlined above and composes them
2. client approves images
3. images transferred to client or indicated party

example of accompanying file information supplied to DG by client.

It is imperative that the client provide documentation outlining image filenames and any pertinent description as well as clear direction on what is expected for the final product and any special instructions that may be applicable.

Please include any and all relevant information in grid format to help us in efficiently developing images. Grid can be formatted in any way functional for client specific information. Please add/delete columns as needed and create grid in Microsoft Word, Excel or similar program that best facilitates client convenience

supplied image file name:	Notes to DG	Datagraphics File name (we will fill this in)	Product Name & Description	PRICE if applicable
Orangel.jpg	Photo supplied indicating bottle shape, type of label and background elements.		Orange Liquid Cleanser Orange Liquid Cleanser in Square bottle for bathroom	\$2.49
Purple1.jpg this is purple swatch	Alter orange liquid cleanser bottle to reflect purple contents and alter label coloring to match		Purple Liquid Cleanser same as orange bottle and background with updated product color and label	\$2.49
Yellow.jpg this is yellow swatch	Alter orange liquid cleanser bottle to reflect yellow contents and alter label coloring to match		Yellow Granular Cleanser same as orange bottle and background with updated product color and label	\$2.49

DataGraphics.com is happy to return original artwork at client’s request. We will take care in returning all materials in the condition they were received. However, we make no warranty that materials will not be altered during the development process. DataGraphics.com retains all supplied materials unless otherwise requested.