

PREPERATION OF LENTICULAR IMAGES

Impress with innovative print

Bergman.

There are some rules for contrast and composition in a lenticular design. View the guidelines below before submitting your files. Depending on the image, size and finish, we may advise you to deviate from these guidelines.

Our specialists can provide specific advice! We can create a digital preview for a indication of the end result. Request a customized quotation, there is no standard pricing available for this product.

FLIP / ANIMATION / ZOOM / MORPH		3D	
PDF	<ul style="list-style-type: none"> 3 mm bleed margins, 300 DPI. CMYK color profile ISOcoated_v2_300. Multiplepage PDF. One page per frame. 	PSD <small>Photoshop</small>	<ul style="list-style-type: none"> 3 mm bleed margins. 300 DPI (150 DPI for AI formats). CMYK color profile ISOcoated_v2_300. Delete hidden layers. Flatten effects and transparency.
Format	<ul style="list-style-type: none"> A3 and smaller Fixed centerview not possible. Larger than A3 Name centerview (frame visible from the front). Composition: centered. 	Format	<ul style="list-style-type: none"> A3 and smaller ± 3 cm extra bleed left / right Larger than A3 ± 20 cm extra bleed left / right
Lens direction	<ul style="list-style-type: none"> Horizontal Handheld formats. Effect appears sharper. Less ghosting (frame bleeding). Vertical POS and posters (effect becomes more diffuse). Most often jused for large format, the effect is visible when you walk from left to right. Maximum 3 frames. 	Lens direction	<ul style="list-style-type: none"> Vertical Name layer for focal point (element around which the depth revolves).
Viewing distance	<ul style="list-style-type: none"> Specify desired viewing distance, 200 mm to 7000 mm. 	Viewing distance	<ul style="list-style-type: none"> Specify desired viewing distance, 200 mm to 7000 mm.
Design	<ul style="list-style-type: none"> Avoid changing in: text, hard shapes and extreme colour contrast (black / white, magenta / white). That will increase ghosting. Text below or next to each other is a good alternative, but ghosting remains visible. Text minimal 12 pt, preferably sans serif. Less is more. 	Design	<ul style="list-style-type: none"> One layer per element, in desired order of depth, indicate focal point of depth. Composition: centered. Depth is best visible through the interaction between elements. Compositions (images) should have a high contrast with many separate details. Avoid a flat tones in background, 3D effect will be lost. Text minimal 12 pt, preferably sans serif. Elements in front may not be knocked out in the background layer. Fill gaps when splitting images / objects into separate layers. More is more.
Flip	<ul style="list-style-type: none"> Number of frames is highly dependent on the image. A flip of two images usually gives the strongest effect. With a vertical lens, use a maximum of 3 frames. 	Depth	<ul style="list-style-type: none"> Elements close to the focus point are sharp. More depth means blurred elements.
Animation Morph Zoom	<ul style="list-style-type: none"> Frames should be aligned and largely similar. For a smooth transition between frames, 5 to 10 frames can be used In some cases 20 frames can be used. 	OPTIONS FLIP / ANIMATION / ZOOM / MORPH / 3D <small>ask for tips</small>	
	<ul style="list-style-type: none"> Mixing effects Full colour backing Double-sided lenticular Animation based on video frames Convert 2D image to 3D 		<ul style="list-style-type: none"> (Digital) die cutting Glued on dibond Backlight advertising Self-adhesive back Test proof