Vision

VISION DESIGN GUIDE

In this guide we walk you through the steps when creating your design file.
We guide you thru the most common things to think about when generating you
design using Adobe´s layout program. You will also find som tips to ensure you will
be happy with the end result of you product. Lets go!

Settings Adobe Photoshop

Use Adobe for best results. The program is created
to produce design.
Only use Photoshop if you work with pixel graphics.
If you use vector based graphics use Adobe Illustrator (page 5).

Format
As a backdrop has a much larger surface area than a traditional
printed product, we recommend that you work on a scale of 1:10.
A resolution of around 100dpi in a 1: 1 scale is preferable.

Example to the right: Backdrop 300x200cm

1. Create a new document in Photoshop where you have
chosen the size to be 30x20cm (1:10).
2. Set the resolution to 1000dpi (Dots per inch)
3. Make sure the color mode is set to CMYK
4. Press create

Bleed
We laser cut all edges so there is no need for bleed in your file.
The file must be exactly as large as you want it to be when it is
finished.

PRESET DETAILS

Untitled-1

Width
30   Centimeter

Height   Orientation   Artboards
20   ☑

Resolution
1000   Pixels/Inch

Color Mode
CMYK   8 bit

Background Contents
White

› Advanced Options

Close   Create

Time to be creative

Once you have created your document, it is time to start the creative part. Before you start, we have a few tips you should keep in mind to get the best and most beautiful results.

Margins

You can select an image that will cover the entire work surface all the way to the edges. Any texts or logos should however have a margin from the edges so that everything looks nice and does not "fall out of the picture". Make sure you have a margin on text and logos of about 10% of the backdrop width. If you work with a backdrop that will be 300x200cm, place text and logos 30cm from the edges.
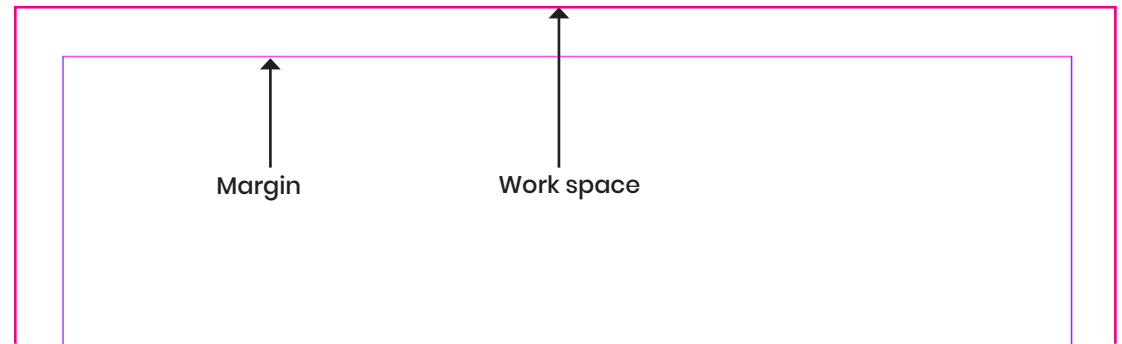
Pictures

When you have chosen Photoshop to work in, it is very important that the original picture have great quality. If you want a nice image as a background, it is very important that the image from the beginning has as good a resolution as possible. Downloading images from Google etc usually results in the image having too low a resolution. If you import a low-resolution image into the created document, you will see that it is very small. Then enlarging it and inflating it in large size in the document makes it even more low-resolution.

Keep in mind that when we receive your document, it enlarges another 10 times before printing when you have worked on a scale of 1:10.
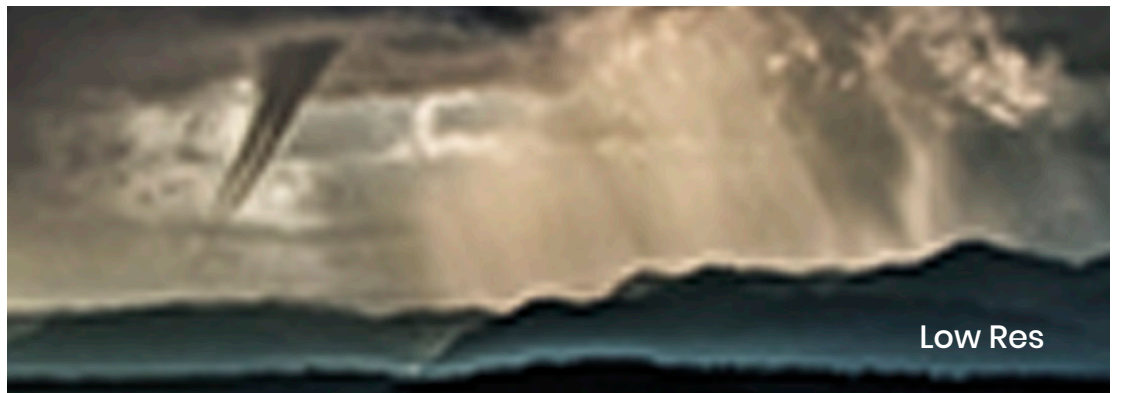
We recommend that you buy an image that fits your backdrop if your picture have a very low resolution.

Dreamstime.com, Shutterstock.com or Vectorstock.com sell very high resolution images at a great price.

Do you feel that you really want to use a background you have even though it is not high resolution, it usually works in most cases, but you have to sacrifice a little on the print quality. Since your audience is several meters from your backdrop, most backdrops look perfectly ok in the distance. It is when you go close you can see that it can be a bit blurred due to a low resolution background.

To the right you see the same picture. The upper image is high resolution and the lower is a low resolution we imported into a document set according to the example at the beginning of the guide. Quite a big difference.

Margin   Work space

Picture resolution

High Res

Low Res

Logo Placement

Many times we receive design files where customers have chosen to have the logo completely centered in the design. The disadvantage of this is that when you have got it up on stage, you often have a drummer sitting in the center of the backdrop. What you should do is place the logo higher up so that it is better visible from the audience and not covered by instruments and band members.

Imagine dividing the height of the backdrop into 3 equal parts. Place your logo centered within the 2 upper parts.

Photoshop Logo Import

Have you started designing the background on your backdrop and want to import your logo? Maybe you got your logo designed by someone else and have it in a format that is vectorized?

1. Open your EPS, AI, SVG file in Photoshop. Remember to import it with the same settings as your backdrop document. Open your logo in the same size as the width of your backdrop. Keep in mind that you are working on a scale of 1:10 and the resolution here should also be 1000dpi. The color mode should also be CMYK. You now have two documents open. The background design in one and your logo in the other. Go to your document that contains the logo. Click Select in the menu at the top left and select All. Then click the Edit menu and select Copy. Go back to your backdrop document that contains your background.

Then click the Edit menu and select Paste.

Your logo now appears in the document as a separate layer. Reduce your logo to the desired size and think about the margins. The reason for reducing the logo instead of importing it in a smaller size and then enlarging it is that it loses quality.

2. Now you are ready to save your file and send it to us. Click the File menu and select Save As. Save in **JPEG file** format and **Maximum quality**. When we press backdrops, *you should not save in .tiff or .psd as these files become gigantic.* As we print at 100dpi, this still makes no difference in quality.

Best Logo placement

Not so great logo placement

We print all backdrops on white fabric. If a black background is desired, enter the following CMYK value: C: 100 M: 100 Y: 100 K: 100

Adobe Illustrator or Indesign settings

If you choose to work in Illustrator or Indesign, you work with vector graphics. This is preferable if you want a black backdrop with only your logo on for example.
You can also work here in a scale of 1:10 as vector files can be enlarged as much as you like without losing quality. *If you use text, convert these to contours before saving your file.* Select any text and click on the Text menu and select Create Text Outline. When we then open your file to check everything, we do not need any font you used.
If you work in these programs, also have the margins and placement of text and logo in mind that we went through at the beginning of the guide. When you feel ready, you save a PDF in Print Quality.

Other Products

Now that you have gone through our guide, it's time to start creating a fantastic stage design.
In addition to Backdrops, we also have ready-made packages such as stay kits, basque print, merch walls and much more.
As all our products for stage decor are of larger format, you can apply our design guide to all products we offer.
Almost all products on our website have ready-made templates to download to Adobe Photoshop and Illustrator.
Is something missing, do you want a special size or have questions? Feel free to contact us on info@visionbackdrops.com and we will help you out.
Good luck!