SELF-SERVE PRINTING GUIDE

SELF-SERVE CONCEPT

Self service prints allow the digital savvy customer to take advantage of lab automation and order prints at a lower cost than other print submission methods. Customers ordering self serve prints must have a working knowledge of colour management and have a calibrated monitor. Prints are to be submitted as is, as the lab does not inspect files prior to printing. To qualify for the self serve pricing, files must be set at the correct print dimensions, be in RGB colorspace, and use embedded colour profiles. If your files cannot meet these requirements, we will charge you regular price or you can resubmit your files. Toronto Image Works will not accept requests for redos or returns for this service.

TECHNICAL SPECIFICATIONS

It is critical that you follow the steps and guidelines below as we will not offer free reprints for files submitted with errors (i.e. wrong colour space, sizes, colour, etc). We offer 15 minutes of free computer rental time for you to preview your files and make any last-minute changes.
• Files MUST be saved with your working space ICC Profile (Adobe RGB or sRGB recommended)
• Files MUST be saved as JPGs or flattened TIFFs
• Files MUST be dropped off on a CD or USB (ready to go), or submitted online via Photocentral
• If different sizes are being ordered, files MUST be organized in folders with file names indicating the size
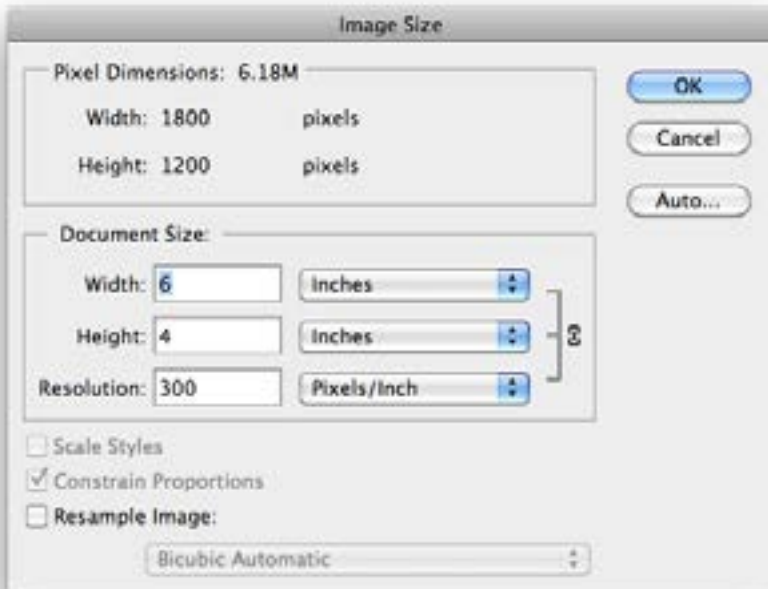• Recommended resolution is from 150-300 pixels/inch

FILE SETUP

Open up your file in Photoshop. Click on the 'Image' Heading > Select Mode > Select RGB > Select 8bits/channel.

Resizing your file
To set the correct print dimensions, select 'Image' > Image Size. Input the width and height of the print size (e.g. 4x6, 5x7). Sometimes, the aspect ratio is not proportionate to that of the paper. For example, you want to print a 4x6. You input 6" into width but the height tells you 3.5". At this point, you must either crop to 4x6 or canvas the photo (explained below).

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Canvasing your file

Set your desired length/width. If you'd like to print an odd size such as 4.5x9, set it as such. Think about what the closest standard print size is. In this case, it is 8x10.

Go to 'Image' > Canvas Size. Make sure the drop down options are in inches. If you have sized everything correctly, it should say 9x4.5. Change the values to 10x8. Make sure relative is unchecked. Hit ok and you should see a white border around your image. This will ensure that none of your image will be cropped. You can trim off the extra white borders if desired.