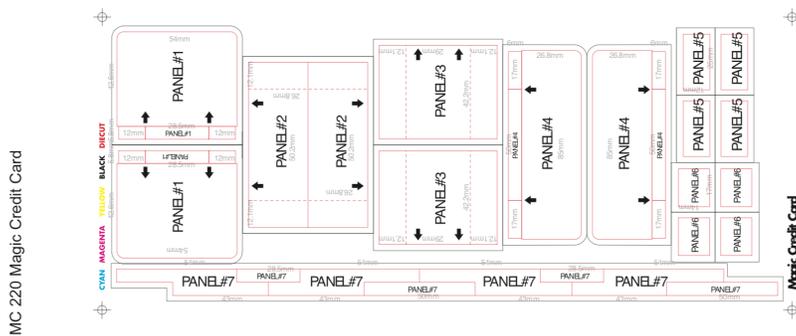# Introduction

This document is intended to assist customers as well as graphic designers with the MagiCubes.com model MC220, the folding credit card style. These general design and layout suggestions can be interpreted and applied for a majority of the MagiCubes® brand of 3D media marketing devices. View quick Getting Started Video here. Although it is for the MC107, general principles apply. View MC220 Mock Up Video

The MC220 3D card style 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. Initially for the first time you are designing a MagiCube®, the layout can seem complex; as such we have provided general resources to aid your understanding and make this a fun and un-daunting 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. Of course our internal product managers can answer any questions, regarding any of the steps of this process. Please email or call with any questions.

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.

General Description of MagiCubes®
.AI Templates (applies to most 3D Media styles)

To produce the correct layout, you must use the OFFICIAL Adobe Illustrator layout template file for each specific style. Designs submitted without this template may not be eligible for the Free 3D Video Proofs and are subject to additional production charges of $85/ hour. ***In-Design Files Are not acceptable and not compatible with the 3D Video Proof Work Flow.***

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.

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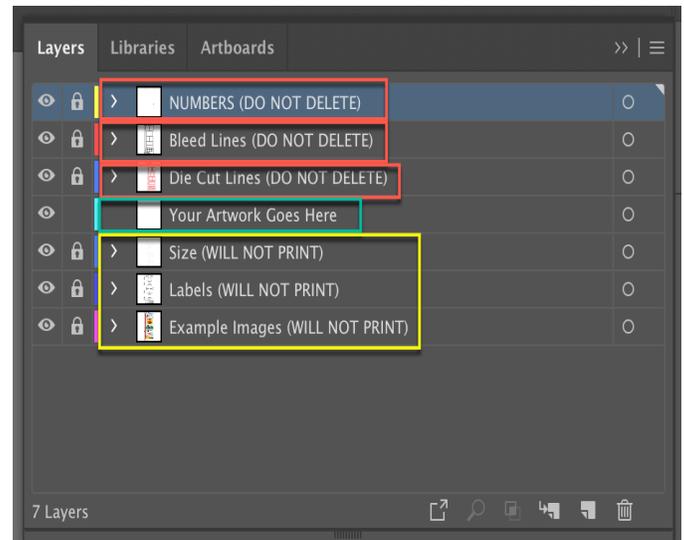
Manipulation (WILL NOT PRINT)
A quick reference to the manipulation document. This will not affect your design.

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)

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 AI template with raster images at 300-350 DPI. Imported images must be embedded. All digital files must be submitted via Website Upload Form at https://www.magicubes.com/artwork. See Art Upload instructions on our online Order Form.

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 $185 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-CUBES.

Additional Resources

Please see the following videos regarding our cubes:
1. Mock-Up Youtube video, https://tiny.cc/mc123
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
3. Various Design Examples - http://youtu.be/ACvXUAYB-p4?list=PLB7D6B86B9D3EF9C1

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 CS@MagiCubes.com.

☐ My file is in the provided .AI layout template, MC220

☐ All of my fonts are outlined.

☐ My file is CMYK (all additional spot Pantone Colors will incurr $185/spot color fee).

☐ All of my images are embedded.

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

☐ I understand that if any text is placed directly under a die cut line it may result in letters that may get

  cut, or parts of the letters may not be legible.

☐ 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 [the MagiCubes online order form](#).

☐ I am prepared to upload my final design via the online ftp http://www.magicubes.com/artwork

Congratulations!

Your file is ready to submit for production. We will review and start the proof process when your order form has been submitted and the invoices are approved.

We look forward to seeing your creations via our upload form – http://MagiCubes.com/upload Use the password of "**MAGIC"** on the online form.