















# Artwork Checking Criteria

## ✔ Excard's Responsibility

1.	Artwork size vs. order size
2.	Spot UV limitation
3.	Hot stamping limitation (safe zone, font, line, complicated design, JPEG)
4.	1-colour order
5.	2-colour order
6.	White base no naming to Pantone "White"

7.	Spot UV K100
8.	Fold orientation
9.	Booklet bleed
10.	Overprint
11.	Folding/creasing line not matching up
12.	Vectors
13.	RGB, Pantone, spot colour

## ✘ Agent's Responsibility

1.	Guide lines and text description in the artwork <i>Remove all guide lines and text description before saving as PDF.</i>	 Tutorial
2.	Transparency <i>Export/convert artwork to JPEG or TIFF formats (≥ 800 PPI, without text) to avoid printing error or missing images.</i>	 Tutorial
3.	Font size <i>Refer to respective product artwork specification.</i>	
4.	Toning <i>Ensure toning is set to a minimum of 10%.</i>	 Tutorial
5.	Overlapping text (2-layer font) <i>Preview your artwork before sending us your file.</i>	
6.	Missing fonts <i>Create outlines/curves for all fonts before saving as PDF.</i>	 Tutorial
7.	Similar colours <i>Ensure a minimum of 10% colour difference between two colours. (Black: minimum 15%, Yellow: minimum 25%)</i>	 Tutorial
8.	Booklet - safe zone <i>Ensure all elements of your artwork are within the blue line. Download booklet template to prepare your artwork.</i>	 Tutorial
9.	Strokes <i>Expand stroke into an object (AI). (Lines/Strokes &gt; Object &gt; Expand &gt; Fill and Stroke &gt; Pathfinder &gt; Unite)</i>	
10.	Background bleeding <i>Expand background image or colour to full bleed.</i>	 Tutorial
11.	Rubber stamp font size <i>Refer to Stamp Chop Artwork Specification.</i>	 Tutorial
12.	Spelling error and typo <i>Proofread your copy before sending us your file.</i>	
13.	Artwork not centred <i>Uneven artwork on finished goods.</i>	 Tutorial
14.	Booklet - pagination <i>Check pagination before sending us your file.</i>	
15.	Booklet - Cross Page <i>Please view the tutorial before start your design.</i>	 Tutorial
16.	2 different shades of black <i>Match artwork background colour to image background colour using colour picker.</i>	
17.	CMYK 240% <i>Reduce total ink coverage of image.</i>	 Tutorial
18.	Low resolution <i>Set minimum resolution to 300 DPI.</i>	 Tutorial
19.	Background K100 with hidden artwork behind <i>Black colour background must be filled in with 2-colour black or 4-colour black. Black text should be set to K100.</i>	 Tutorial
20.	Hidden layers <i>Delete hidden layers before save artwork to PDF format to avoid hidden artwork appear on the finished goods.</i>	
21.	White base artwork wrong naming <i>Refer to White Base file preparation.</i>	 Tutorial

# Artwork Checking Criteria

## Example senario artwork checking by Excard:

### 1. Artwork size vs. order size

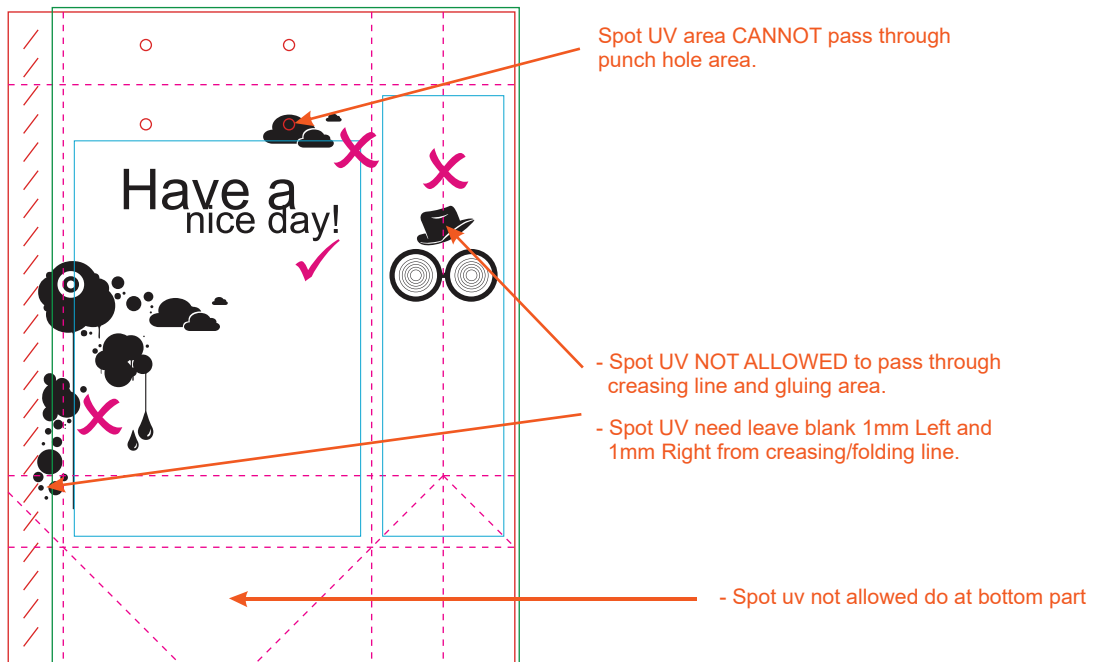
#### Business Card

Order size	50mm x 89mm
Bleeding size	53mm x 92mm ✓
Artwork size	54mm x 89mm ✗



### 2. Spot UV limitation

[Tutorial](#)



# Artwork Checking Criteria

## Example senario artwork checking by Excard:

### 3. Hot stamping limitation (safe zone, font, line, complicated design, JPEG)

 Tutorial

#### The Desired Effect



Hot Stamping on text with outline

#### What may happen



Hot Stamping may overlaps the outline



Hot Stamping on text outline

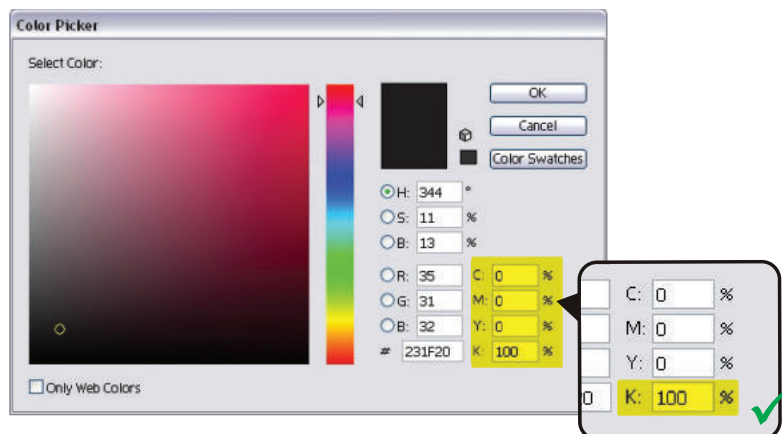
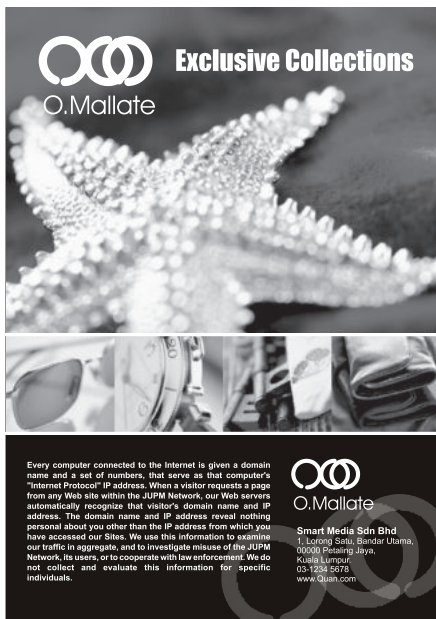


Hot Stamping may not align accurately on text outline

### 4. 1-colour order

 Tutorial

Filled with 100K(Black) to represent the actual artwork colour.



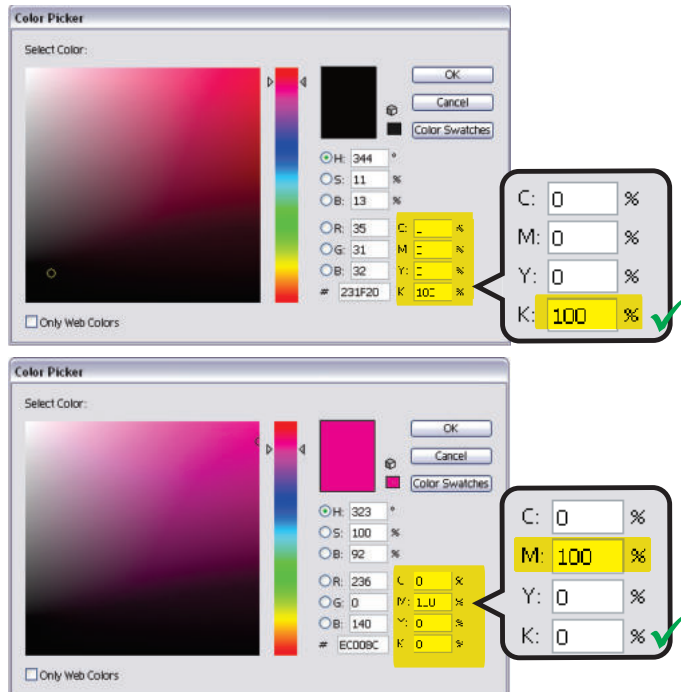
# Artwork Checking Criteria

## Example senario artwork checking by Excard:

### 5. 2-colour order

 Tutorial

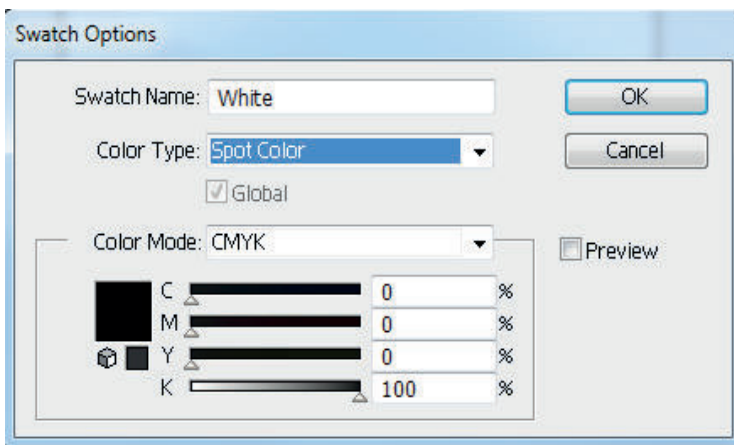
Fill in 100K (Black Colour) and 100M (Magenta Colour).



### 6. Label sticker (white base)

 Tutorial

At swatch option choose color mode to “Spot Color” and rename the swatch name to “White”



# Artwork Checking Criteria

## Example senario artwork checking by Excard:

### 7. Spot UV K100



You MUST fill the area/image to be Spot UV in K100(Black)



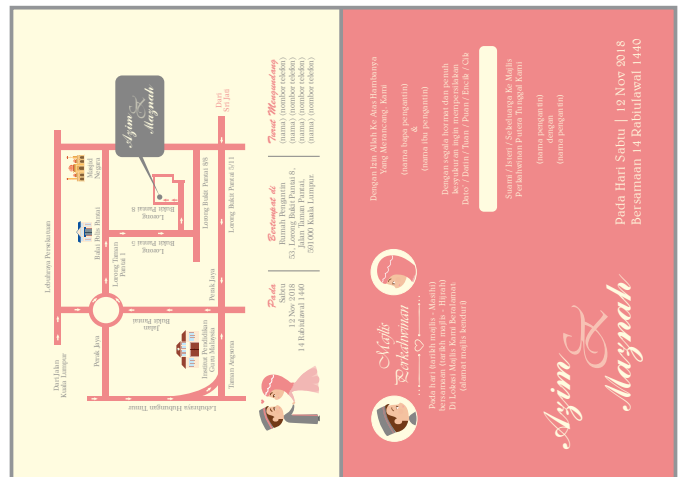
### 8. Fold orientation



#### Outer



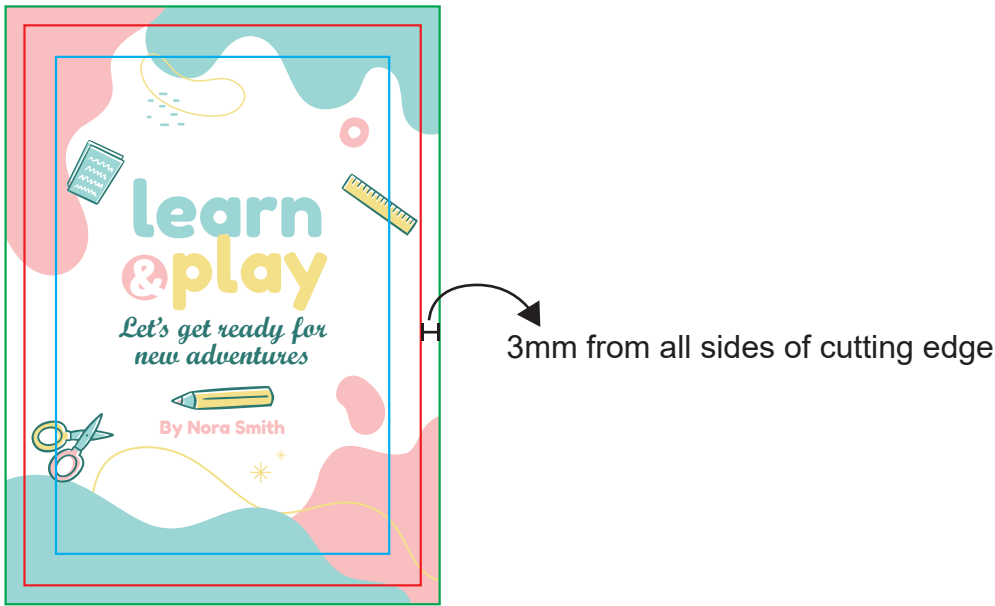
#### Inner



## Example senario artwork checking by Excard:

### 9. Booklet bleed

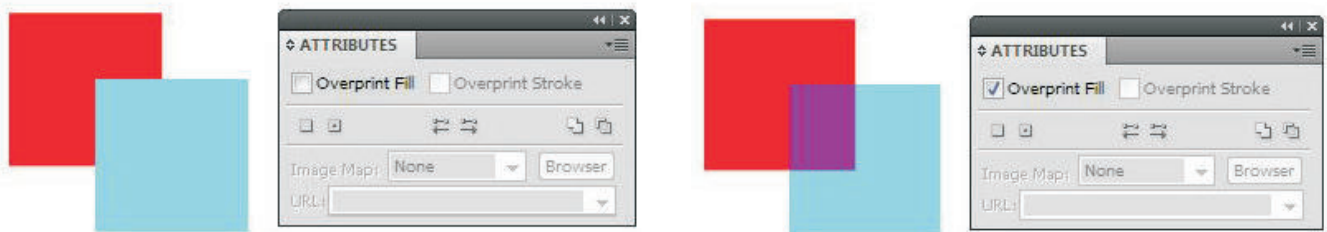
[Tutorial](#)



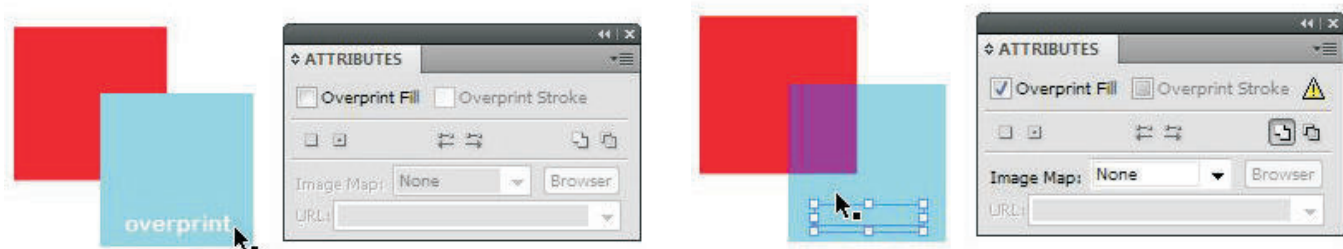
### 10. Overprint

[Tutorial](#)

When cyan is overprinted, cyan knock out the area underneath. That is why the overlap, with the red part turning into purple.



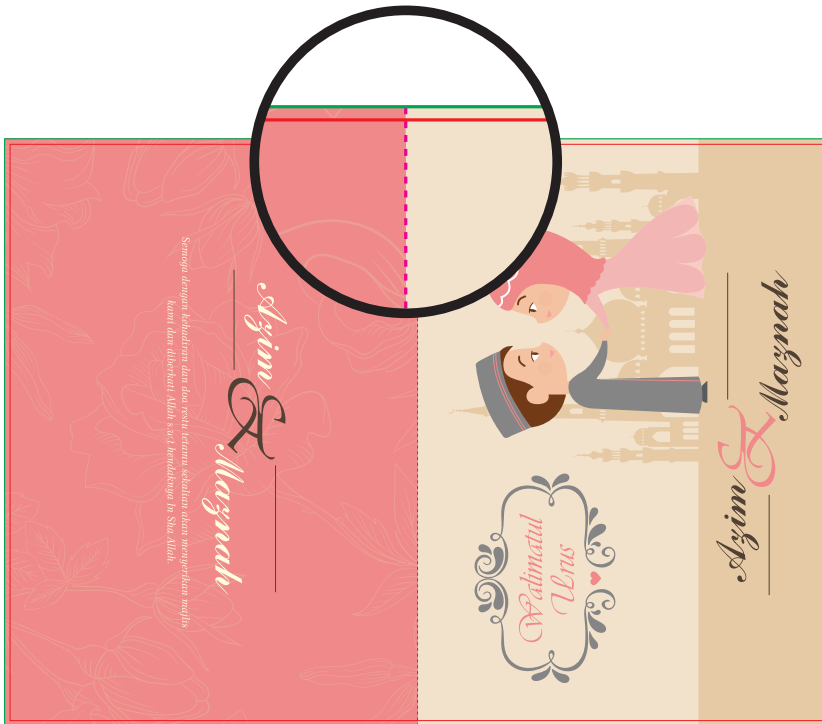
This picture shows the white text is in overprint, so it will be invisible in print.



## Artwork Checking Criteria

### Example senario artwork checking by Excard:

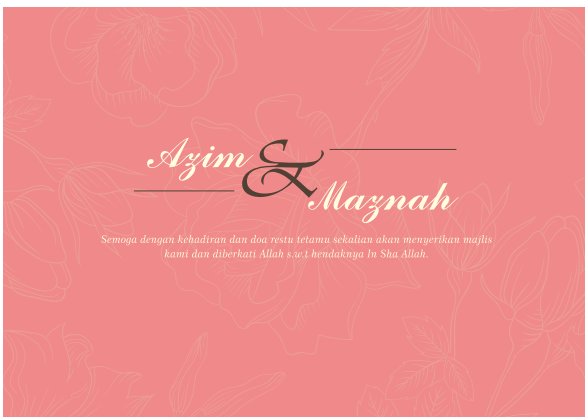
#### 11. Folding/creasing line not matching up



#### 12. Vectors

[Tutorial](#)

View wireframe (Ctrl + Y). If the vector same as below situation, please save the background's vector (excluded wordings) to JPEG.



Normal view



Wireframe view

## Example senario artwork checking by Excard:

13. RGB, Pantone, spot colour

