

3D:

The perception of 3D can be created by printing a layered image (after interlacing it) onto a lenticular sheet. This effect relies on a process called 'Parallax'. Parallax is when each eye sees a slightly different view of an image and your brain registers this as a three dimensional (3D) view. When creating your original layered image, you need to determine the position of each of the layers from foreground to background and the mid point. The mid point is usually the most important part of the images and remains sharp regardless of your viewpoint. The sharpness of the foreground and backgrounds will be vary depending on your viewpoint. This is what re-enforces the feeling of depth.

For example; a man standing on a mountain, rocks in the foreground, sky in the background.

The man is the mid point (sharpest figure) the rocks in the foreground and the sky in the background get progressively blurrier the further away from the mid point.



Elements within an image are layered to give the illusion of depth and perspective. Unlike flat 2-dimensional images, the 3D effect allows objects in your design to appear to be forward, middle, and back giving realistic depth to your message.

Humaneyes software is ideal for this, however you can use Photoshop, CorelDraw or Illustrator to create your artwork, but these will have to be converted to a layered Photoshop for submission.



Tips for 3D

- All images submitted for 3-D printing must be layered files with all elements editable no placed images. Submit art as a layered Photoshop® .psd file when possible. Layered CorelDraw Illustrator or Photoshop files can be used but will be converted to a Photoshop layered file before processing. Image resolution should be 300dpi or higher.
- Avoid solid color, black, and white backgrounds. Black or very dark backgrounds reduce the sense of depth. The background in a 3-D print must contain some sort of image or texture in order for your eyes to register a difference in position for the rest of the elements in the picture.
- Create as much "visual" 3D and perspective in the original picture as possible. The more 3D the image looks to start with, the better the 3D lenticular effect. Good color contrast between elements also helps.
- Overlap elements when possible. Image elements that overlap even slightly provide additional position reference points for the images printed in front of or behind them increasing the sense of depth.
- In 3D prints there is one special layer called the mid point. This is a layer in the print that is shown in the same position to both eyes so it doesn't shift or change position when the lenticular is moved. This mid point is always the clearest printing layer in the print.
- Avoid vertical lines as they tend to clash with the vertical lenticular lines. 3D products are always printed using vertically oriented lens material which is viewed by moving the piece side-to-side
- Add 25mm of horizontal width beyond the standard bleed size to 3D files.