General Design Specifications

1. **Use the recommended image size and resolution.** Uploading pictures that are too small will be stretched to fit, images that are too large will be resampled or cropped.

2. **Design in RGB color mode.**

3. **Design and Save files, for upload, as RGB jpegs at 300 DPI resolution.**

4. **Photoshop template files are available for download.**
   Go to www.shutterfly.com/digitalscrapbook/calendars.

5. **Turn off VividPics®.** VividPics® is a piece of unique Shutterfly software that makes the colors and contrast in a digital photo vibrant, bright and sharp.

6. **Turn off EasyCrop.** Easy Crop is a piece of unique Shutterfly software that auto-crops a digital picture to ensure that the selected crop area can be printed on any print size chosen.

7. A Glossary of terms is provided at the end of this document.

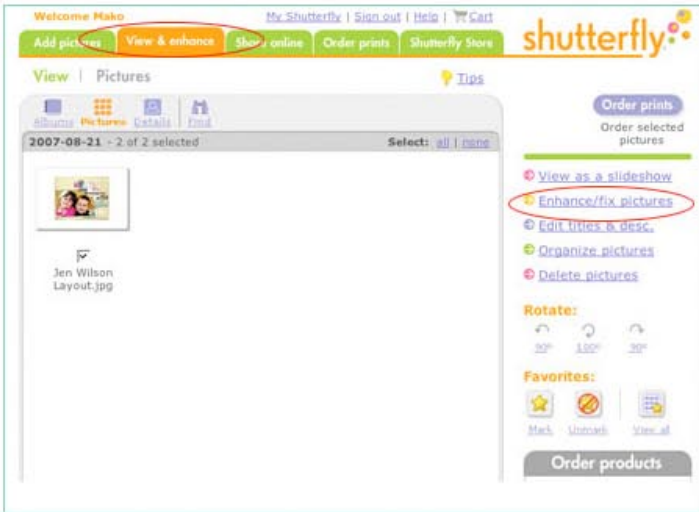## Reminders for Working in the Shutterfly Creation Path

Images may appear cropped in the thumbnail filmstrip – this is not how they will print.

Turn off VividPics® color correction before adding page layouts.

1. Click on the View & enhance tab at the top of the screen
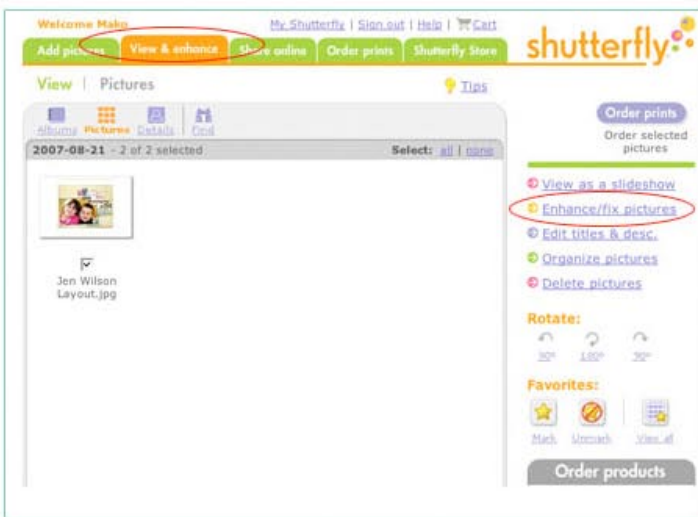2. Click on the Enhance/fix pictures link to the right

3. Click on the Effects tab to the right of the screen
4. Check the "Don't apply automatic corrections to picture" box

Turn off EasyCrop. It is essential to turn both enhancements off. Details on how to turn off this enhancement are illustrated below.

1. Click on the View & enhance tab at the top of the screen
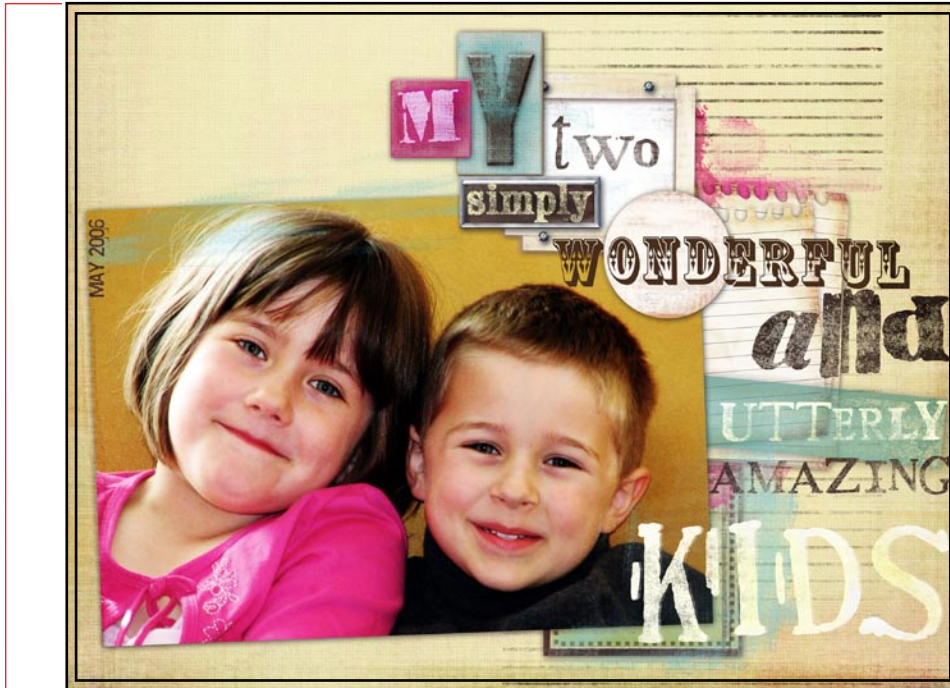2. Click on the Enhance/fix pictures link to the right

3. Click on the Crop tab to the right of the screen
4. Click on the Custom crop tool link to the bottom right

Calendar Specifications

- Calendar layouts are trimmed to 10.8 in x 8.375 in. Extend background design to 11 in x 8.5 in.

Height (including bleed) 8.5 in

Trim 10.8 in x 8.375 in

Width (including bleed) 11 in

Design Tips for Calendar layouts

- Avoid placing critical design elements less than 1/2 inch from the edges of the calendar.

- Avoid using solid mid-tone tints on large areas of a calendar. Textured backgrounds print best.

- Don't use very small elements in your design. Keep rules to a 2 point minimum. It is not recommended to use fonts smaller than 8 points. Very small elements may not print as clearly as expected.

Bleed: The part of the image or background beyond the trim which will be cut off. Bleed is necessary to ensure there are no white edges on your card.

CMYK: Stands for cyan, magenta, yellow, and black. CMYK are the four colors used in process printing. Shutterfly's software will optimize the conversion of your RGB files to CMYK for printing.

Creation Path: The area of Shutterfly's website where the assembly of the digital calendar takes place.

DPI: Dots Per Inch, the measure of image resolution.

Guide Lines: Non-printing lines in the PhotoShop template identifying the trim and bleed areas.

PDF: Portable Document File is a file format from Adobe which enables a document to be distributed on different systems while preserving the the layout and without the original source application.

RGB: Stands for Red-Green-Blue. RGB is the additive color model used for color video display, as on a computer monitor. All artwork should be uploaded to Shutterfly's site as RGB. If using a professional version of PhotoShop, save images with the sRGB profile.

Template: A Photoshop file saved in the exact dimension as Shutterfly's card layout. Download, open and use these files to build your card layouts. Do not chnage the canvas size and document resolution.

Trim: The line where the calendar layout will be cut.

ZIP: A compressed file format. Files are compressed to reduce their size for storage or transfer over the Internet.