

## Getting Ready to Create a Custom Reel

While we do everything in our power to create the most dynamic 3D reel possible in a simple manner, the client must do some preparation on their part. The graphic design capability of the client often dictates the course of action.

While all of the information below is important, perhaps the best place to start is with the fact that a reel has 7 images - no more, no less. Yes there are 14 frames, but you must have a duplicate image for your left and right eyes - so the net result is 7 photos, even if your images are 2D.

Please review the instruction sheet below. Although we expect this sheet to answer most of your questions, we also know that there are unique parts to everyone's project. If you still have unanswered questions after reviewing the instructions, please feel free to call one of the 3D experts in our graphics department at 971-208-3700.

Thank you!  
~The Image3D Staff~

- **NUMBER OF PHOTOS** - We need seven photos for each reel – Neither more, nor less will fit on a reel.
- **TYPES OF PHOTOS** – We only accept digital photos. The ideal image size is 1112-pixels wide by 955-pixels tall. We can accept files in JPEG, Photoshop PSD, or TIFF formats. We **do not** accept low resolution photos that were taken from web pages, PowerPoint slide shows, Adobe Illustrator/EPS, or Adobe InDesign files.
- **TEMPLATES** – For individuals with advanced Photoshop skills, you may access our templates [here](#) on our website. Place your art and photos in the film reel template per instructions included with the template.
- **3D CAPTIONS** - If you are placing text on the images, it must be placed on a separate layer than the image and cannot be flattened with the images. All text must be spelled *exactly* as you want it to appear on the reel. **We will not proofread the text.** The smallest size text that will be readable is 4 point, when using our template.
- **3D FLOATING EFFECTS** - If you are doing “3D Floating Effects” (sometimes called layered effects), please have the designer at your end speak with an Image3D designer. Simply placing an element of an image in a separate layer does not mean it can be used for 3D floating effects. Please call one of our designers at 503-632-2470 with any questions.
- **CENTER ART** - Include art for the center of the reel (using the Photoshop template included with the template download). We will not produce reels without center art.
- **NAMING & UPLOADING YOUR FILES** - Number your files from 1-7 in the order in which you would like them to appear on the reel. Compress all your artwork into a single ZIP file and **title it with the name of the company placing the order.** Upload the zip file to our FTP site from [here](#).
- **IMPRINTING THE VIEWER** - For imprinting on the viewers (optional), use the template for the viewer imprint (available on our website). Art for the imprint must be supplied in *vectored* format (like .ai or .eps).
- **CUSTOM BOXES** - For custom printed boxes or labels on the stock boxes (optional), please use the appropriate template on our website for the style of box you have ordered.
- **COMPLETING YOUR ORDER** - When you upload the art to the FTP site, make sure it is followed closely with your signed Image3D order form or your purchase order and your deposit.
- **PROOFS** - A proof of all items ordered will be provided. 10 business day orders will receive their virtual proofs in one week. 15 or 30 business day orders will have physical proofs shipped by FedEx in one week. You will have 24 hours to approve the proof. **Any changes made at this stage that are not an error of Image3D will incur additional fees and may possibly result in production delays.**