## Introduction

This document is intended to assist designers with the MagiCubes.com model MC107, the 7cm Cube. For general design suggestions, applicable to all models, please see the document titled "Read Me First" provided in the same folder.

The MC107 Cube model is the most "basic" of the designs and forms the base to understand the concept of designing other shapes. It is the easiest to design for a number of reasons, including that the panel sizes are larger, there are fewer panels to consider and the shape remains consistent at both the start and finish.  If you are designing a Magic Cube for the first time, we recommend you start with this model. The layout can seem complex, as such we have provided resources to aid your understanding and make this a fun and undaunting process.  If requested, we can also recommend artists who are very familiar with the folds and how to layout a design that works well.  These artists can be available on a consulting basis or to design the cube completely.
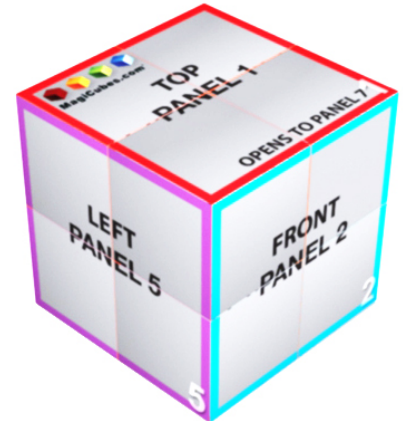
## Text Placement and Size



As with most designs, it is important to ensure the legibility of any text used.  The MC107 cube allows for more text than many of our other designs, however some precautions should be taken.  We don't recommend using text smaller than 12 pt. We suggest the primary content used in the cube be images, and not text.  The MC107 is best used with large graphics to keep the eyes entertained and the hands busy.  An individual image on each of the four squares within a panel doesn't usually work well, because there is no bleed between the squares. If the text is to be bisected by any of the die cuts, we don't recommend smaller than 14pt because some of the letter may be lost in the cut, sometimes with hilarious results. In all circumstances, we recommend adjusting text kerning and spacing to avoid cutting letters. All text should be converted to outlines for final print, this ensures any text on your cube looks the way you expect it to and isn't substituted with something we have on file.

## Manipulation of the Cube and Folding Theory

The MC107 Cube is designed to snap at certain points through the use of magnets. Please use the MC107 Cube Manipulation document to follow the below instructions. All panels can be revealed by at least two folds. For simplicity, the description follows the Manipulation document. Described using the direction of the panel label text as the primary orientation factor, these snap points are:

1  With "Top Panel 1" on top, closed into a cube. This is the starting point of the cube, as shipped.

2  "Panel 7" Next, through the rotation of the vertically divided panel of "Top Panel1" the "Panel 7" is revealed in a rectangle shape.

3  "Panel 8"- Following the manipulation document, close "Panel 7" back into the original cube, with "Panel 1" on top and then rotate so that "Bottom Panel 3" is on top. Pulling "Panel 3" apart by its horizontal cut will reveal "Panel 8. Similar to "Panel 7" it is also a rectangle. (Conversely, "Panel 8" can also be revealed with a single rotation via the horizontal cut on "Panel 9".)

4  "Panel 9"- "Panel 8" rotates on it's horizontal fold to reveal "Panel 9." When completed, the long side panels are made of the bottom and top of "Panel 8."

5  Continuing the fold rotations, by rotating the sides of "Panel 9" down reveals a "new" cube composed of other panel parts. Two more folds will take you to "Panel 7" from where one more fold returns you to the original formation. You may also rotate along the horizontal axis from "Panel 9" to "Panel 8" and one more rotation along the vertical fold in "Panel 8" reveals the original cube, with "Bottom Panel 3" on the top and "Top Panel 1" on the bottom.

![MagiCubes logo]
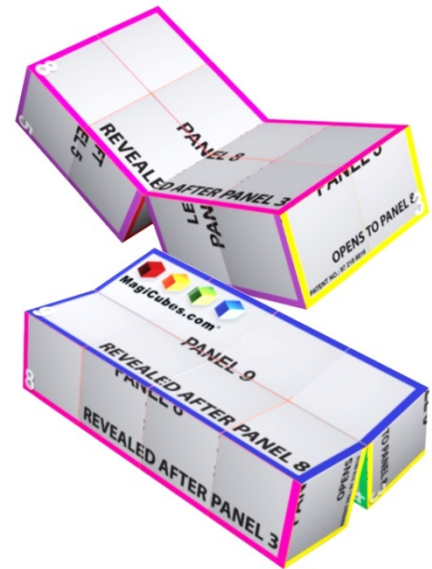
## Description of .AI Template

To produce the correct layout, you must use the Adobe Illustrator layout template file named MC107-7cm-789Template.ai.  Designs submitted without this template are subject to additional production charges of $85/ hour.



### Bleeds (DO NOT DELETE)
We require this black-lined  layer in order to line up your print for production.  Do not delete this layer.  If this layer is missing, additional time will need to be billed to your project for one of our artists to line the file up for printing. Bleeds are 2.55mm from the die cut lines.

### Die Cut Lines (DO NOT DELETE)
These red lines are provided for your information. It will not print on your cube, but for our artists and printers, please leave this layer in the file for their reference. All images should bleed past the die cut lines to the bleeds, so that each panel bleeds to the next panel. There should be no white space between images.

### Patent Number (DO NOT DELETE)
Your design must include our patent number. We have placed it in "Panel 3", but it can be moved to another panel and the color may be changed so long it is legible in print. The *required* text should read "PAT NO: ZL972186816". The minimum size for this text is 8 pts.

### Your Artwork Goes Here
Your artwork should be placed below the Bleeds layer.  We recommend importing flat images into this layer and keeping all your artwork to a single layer.  Images should be between 300-350 DPI and all files embedded and typefaces outlined.

### Labels (WILL NOT PRINT)
Provided on a separate layer for your reference. During designing, this layer can be moved above your artwork for reference, but should be deleted upon delivery for print.

### Manipulation (WILL NOT PRINT)
A quick reference to the manipulation document.  This will not affect your design.

### Example Images (WILL NOT PRINT)
This is a design we felt was particularly successful at using the folds of the cube, combining text with images and provided a great deal of interest.  You can see how the client put it together, here.

### Mock-Up Example (WILL NOT PRINT)
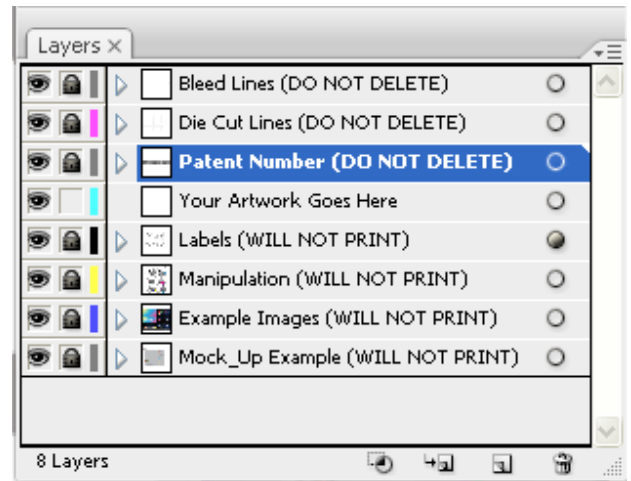
This is a reference for you to compare with the mock-up cube supplied, if you requested samples.

## Optimizing for Print

Before you send your final file for print, please email us a low resolution image (72 DPI JPG or PDF) file for us to review. We want to make sure you will be happy with your design. Please make sure that the die cut layer is visible and on top for this review step only. Email a JPG or PDF (draft) to ArtDept@MagiCubes.com.

When your design is final, submit a digital file (EPS, PSD, or AI), with raster images at 300-350 DPI. Imported images must be embedded. All digital files must be submitted via Website Upload Form at http://www.magicubes.com/art_upload. See Art Upload instructions on our Order Form. If you haven't received an Order Form yet, please download it from our website at http://magicubes.com/orderform.pdf, or email us requesting one.

As with most printed media, we use CMYK colors, which can be very different from what is on your screen. Please work in this color set-up or convert to CMYK before you submit your file to us. If exact color is important to you, we recommend using Pantone/PMS Spot Colors. These inks require additional equipment and know-how so a minimum of $200 will need to be charged, per individual Pantone/PMS spot color.

Please discuss this or any other questions with us by calling 1-877-99-CUBESx111.

## Additional Resources

Please see the following videos regarding our cubes:
1. Mock-Up Youtube video, http://youtu.be/Gasv4a0O848
2. Delonghi Youtube video, http://youtu.be/TaxBf3q0TJk

## Videos online- YouTube

1. 1-Primary Video Channel – http://www.YouTube.com/MagiCubesDotCom
2. 2-Safe Video Channel for Resellers – http://www.YouTube.com/foldingcubes

## Submission Checklist

To help the designers working with us to get the perfect results we know they strive for, below is a list of standards that must be met with every file submitted to us for production. Please read prior to creating and submitting your MagiCubes.com Artwork. Feel free to print the last page and check the boxes before submitting as an added layer of quality assurance. Using this checklist will ensure your cube meets your expected quality standards.

# Submission Checklist

- ☐ I have submitted a draft JPG file to ArtDept@MagiCubes.com.

- ☐ My file is in the provided .AI layout template, MC174-7cm-789Template.ai

- ☐ PAT NO: ZL972186816 is legible somewhere on the cube, no smaller than 8pt.

- ☐ All of my typefaces are outlined.

- ☐ My file is CMYK or Pantone.

- ☐ All of my images are embedded.

- ☐ All of my images bleed past the die cuts and there are no white spaces between my images.

- ☐ The text in my cube either does not cross a die cut line or is large enough that loosing parts of the letters will not affect its legibility.

- ☐ I understand there is no bleed between squares on the same panel.

- ☐ I have flattened my artwork into a single layer within the provided template.

- ☐ I have filled out and submitted an order form from http://magicubes.com/orderform.pdf.

- ☐ I am prepared to upload my final design via the http://www.magicubes.com/art_upload.

## Congratulations!

Your file is ready for production.

We look forward to seeing your creations via our upload form.