EyeWire

EyeWire Photography, Illustration and Object Photography

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EyeWire

EyeWire Photography, Illustration and Object Photography

User Guide

Welcome to EyeWire™ images—premium royalty-free Photography, Illustration, Object Photography and Video for use on virtually any medium. Both aesthetically dazzling and technically superior, EyeWire images deliver stunning visual content in a versatile array of formats. They fit seamlessly into your workflow, making it easier and more attractive to create graphically rich documents.

About this guide

This guide addresses what is included with each photography and illustration title, and gives suggested uses for various file formats. It also gives a rudimentary overview of using EyeWire images in selected applications.

This manual assumes you have a working knowledge of your computer and its operating system. For information on starting applications, file formats that your applications support, and installing and selecting a printer, please see your operating system Help and your application documentation.

Choosing files and finding images

EyeWire images give you flexibility by providing images in two color modes (RGB and CMYK) and multiple file formats. Please note: CMYK is available on selected titles only. You also have the option of converting RGB formats to CMYK formats using image-editing software.

File types and suggested uses

The following are guidelines only, based on typical output or image editing situations.

CMYK High-Resolution
The average size of these Joint Photographic Experts Group (JPEG) format files is 42 MB. The minimum dimensions at 300 dpi are 9 in. by 12 in. (229 mm by 305 mm). Use for output to print. Files are optimized for output to SWOP (Specification for Web offset Publication) coated paper.

RGB High-Resolution
The average size of these JPEG format files is 34 MB. The minimum dimensions at 300 dpi are 9 in. by 12 in. (229 mm by 305 mm). Use these files:

- To obtain the full color range of your display monitor (and the original scanned image)
- For image editing requiring extensive color changes
- For on-screen applications (World Wide Web, television or multimedia)
- For converting to CMYK output on other than SWOP coated paper
- If you are unsure of your final output specifications.

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RGB Low-Resolution

The average size of these JPEG format images is 2 MB. The minimum dimensions at 72 dpi are 9 in. by 12 in. (229 mm by 305 mm). Use as position-only placeholders in comps and mock-ups, for on-screen applications, or for printing (after conversion to CMYK) at small sizes.

Note: *Vintage titles are provided in grayscale (GS) and CMYK quadtone modes. File sizes: High-Resolution 14 MB and Low-Resolution 800 KB.*

For more information on color modes, conversion, and printing, read the RGB or CMYK document included on the RGB CD (GS CD for Vintage titles). You may also wish to consult the user manual for your application software.

Browsing and searching for EyeWire images

View thumbnail images in the booklet included in the CD package. To view images on your monitor, you can open any image using image-viewing or image-editing software, or place the images in your document.

To view the contents of a complete title on your screen quickly and easily, visit the EyeWire web site: www.eyewire.com, or call 1-800-661-9410 for a browser CD.

Keyword text file

Included on this CD is a text file of keywords, which can be imported into an asset management system (such as a database) and used as an archival document of keywords for each particular image in a title.

Using EyeWire Images

EyeWire images may be used in most page layout, word-processing, and image-editing software. They may also be used in many vector-based drawing programs, video-editing software, and multimedia-authoring packages. Different applications support different features (such as cropping, editing, and scaling). Check your application user manual for details.

File formats

EyeWire images are saved as JPEG (Joint Photographic Experts Group) image files. The JPEG format allows the greatest number of full color, high-resolution files on each CD.

Some applications may not correctly separate JPEG images for printing. If this is the case with your application, convert your images to TIFF or EPS file format prior to placement within the application. Save your files as TIFF or EPS after image-editing work, as JPEG is a cumulative lossy format. If compression is necessary to save storage space, use JPEG compression at the end of your workflow.

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Using images in your application

Basic instructions for the most popular applications follow. Images may be imported or placed in most applications that support JPEG file formats. Check your application user manual for details. All software versions are current as of this writing. Your version may differ. Refer to your application software manual if you experience difficulty.

Adobe Photoshop®
Launch Photoshop. Choose File > Open. In the file dialog box select an image from the CD. Click Open. The image will open in a window. The image may now be edited, cropped or modified. Convert your file to another format, such as TIFF, depending on your output specifications.

Adobe PageMaker®
To add images to your PageMaker document, choose File > Place. In the file dialog box select an image from the CD-ROM. Click OK. The cursor changes to indicate that you are placing a graphic image. Click on the document to place the image. The image may now be repositioned, scaled or cropped.

Adobe Illustrator®
To add images to your Illustrator artwork, choose File > Place. In the file dialog box select an image from the CD-ROM. The image is placed into the artwork and may now be repositioned, scaled or cropped. (Adobe Illustrator versions 6.0 and later (Macintosh) and 4.1 or later (Windows) allow you to place JPEG files.)

Adobe PageMill®
To add images to your web page, choose Insert > Object > Image or click the Insert Object button in the toolbar. The image appears in an Image window and may now be repositioned or scaled.

Note: *Reducing an image's dimensions in PageMill doesn't make the image download faster because PageMill doesn't resample (reduce the number of pixels in) the images you resize. To make images download faster, resample them in an image-editing application (such as Adobe Photoshop) and then reimport them into PageMill.*

QuarkXPress™
To add images to your QuarkXPress document, create a picture box with one of the picture box creation tools. Select the content tool and click on the picture box. Choose File > Get Picture. In the file dialog box select an image from the CD. (In Windows, first choose List Files of Type: > JPG, then select.) Click Open (OK for Windows). The image is inserted into the picture box and may be scaled, cropped, or positioned within the picture box.

Macromedia™ FreeHand™
To add images to your FreeHand artwork, choose File > Place. In the file dialog box select an image from the CD. (In Windows, first choose List Files of Type: > JPG, then select.) Click Open ("Place" for Windows). The cursor changes to indicate that you are placing a graphic image. Click on the FreeHand document to place the image. The image may now be repositioned, scaled, rotated or cropped.

CorelDRAW!™

To add images to a CorelDRAW! artwork, choose File > Import. In the file dialog box choose List Files of Type > JPG. Select an image from the CD. Click OK. The image may now be repositioned, scaled, rotated or cropped. If the required filters are not installed, refer to your CorelDRAW! user manual.

Using EyeWire Object Photography images (with clipping paths) in your application

The JPEG format images in EyeWire Object Photography titles include clipping paths. Not all applications support embedded clipping paths within JPEG files as placed or imported images. If your application does not support JPEG embedded clipping paths, you can convert these image files to the EPS (encapsulated PostScript®) format, which also retains clipping paths, using image-editing software (such as Adobe Photoshop®). For information, refer to the user guide for your particular image-editing software.

Adobe Photoshop®

Launch Photoshop. Choose File > Open. In the file dialog box select an image from the CD. Click Open. The image will open in a window. The image may now be edited, cropped or modified. Convert your file to another format, such as TIFF, depending on your output specifications.

The embedded PostScript clipping path may be edited or modified in Adobe Photoshop by using the tools available in the Photoshop Paths palette. See the Adobe Photoshop User Guide for more information.

Adobe PageMaker®

Beginning with version 6.0, Adobe PageMaker directly supports the embedded clipping paths contained in the object images. This allows you to place the images over other elements on your page. The clipping path in the object file will provide a clean, sharp edge around the object, allowing the background or a previously placed shadow file to appear directly underneath the image.

To add images to your PageMaker document, choose File > Place. In the file dialog box select an image from the CD. Click OK. The cursor changes to indicate that you are placing a graphic image. Click on the document to place the image. The image may now be repositioned, scaled or cropped.

Adobe Illustrator®

Adobe Illustrator does not directly support embedded clipping paths in JPEG files. These images must be converted to EPS format before they can be used in Illustrator.

To add images to your Illustrator artwork, choose File > Place. In the file dialog box select an image from the CD. The image is placed into the artwork and may now be repositioned, scaled or cropped. (Adobe Illustrator versions 6.0 and later (Macintosh) and 4.1 or later (Windows) allow you to place JPEG files.)

Adobe PageMill®

To add images to your web page, choose Insert > Object > Image or click the Insert Object button in the toolbar. The image appears in an Image window and may now be repositioned or scaled.

Adobe PageMill does not directly support embedded clipping paths in JPEG files. To gain the functionality of the clipping paths in the object files, convert the files to transparent GIFs [Graphics Interchange Format].

Note: *Reducing an image's dimensions in PageMill doesn't make the image download faster because PageMill does not resample (reduce the number of pixels in) the images you resize. To make images download faster, resample them in an image-editing application such as Adobe Photoshop and then reimport them into PageMill.*

QuarkXPress™

QuarkXPress does not directly support embedded clipping paths in JPEG files. To gain the functionality of the clipping paths in the object files, convert the files to EPS format.

To add images to your QuarkXPress document, create a picture box with one of the picture box creation tools. Select the content tool and click on the picture box. Choose File > Get Picture. In the file dialog box select an image from the CD. (In Windows, first choose List Files of Type: > JPG, then select.) Click Open (OK for Windows). The image is inserted into the picture box and may be scaled, cropped, or positioned within the picture box.

Macromedia™ FreeHand™ and CorelDRAW!™

These applications do not directly support embedded clipping paths in JPEG files. To gain the functionality of the clipping paths in the object files, convert the files to EPS (Encapsulated PostScript) format.

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System Requirements

Macintosh System Requirements

To use EyeWire images, you need the following hardware and software:

- An Apple® Macintosh computer with a 68030 processor (or later model) or a Power Macintosh®
- At least 32 megabytes (MB) of application random-access memory (RAM)
- At least 100 MB available hard-disk space
- Apple System Software version 6.0.7 or later
- Foreign File Access software (supplied with most CD-ROM drives)
- A CD-ROM drive
- An 8-bit color monitor.

For the best performance, EyeWire recommends the following hardware and software:

- A Power Macintosh
- At least 64 MB of RAM
- At least 500 MB available hard-disk space
- Apple System Software version 7.0 or later
- A 24-bit color monitor.

Windows System Requirements

To use EyeWire images, you need the following hardware and software:

- An Intel® 80486 or faster processor
- Microsoft® Windows® 3.1 or later
- At least 32 MB of random-access memory (RAM)
- At least 100 MB available hard-disk space
- A VGA graphics card.

For the best performance, EyeWire recommends the following hardware and software:

- A Pentium®- or Pentium II®-based or faster PC
- Windows® 95 or Windows NT® 4.0 or later
- At least 64 MB of RAM
- At least 500 MB available hard-disk space
- A high-resolution SVGA graphics card with 2 MB or greater video RAM

Note: *When working with high-resolution files, EyeWire strongly suggests that your hardware meet or exceed the recommended requirements. Low-resolution files require significantly less computing power.*

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EyeWire Images

RGB OR CMYK?

A Guide to your Options

EyeWire images can be used successfully in any medium, in screen or print. With EyeWire images you have flexibility, because you get both RGB and CMYK formats. RGB and CMYK refer to color models, not file formats (like JPEG or TIFF, which can contain either RGB or CMYK data). Understanding the differences between them and when to use each will help make your graphically rich communication look exactly the way you want, on screen or on paper.

Why do I need both?

You need images in both color formats because each suits different purposes. RGB images are best suited to screen applications like multimedia and video, and image-editing that demands a wide color range. CMYK images are best suited to printing.

What's the difference?

There are two models used to describe color, because different media manipulate light in different ways. Video technology (for example, a computer monitor or television screen) uses the RGB model: it transmits varying proportions of red, green, and blue light which we perceive as different colors. In commercial printing, however, translucent cyan, magenta, and yellow inks are printed on a page. (Printers use a fourth ink, black, to deepen shadows and to print true black type and lines.)

The fundamental difference between the RGB and CMYK models is their color space. A color space represents all the possible colors that can be displayed or viewed in that particular color model. Both the RGB and CMYK models are referred to as device-dependent because each is limited to the devices or conditions that are capable of displaying them.

The RGB images contain all the original colors in the scanned image, because both the scanner and your video screen use the same color model. The appearance may vary on different monitors, but no color information is lost.

The CMYK images contain color information that corresponds to the four inks used in printing. Each color (called a process color) is used to create a separation in the form of dots (halftone screens). These separations overlap to give the appearance of a wide range of color.

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Different printing situations require different CMYK files, optimized for the type of paper and the type of ink. EyeWire CMYK images produce good results under certain conditions. EyeWire images produce excellent results for most North American and European presses (both sheet-fed and web) when using coated paper. (The exact specification is a SWOP [Specification for Web Offset Publication] coated profile with a total ink density of 310.) Other printing conditions, such as uncoated paper, newsprint, flexography, or international standards, require different specifications. Images to meet any specification can be created from an RGB file using image-editing software.

Since the color space of a display monitor, RGB, does not match the CMYK color space, CMYK images cannot be accurately represented on your screen, but they will print accurately. As with RGB images, the appearance may vary on different monitors. Therefore, we do not recommend using your monitor to evaluate the color of your printed output.

When should I use each type?

RGB High-Resolution

Use these files:
- To obtain the full color range of your display monitor and the original scanned images (useful for image editing)
- For on-screen applications (such as the Web, television, or multimedia)
- For conversion to CMYK output (on other than SWOP coated paper)
- If you are unsure of your final output specifications.

RGB Low-Resolution

Use these files:
- For "position only" placement in comps or design mock-ups
- For on-screen applications such as multimedia or the web
- As smaller images for screen or print.

CMYK High-Resolution

Use these files as placed images in your work that will be output to print. EyeWire CMYK files are optimized for output on SWOP coated paper.

If you are printing commercially to other than SWOP coated paper, talk to your service provider for specifications. In these cases, we recommend converting to CMYK from RGB High-Resolution (or Low-Resolution for small images sizes). Converting from one CMYK image to another results in less accurate colors. Converting from RGB to CMYK will ensure that you begin with the maximum color range.

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I can convert between color modes using my software. What advantage do these file formats offer?

Conversion from RGB to CMYK can be tricky, as results can vary with the type of printer, printing inks and paper. Certain applications will allow you to convert, but the default conversion settings may not always give you good results, because they attempt to optimize output for an average situation. The result may be wrong for your specific output needs, and the color quality unacceptable. For this reason, we recommend talking to your service provider for print specifications before converting to CMYK.

The advantage of EyeWire CMYK images is that they save you this step when printing to SWOP coated paper—a popular and versatile specification. Another advantage is our testing: every image has been printed and proofed twice, then fine-tuned to ensure exactly the correct color.

Where can I find more information?

- Refer to the user guide accompanying your application software.
- Talk to your service provider for information on printing, including line screen settings, ink options, and separations.

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