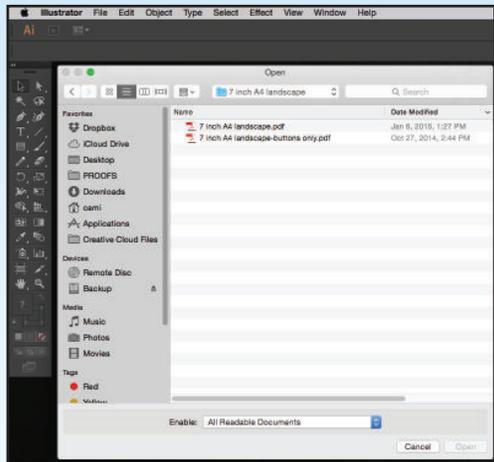


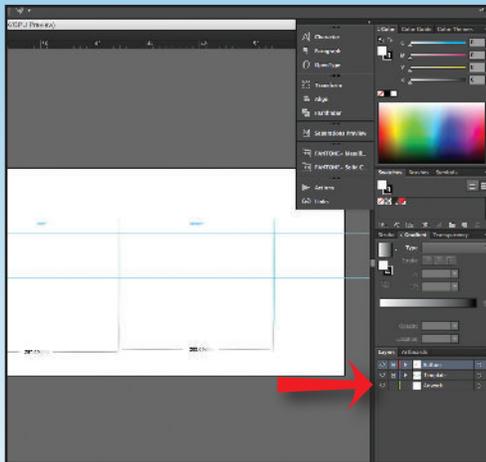
Illustrator - Applying Foils



F-STEP ONE

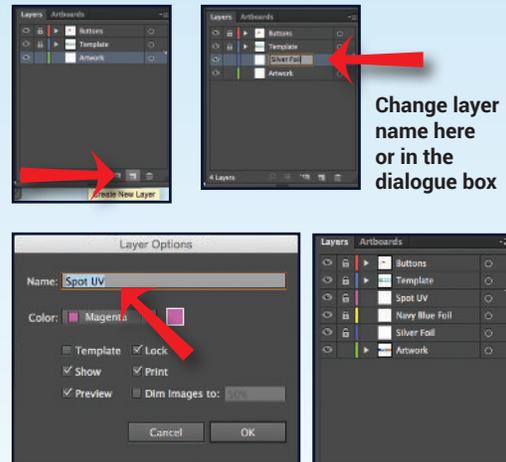
In your chosen Adobe Illustrator file, create artwork with the end print method in mind. A typical document may have printed artwork (CMYK), one or more foil stampings, and/or Spot UV coating. Determine the print methods before your begin designing the piece. It will help you to define it more clearly later on.

NOTE: Templates for your projects are available at www.mediafast.com



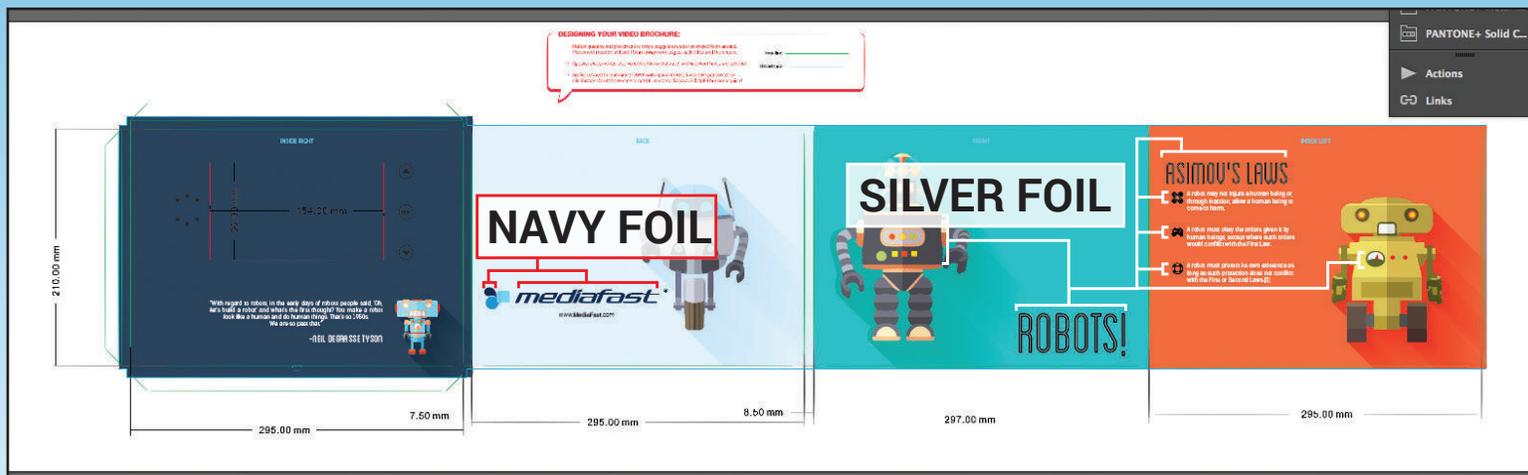
F-STEP TWO

If you are using a MediaFast template, create your printed artwork in the "artwork" layer.



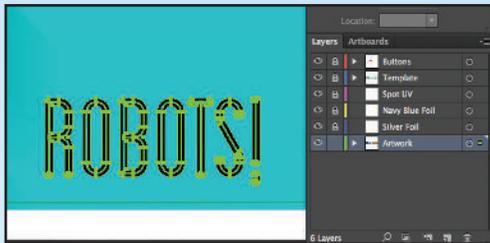
F-STEP THREE

Create a new layer and label it as the foil type (double-click on the layer name to rename it). If you are using multiple colors of foil, be sure to call out each color in a separate layer (as shown above).



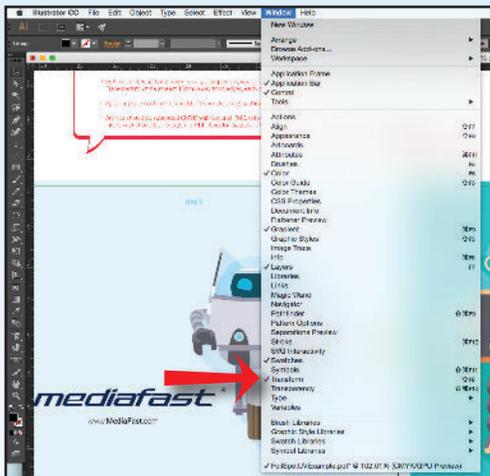
F-STEP FOUR

Looking at the piece as a whole, determine which elements that should be defined as primary and secondary foils (We mapped ours out above. Please do not mark up your final document).



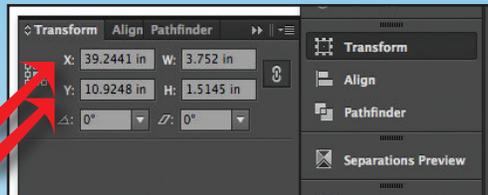
F-STEP FIVE-A

Still in the Artwork layer, select one of the objects that you'd like to define as foil.



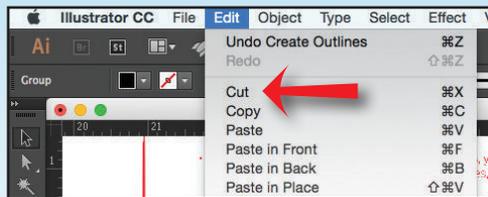
F-STEP FIVE-B

In your top menu bar, open the Window tab, go down the the Transform panel. If it isn't selected with a check mark, click it.



F-STEP SIX-A

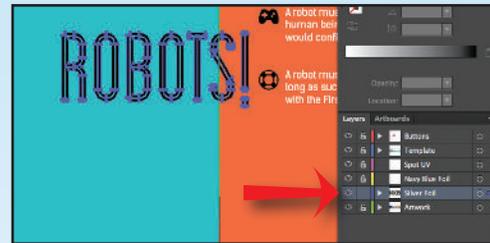
In the Transform Panel, take note of the X- and Y-coordinates of your selected object (the exact coordinate is necessary at this point, so if you need to write it down, that may make it easier).



F-STEP SIX-B

Once you've noted your XY numbers, cut the selected object from your artwork layer (Edit > Cut). The object will disappear from the piece and be temporarily stored in your clipboard.

NOTE: If you cut or copy anything else before pasting this object, it will be removed from the clipboard and potentially lost.



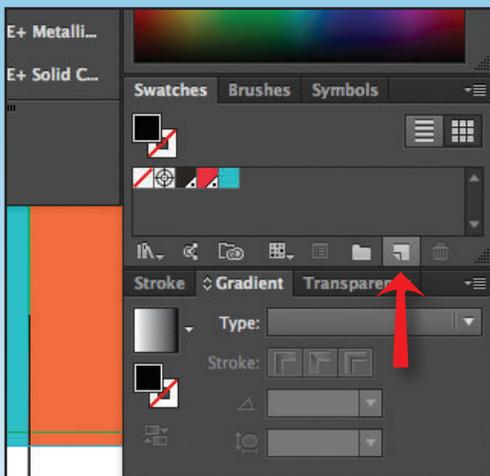
F-STEP SEVEN-A

Select and unlock (if it was locked before) the applicable foil layer that you'd like to paste your object into. (Edit > Paste). It will probably not paste it into the correct location on your layout.

F-STEP SEVEN-B

With your pasted object selected, go back in the Transform panel. Enter the X- and Y-coordinates that you wrote down in F-Step Six-A.

NOTE: Make sure that your numbering is correct down to the last decimal. Minor variations in location can have a big impact on the composition.



F-STEP EIGHT-A

With the object in the correct location, keep it selected. In the color panel, create a new color by clicking the button highlighted above.

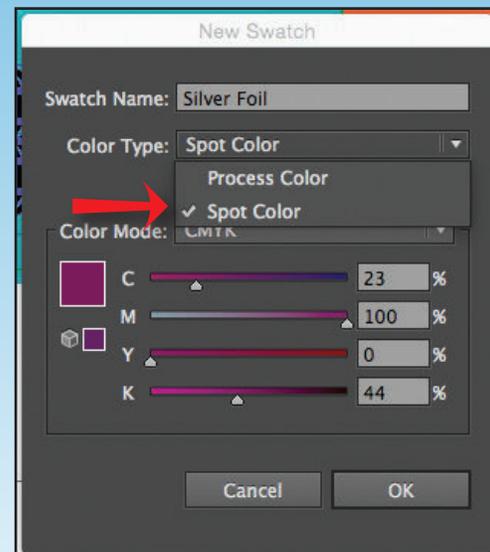
F-STEP EIGHT-B

Name your swatch accordingly. In the "Color Type" section, make sure that the Spot Color selection is checked.

The CMYK values below that are arbitrary. Matching to the actual foil color is optional. It is easier to see the foil from a glance in the document if the representative color is a contrast from the rest of the document.

Once you are satisfied with your placeholder color, click okay. Clicking okay will automatically apply that swatch to the selected object.

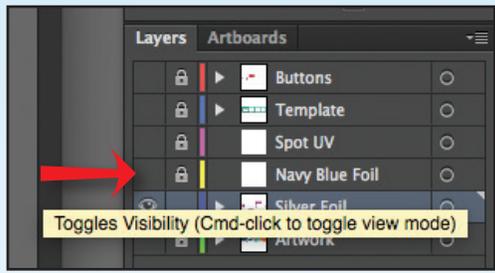
NOTE: The crucial part of Step Eight is that the color that you create must be a Spot Color that doesn't conflict with any other Spot color in your document.



F-STEP NINE-A

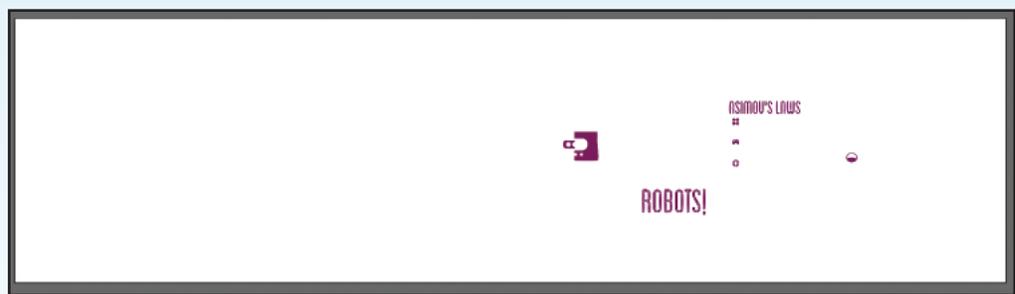
Repeat steps FIVE through EIGHT, each time selecting the pieces of artwork to be defined as foil, noting the XY coordinates, switching the layers and applying the swatch.

NOTE: You can do this all at once by selecting the object and holding shift (to select multiple pieces). With a complicated document, this can sometimes be more tricky than just taking one at a time.



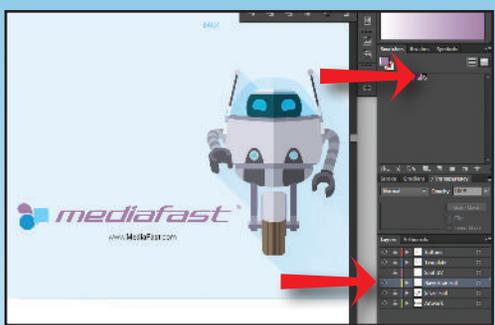
F-STEP NINE-B

Double-check your work. With the foil on it's own layer, you can double-check what exactly will be applied as that defined foil. To check your work, in your Layers panel, click the eye to the left of each layer except the foil layer that you're inspecting.



F-STEP NINE-C

When you have turned off all of the layers except foil, your document will look something like the piece above. Only the areas of foil will be present, so you can make sure that you have placed all of the correct elements onto that layer.



F-STEP TEN

If your preferred artwork calls for two or more foils, repeat steps FIVE through NINE, using a uniquely defined spot color and layer for each type of foil.

Once your foils have all been accurately defined on their individual layers, check all artwork. Make sure that nothing has been dropped out, nudged, or redefined as the wrong type of color as these things will result in incorrect printing of the piece.

NOTE: Foil layers may or may not have interacting CMYK printed artwork beneath them. DO NOT try to have a duplicate printed image/text beneath the foil. Aligning these layers to match the two elements exactly will result in a piece that does not look correctly registered.

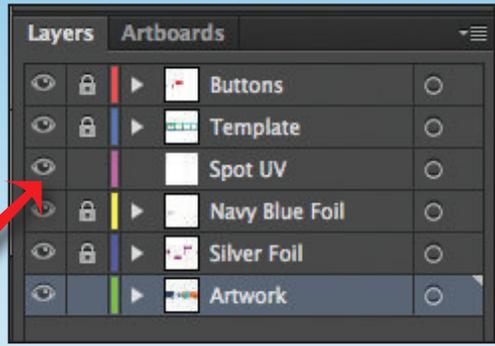
Applying Spot UV



S-STEP ONE

Unlike foil, Spot UV layers can and likely will be on top of other artwork and content. Because it is transparent, alignment issues will be minimal and less noticeable.

On your artwork, define the areas that you would like to have shine with Spot UV. On our robot piece above, we will be selecting the eyes of the robots.



S-STEP TWO

If you haven't already done it, create a new layer and label it as Spot UV (double-click on the layer name to rename it). If you are using multiple colors of foil, be sure to call out each color in a separate layer (as shown above).

See F-STEP THREE for renaming layers.

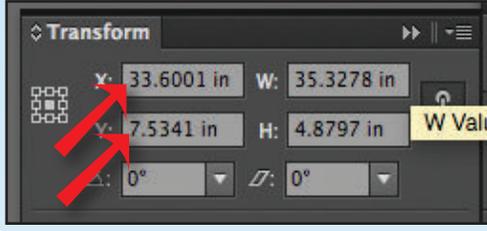


S-STEP THREE

Still in the Artwork layer, select one or more of the objects that you'd like to define as Spot UV.

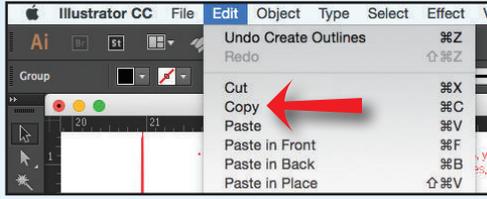


NOTE: If objects are grouped, try using the Direct Selection Tool or open arrow to make the selections. Make sure to select the INSIDE of each object. If one or more POINTS are selected instead of the interior, you may not collect the entire object and the layer will be truncated.



S-STEP FOUR-A

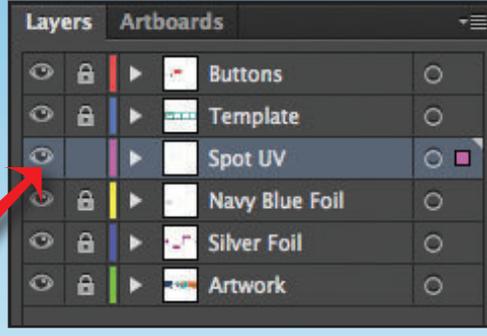
In the Transform Panel, take note of the X- and Y-coordinates of your selected object (the exact coordinate is necessary at this point, so if you need to write it down, that may make it easier).



S-STEP FOUR-B

Once you've noted your XY numbers, copy the selected object from your artwork layer (Edit > Copy). The object will be temporarily stored in your clipboard.

NOTE: If you cut or copy anything else before pasting this object, it will be removed from the clipboard and potentially lost.



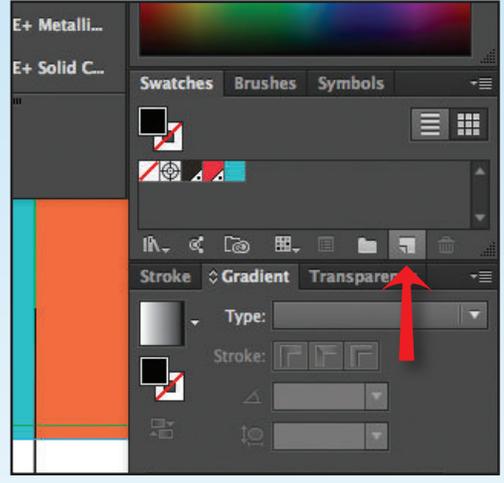
S-STEP FIVE-A

Select and unlock (if it was locked before) the Spot UV layer that you'd like to paste your object into. (Edit > Paste). It will probably not paste it into the correct location on your layout.

S-STEP FIVE-B

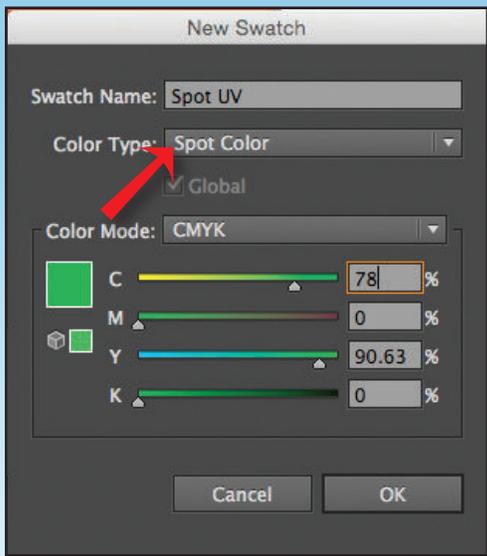
With your pasted object selected, go back in the Transform panel. Enter the X- and Y-coordinates that you wrote down in S-Step Four-A.

NOTE: Make sure that your numbering is correct down to the last decimal. Minor variations in location can have a big impact on the composition.



S-STEP SIX-A

With the object in the correct location, keep it selected. In the color panel, create a new color by clicking the button highlighted above.



S-STEP SIX-B

Name your swatch accordingly. In the "Color Type" section, make sure that the Spot Color selection is checked.

The CMYK values below that are arbitrary. The Spot UV will be transparent. It is

easier to see the Spot UV from a glance in the document if the representative color is a contrast from the rest of the document.

Once you are satisfied with your placeholder color, click okay. Clicking okay will automatically apply that swatch to the selected object.

NOTE: The crucial part of Step Six is that the color that you create must be a Spot Color that doesn't conflict with any other Spot color in your document.

S-STEP SIX-A

Double-check your work. With the Spot UV on it's own layer, you can double-check what exactly will be applied as that defined Spot UV Coated. To check your work, in your Layers panel, click the eye to the left of each layer except the layer that you're inspecting.

See F-STEP NINE-B and C for details on checking your work layer by layer.



STEP SEVEN

Collect the packaged files and send them in an email to your MediaFast representative at **801-756-8890**.

If you have any questions on file preparation, please email our Design and Prepress Department: **graphics@mediafast.com**