

## CHARACTER ART FILES

### Color Conversions

**PMS** – The black and white elements in the file need to be converted to spot colors (Pantone). The black should be Pantone® Process Black CVC (fig. 1).

**B&W** – Again, the black and white elements should be spot colors (fig. 2).

**4C** – The black needs to be converted to “super black.” The breakdown is as follows (fig. 3):

**40% CYAN, 30% MAGENTA, 30% YELLOW, 100% BLACK**

### General File Info

Art should be placed on an 8.5” x 11” page on the art board and be at least .5” within page margins.

Before converting Pantone colors to CMYK make sure the “Color Mode” under “Swatch Options” is CMYK not RGB or any other mode (fig. 4).

If you are also working on Background files, note that they may need a larger size and may be placed horizontally on an 8.5” x 11” or 11” x 17” art board.

Check document info by selecting all (*command + A*), go under FILE>Selection Info and check to make sure that (fig. 5):

- 4C files do not use Pantone colors
- Spot color files do not contain CMYK colors
- B&W files should be spot colors and don’t contain CMYK
- NO FILES should have any RGB colors

Below are the *final steps* which should be done before saving all art files to maintain visual consistency whenever they are opened:

- Art should be grouped
- Artwork layers should be flattened
- The layer should not be locked
- On 4C files, Pantone swatches should be deleted from the swatch palette
- Art should be sized to fit window (*command + 0*)
- Rulers should be turned off
- Guides should be cleared

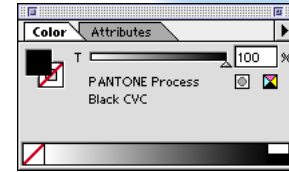


fig. 1

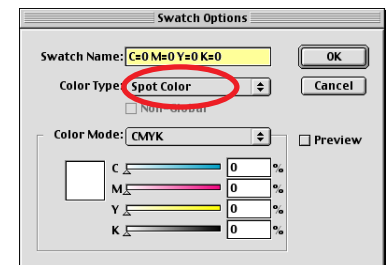


fig. 2

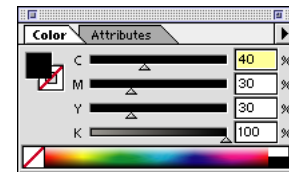


fig. 3

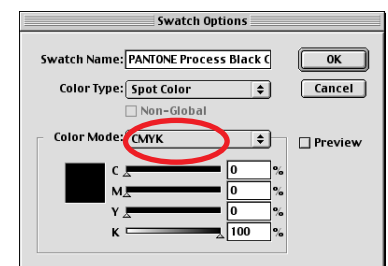


fig. 4

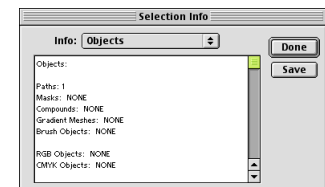


fig. 5– scroll down for more color options.

## Saving the Files

Files should be saved in Illustrator 8.0 in the .EPS format with thumbnail preview

All files should open to the same size and placement in file (per *final steps*, above)

## Naming the Files

The naming convention goes like this:

The first 2 letters are the property name or supplement name, the next 2 or 3 letters are the character name, the next 2 letters are file type (4C, PN, BW) and the last 2 are numbers for which pose it is and then finally ".EPS" is the final part of the file name

**Example of a file name for the Harvey Birdman "Harvey" character:**

**HBHRV4C01.EPS (4-color)**

**HBHRVPN01.EPS (spot color)**

**HBHRVBW01.EPS (B&W)**

File names should be typed in all caps

File names should be converted to outlines, grouped, and locked down

File names should be placed at the bottom of the page, and as far away as possible from the art

## Organizing the files within folders

Create folders for 4C, PMS, and B&W. Within each of these folders, create folders for each individual character and a folder for group poses. The final art should then be placed into the appropriate folder (*fig. 6*).

**Example of files and folders set up:**

| 4C                        | B&W              | PMS              |
|---------------------------|------------------|------------------|
| <b>BUBBLES (FOLDER)</b>   | <b>BUBBLES</b>   | <b>BUBBLES</b>   |
| PPBUB4C01.EPS (FILE)      | PPBUBBW01.EPS    | PPBUBPN01.EPS    |
| <b>BUTTERCUP (FOLDER)</b> | <b>BUTTERCUP</b> | <b>BUTTERCUP</b> |
| PPBUT4C01.EPS (FILE)      | PPBUTBW01.EPS    | PPBUTPN01.EPS    |
| <b>GROUP (FOLDER)</b>     | <b>GROUP</b>     | <b>GROUP</b>     |
| PPGRP4C01.EPS (FILE)      | PPGRPBW01.EPS    | PPGRPPN01.EPS    |

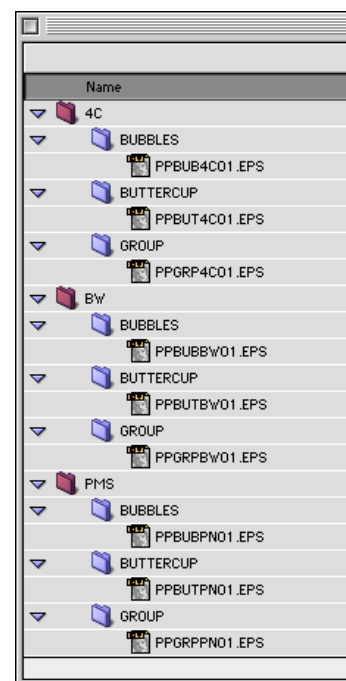


fig. 6