

Digital Embellishments

Best Practices for File Setup

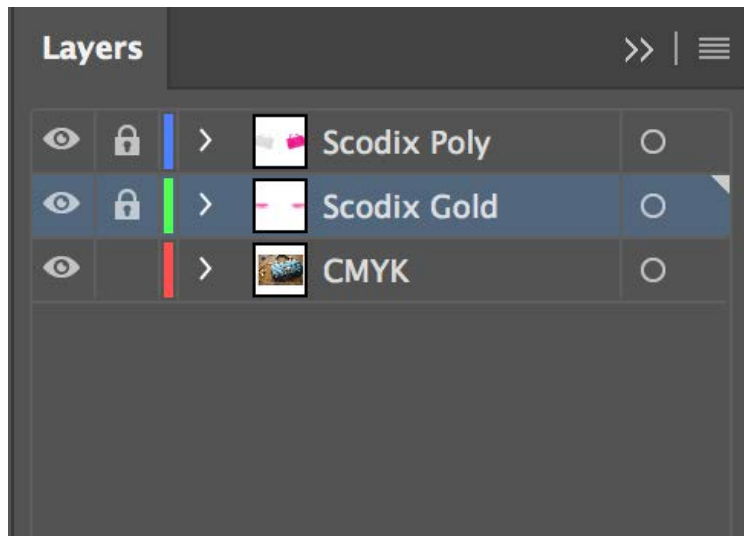
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1. Setting Up Digital Embellishments in Your File
2. Tools and Methods to Create Effects
3. Tips for Optimal Production Results
4. Example Files and Samples

Setting Up Your Files

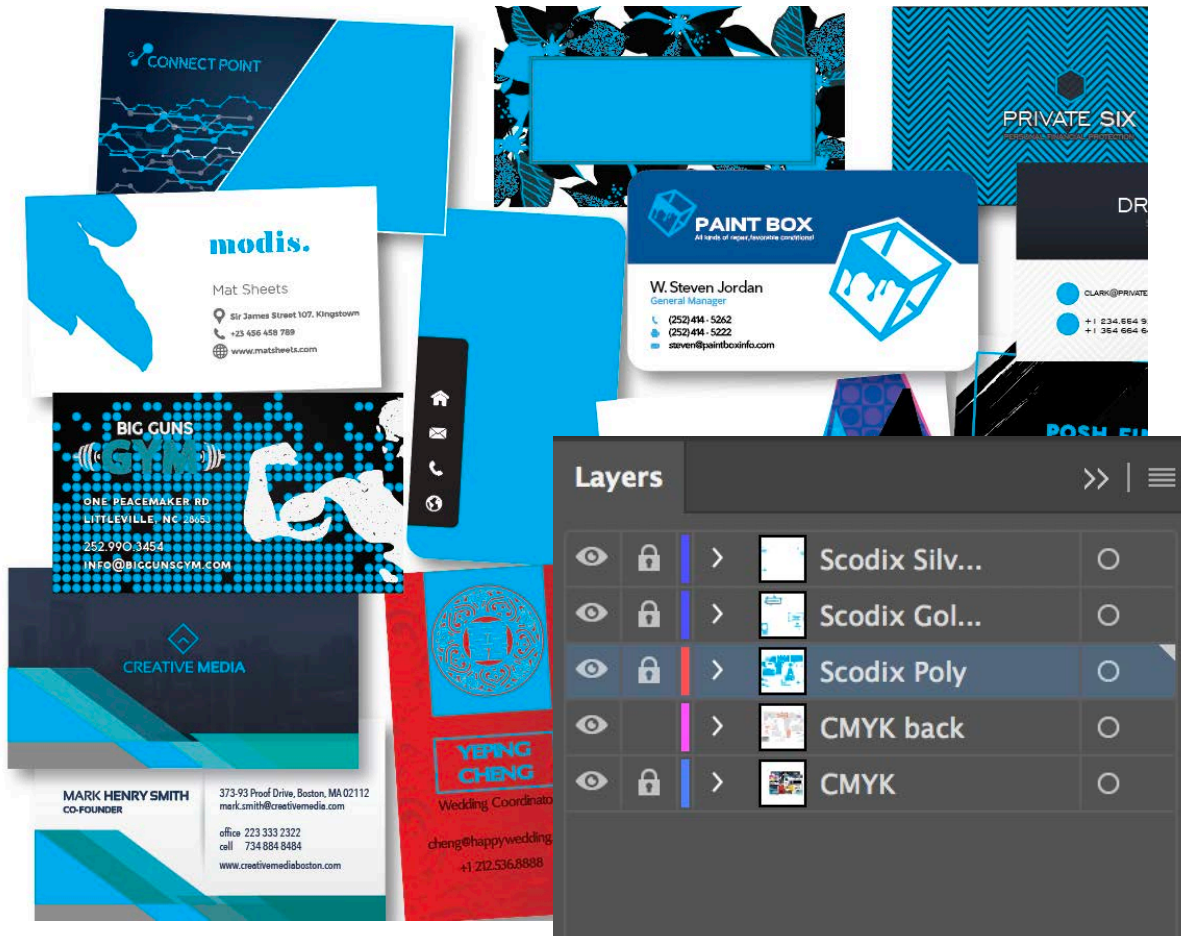
- Layers
- Naming Conventions
- Spot Colors

Layers and Naming Conventions



- Create each of your Scodix embellishments in a separate layer from the CMYK art layer in your native file.
- Name your layers “Scodix + the digital embellishment effect” applied to that layer.
 - Scodix Poly
 - Scodix Gold
 - Scodix Silver

Spot Colors and Naming Conventions



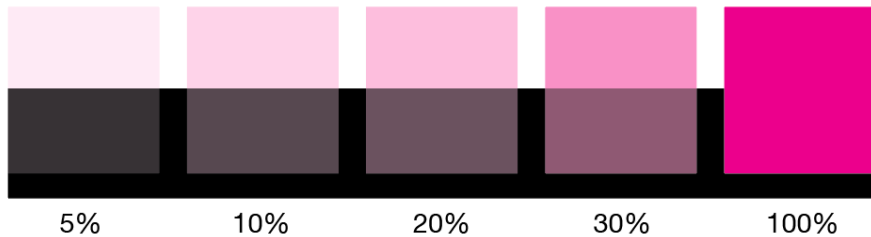
- All Scodix embellishments use the same spot color.
- The spot color name must be “Scodix” exactly as shown.
- The spot color should be 100% of a channel color. Ex: 100% cyan

Tools and Methods to Create Effects

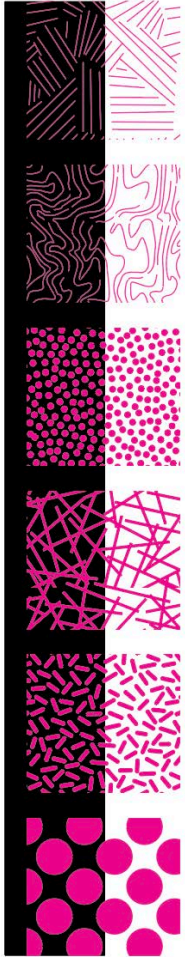
- The “Matte” Effect
- Applying Texture with Patterns
- Masking Raster/Bitmap Images
- Available Shortcuts - Actions and Swatches

“Matte” Effect

- Scodix polymer doesn't come in different finishes
- To achieve “matte” use a low density of polymer
- This range falls between 5% -30%
- Set with transparency - not color saturation



Apply Textures

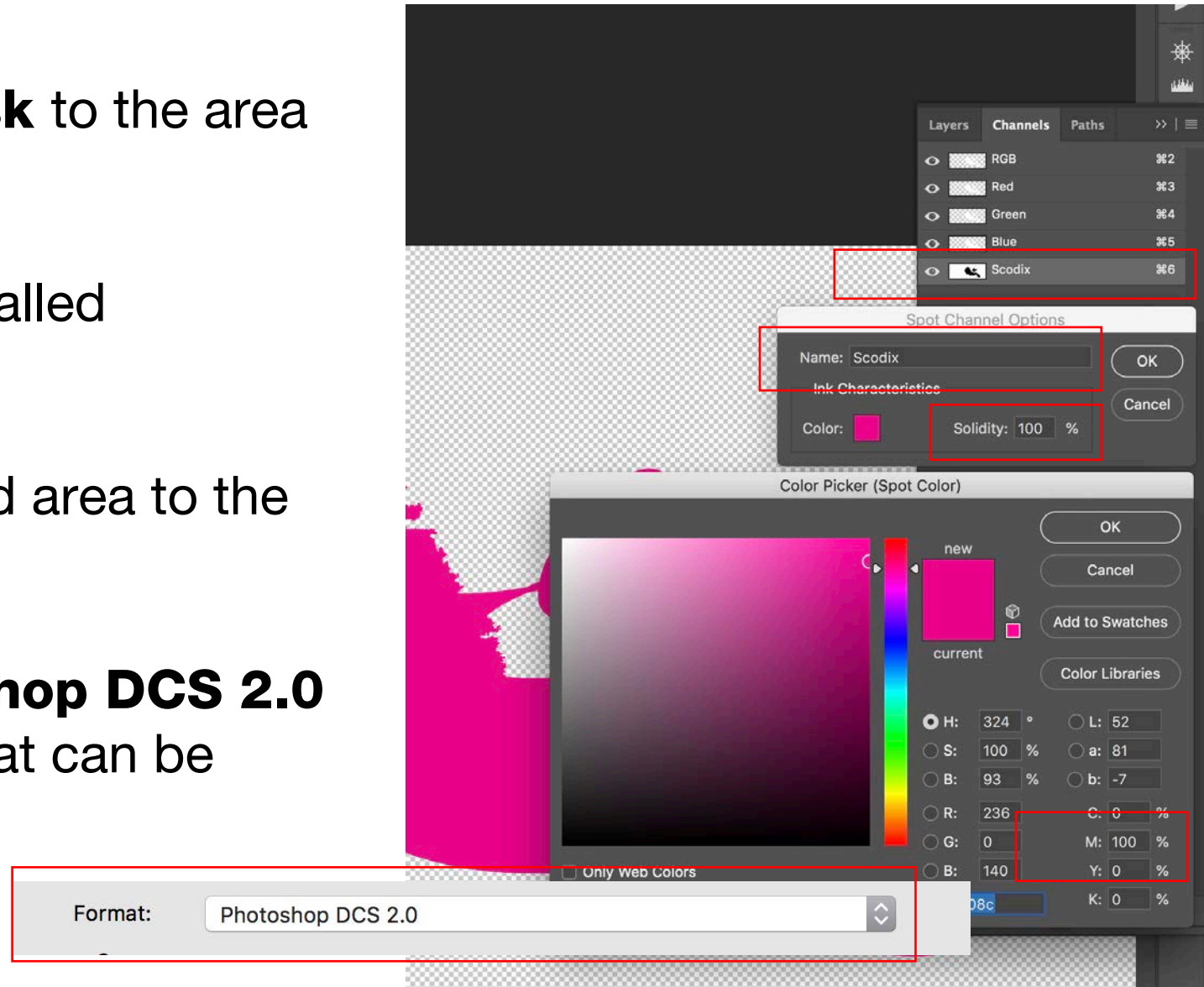


- Use patterns to apply texture
- Patterns need to be set to spot color “Scodix”
- Contain patterns within shapes using clipping masks
- Combine textures over foil to create unique effects



Masking Raster Images

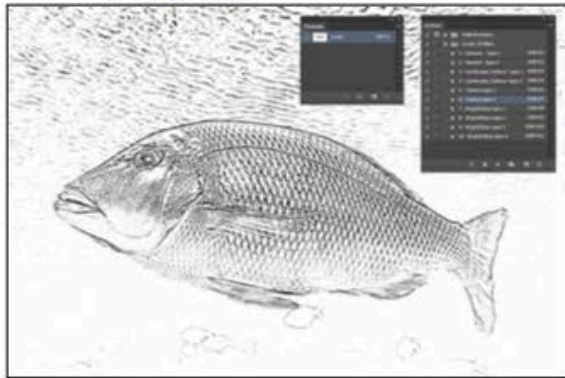
- Create and apply a **layer mask** to the area you wish to embellish.
- Set up a new **spot channel** called “Scodix” set at 100%.
- Select and convert the masked area to the spot channel.
- Save your image as a **Photoshop DCS 2.0** which will create an eps file that can be overlaid on top of your image.



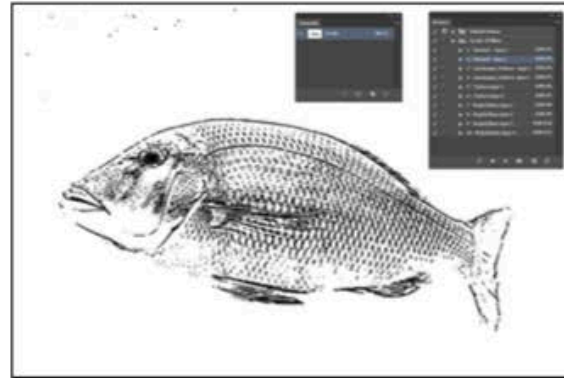
Automatic Separation Filters

- Easy to use – Create a Scodix separation at the press of a button
- Automatically run as Adobe Photoshop actions
- 10 different filters
- Available as a free download from our website.

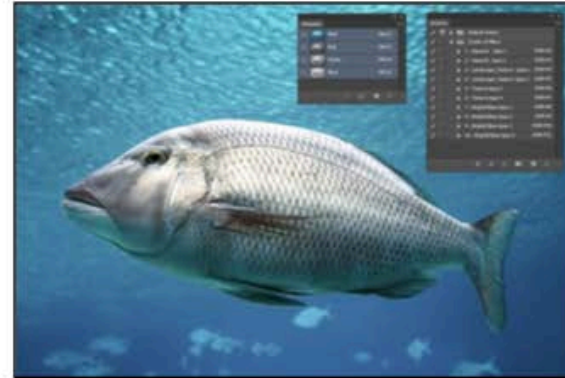
Filter # 6



Filter # 2



Original

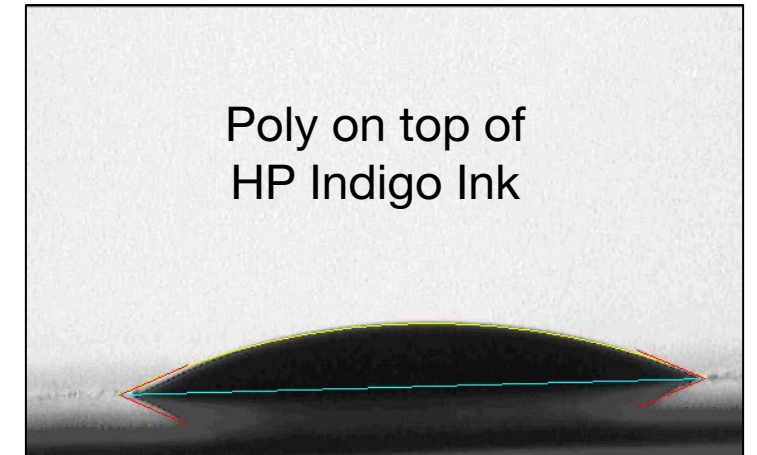


Tips For Optimal Production Results

- Do not apply Scodix on **trim edge/bleed**
- Avoid applying Scodix polymer over an area **of creasing or folding**
- Avoid fonts **smaller than 10_{PT}**

Polymer Flow

- Scodix polymer is viscous and has different doming properties on various print applications and substrates.
- The polymer flow is determined by the surface tension difference between substrate and polymer.
- Whereas effects on some uncoated sheets are possible, best results occur on coated stocks.

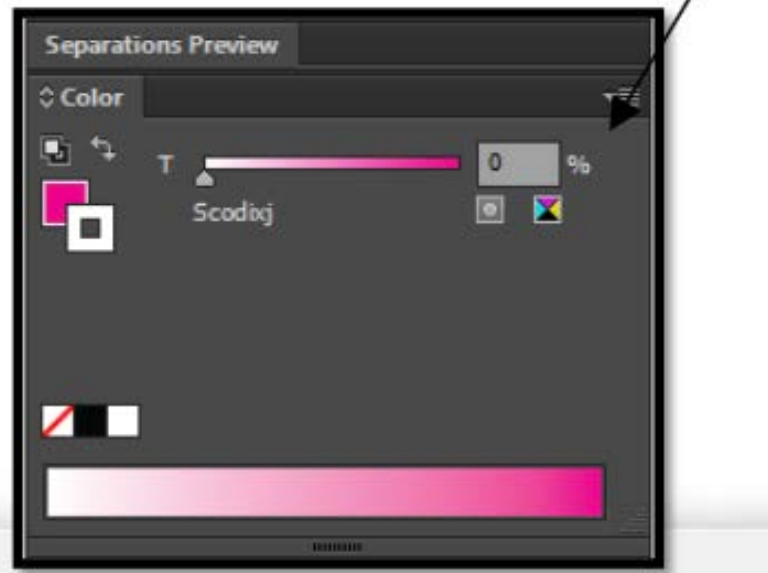


Trapping Polymer Flow



5th layer file with a transparent outline (example)

For vector shapes and fonts it's best to color the shape's stroke in Scodix spot color – but with 0% tint. This trick “tucks” in the poly layer in to trap over the CMYK.



Color Saturation Enhancement

Color Enhancement

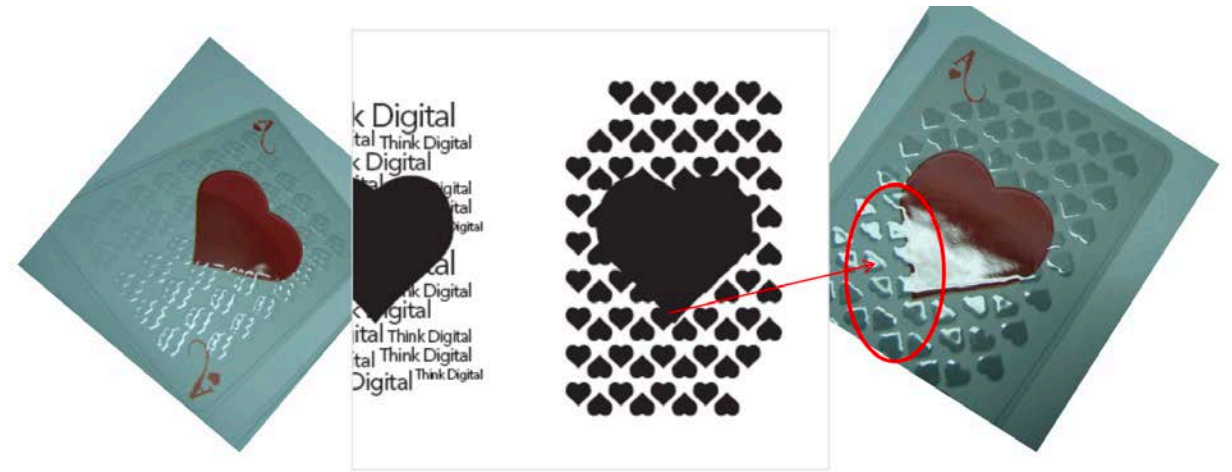


- If color matching is critical, please note that Scodix poly will enhance color saturation slightly.

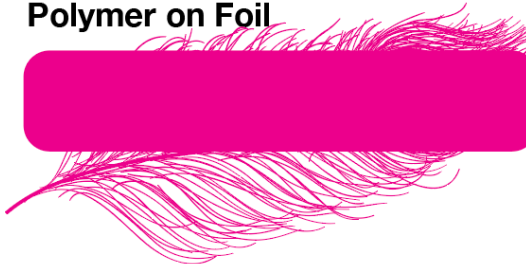
- If you have the option to choose where to apply your embellishment effects, it is best to enhance darker areas vs light ones.

Defining Enhanced Items

- Items should be clearly identified to avoid “merging” items
- This can be done through a low density background or outlining element with a stroke.
- Make sure to trap your elements when using combinations of foil and poly. FOIL IS FIRST POLY IS SECOND



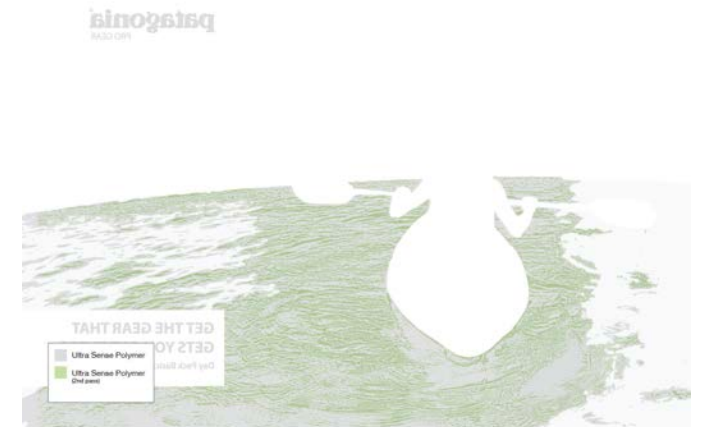
Polymer on Foil



Foil on Foil



Example Files and Samples



Example Files and Samples

