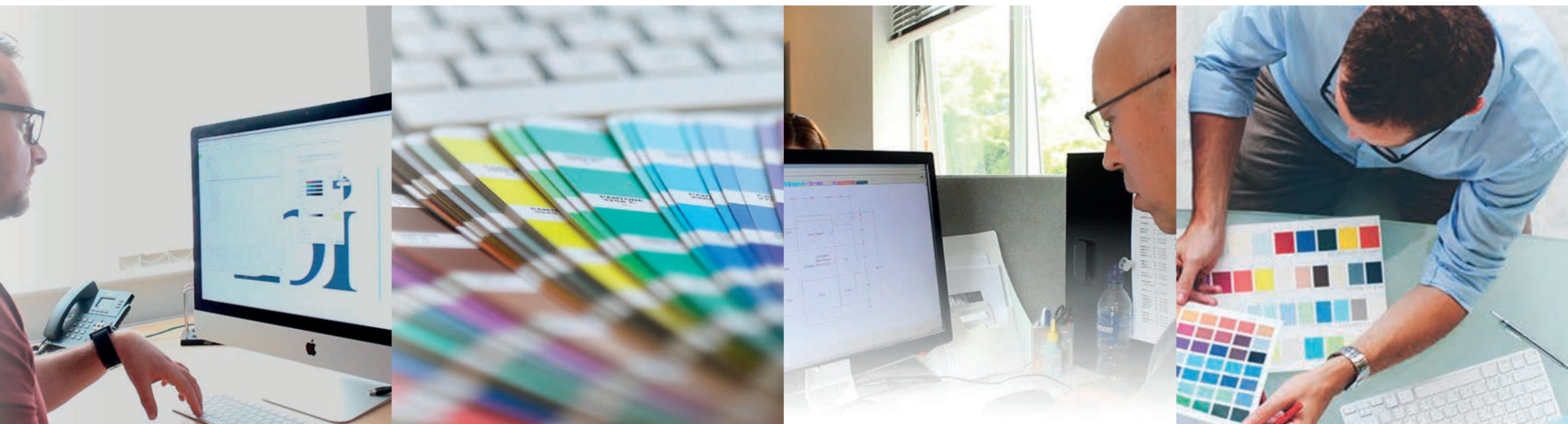




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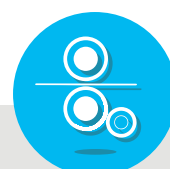


# Lenticular Guidelines

The preparation of lenticular artwork



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# Customer Artwork Preperation Guide

In order to get the best possible product, you should build your art files to certain specifications before submission to Ebi Creative Print:

Files should be in Adobe Photoshop (.psd)  format, with art divided into layers for different elements, especially elements that will appear to be at different “depths” if requiring a 3D effect.

- Other accepted formats are tiff, eps, jpeg, pdf.
- Files supplied in CMYK and RGB are accepted.

Files should be built to actual size / finished size at 300dpi. On 3D projects allow at least 10mm Bleed to the overall width of the file. This is to account for the parallax movement in foreground and background elements.

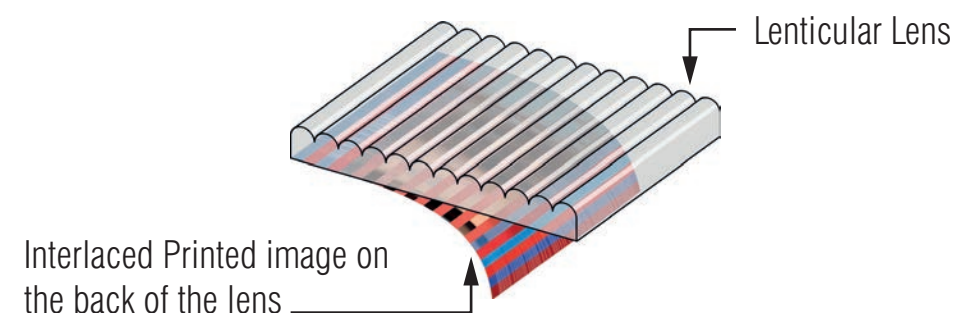
All blending, opacity and layer masks have to be flattened into a complete layer.

Regarding frame content, try and avoid high contrast areas – Black area flipping to White. This will result in a transparency / ghosting effect, as per below.



## What is Lenticular?

Lenticular printing is a printing technology that uses a lenticular plastic to produce images with the illusion of depth, movement and 3D.



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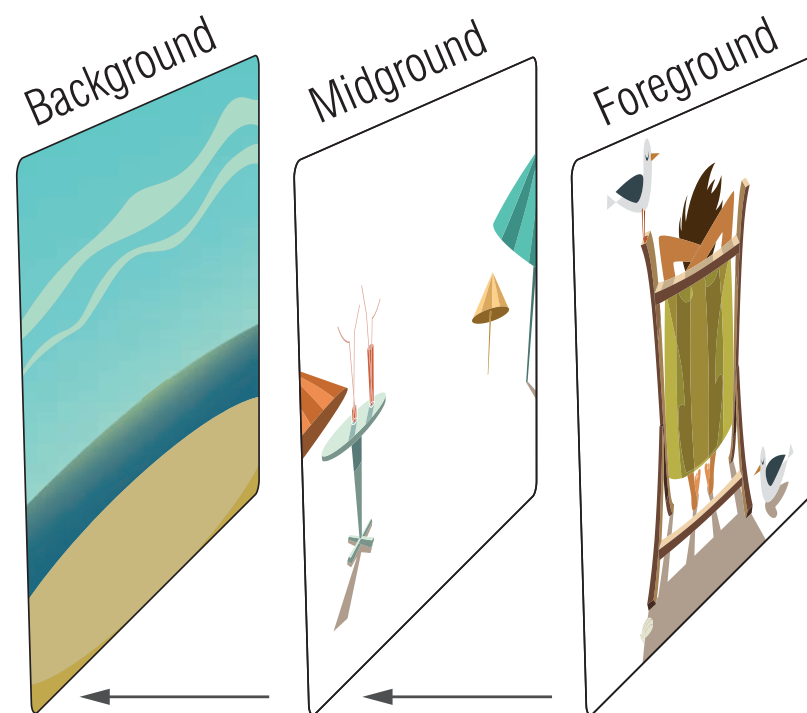


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## Effects - 3D

When creating a layered 3D image, psd files must be saved with all the layers in the right order and named:



- Back filling

Imagine the object you have just moved on to a separate layer, if it was never there in the first place, what would be behind it?



When using text we recommend bold fonts and contrasting colours to ensure maximum clarity. Minimum font size is 12pt, any smaller text will be distorted.



Text under a lens (Scaled up).



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# Effects - Flip / Animation

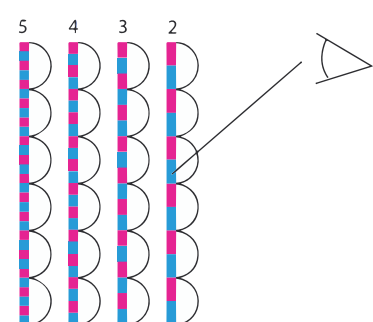
**Flip:** 2 images changing from one to another, more than 2 images the faster the flip will be.

We recommend 3–8 frames for animation graphic.

## Top to Bottom flip

Works better as lens parallel to your eye.

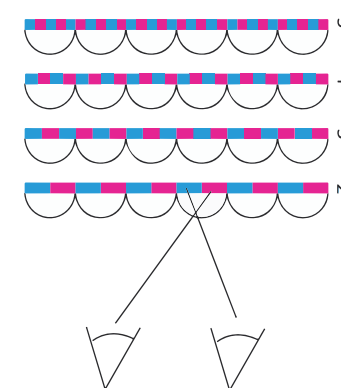
Best used when the product is hand held.



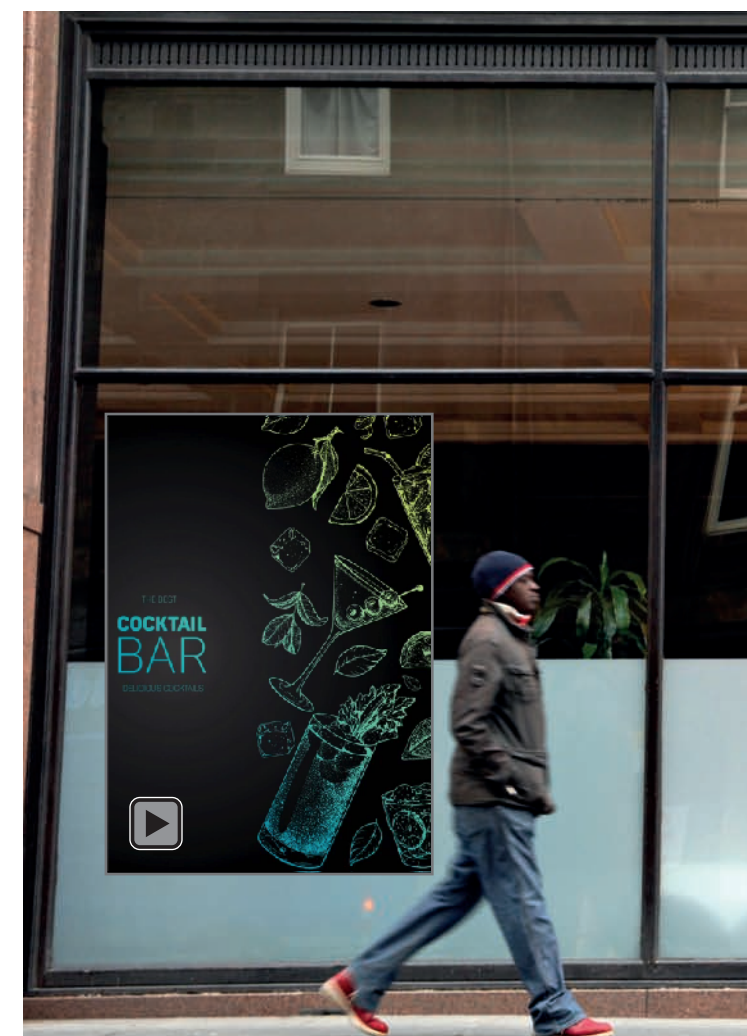
Press (play)  
to watch animation

## Left to Right flip

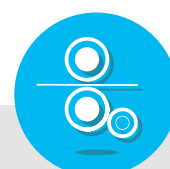
More common in posters and walk past applications



Press (play)  
to watch animation



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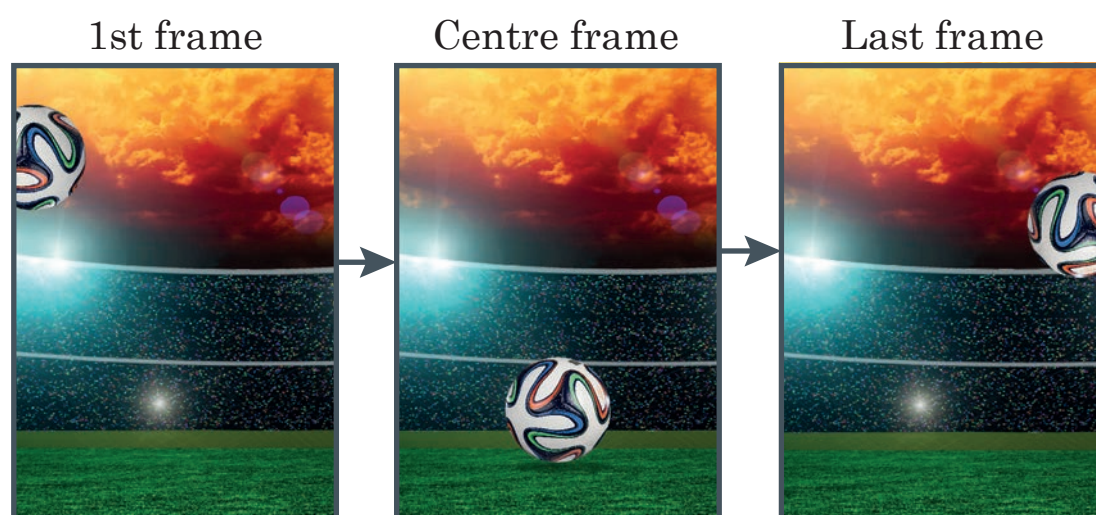


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## Effects - Animation

3 or more images changing from one to another, example below.

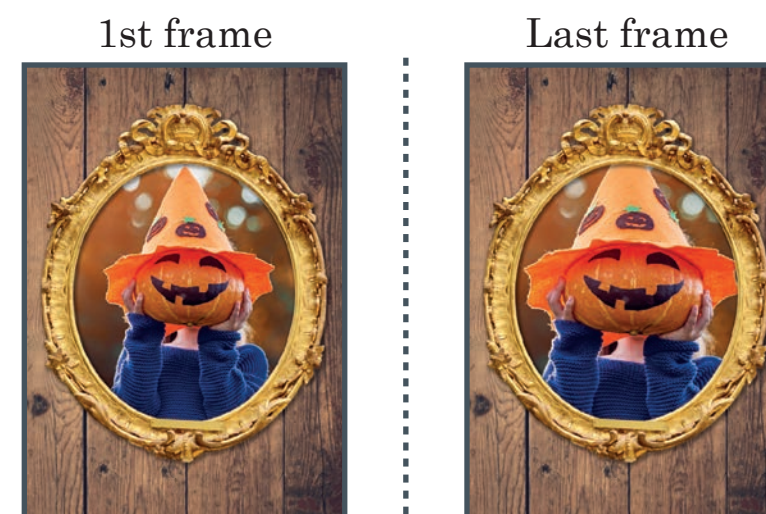


Press (play)  
to watch animation



## Effects - Zoom

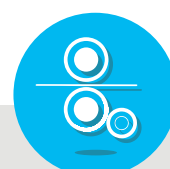
Zoom from one smaller image to a larger version, example below.



Press (play)  
to watch animation



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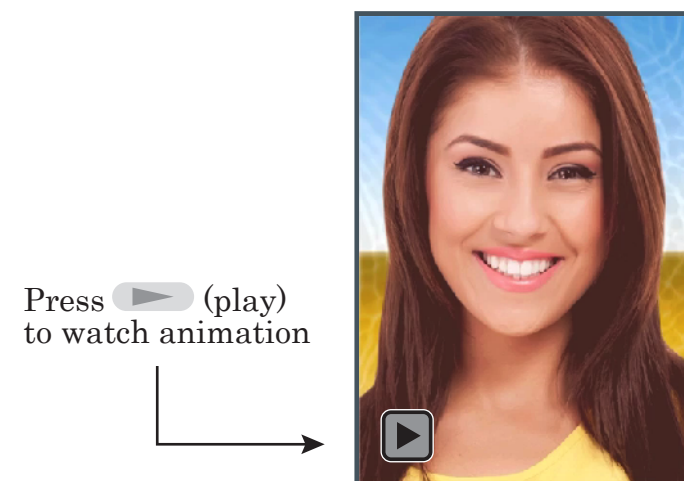
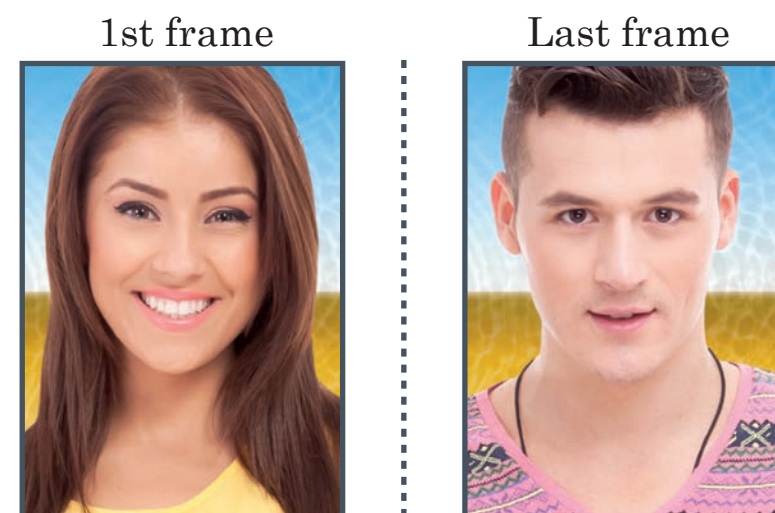
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## Effects - Morph

- 2 images changing from one to another



## Applications & Material

75 or 100lpi	Hand held, postcards, book covers	A6, A5, A4
62 lpi	Posters	A4, A3, A2
40 lpi	Large format, longer viewing distance	A2 and larger
100lpi 3D (different lense of 3D application)	Hand held, postcards, book covers, arms length	

- Lower the lpi the thicker the material (except special 100lpi 3D Lens)
- For 3D, you get more depth with thicker material
- Higher lpi = better print quality / detail

If you need assistance, just ask....  
Call: 01773 761341 or email: [studio@ebiuk.com](mailto:studio@ebiuk.com)



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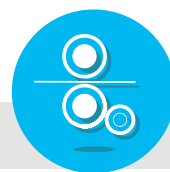
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