

artwork
GUIDELINES

Like saving money? Of course you do! If you are a capable graphic designer or have a designer at your disposal you can help to greatly improve your order's turnaround time while keeping a little extra money in your pocket. SixSix Graphics has written these art guidelines to help take some of the guesswork out of designing for the screen printing process.

Not interested in a bunch of design mumbo jumbo? No problem... just send us your ideas and we'll take care of all your artwork needs.

PREFERRED FILE TYPES

Vector vs. Raster

About Vector Graphics

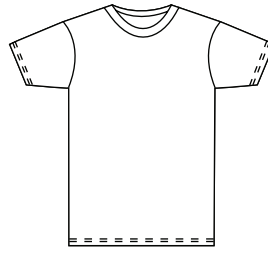
Vector graphics are the most commonly used file types in screen printing for numerous reasons. They are favored for their clean lines, scalability without concern for resolution and the way they lend themselves to the color separation process. Common uses for vector graphics are simple illustrations, line art, logos and type treatments.

SixSix Graphics accepts Adobe Illustrator (.AI) and Encapsulated Postscript (.EPS) formats. If you are a Corel Draw user please take advantage of the export feature as it will allow you to save files in the .EPS format.

Vector Examples



01 simple illustration



02 line art



03 logo

INDIANA

04 type treatment

continued

PREFERRED FILE TYPES

Vector vs. Raster

About Raster Graphics

Raster graphics are made of pixels and are preferred when dealing with photorealistic images. The accepted file types are layered PhotoShop documents or TIFF files. Since raster files are resolution dependant it is very important to make sure that your file is at least 300 DPI at the physical size it will be printed. If the image is too small or is low resolution there is no way to make the image larger without loosing quality.

Raster Example



01 photorealistic image | note that this image is made of pixels



02 should've used vector | this logo is a great example of when a vector file would be preferable

FILE TYPES THAT WILL NEED ATTENTION

There are many applications that allow graphic manipulation, but some of the most commonly used programs aren't ideal for the screen printing process. Microsoft Word, PowerPoint and Publisher are some of those programs.

Other file types that will incur art charges are JPG, BMP, GIF and PNG. These formats were created for the web and will need to be completely recreated in order to be used for screen printing. We will typically have to recreate images that are sent to us in these formats, and art charges will apply.

TIPS FOR PREPPING FILES

Vector Files

- Convert all type to outlines ("curves" in Corel Draw)
- If the text in your file will need to be edited by us, include the fonts with your packaged artwork so we may have them for future use.
- Use only spot colors from the Pantone Solid Coated Palette, or if you're really savvy, ask us for our custom inks palette to install in your own copy of Adobe Illustrator.
- Do not use CMYK or RGB mode. These will have to be converted to spot colors
- Only use Grayscale mode when you are actually printing black ink ONLY

continued

TIPS FOR PREPPING FILES

Raster Files

- Raster files should be 300 DPI or larger. Lower resolutions will not fare well during color separating, outputting or when printed.
- Create your image at the actual physical dimensions or larger than it will be imprinted. Small photorealistic images do not typically print well on fabric, so remember.... GO BIG!!!
- Use PhotoShop. It is the industry standard. Other programs like Painter and Paint Shop Pro tend to be buggy when ran in conjunction with our RIP system.
- Save files as layered (un-flattened) PSD's. This gives us the ability to edit files more easily.
- If you are providing a TIFF, make sure the background is transparent. This will save you the cost of us masking out or erasing the background of the provided image.
- Rasterize all type (unless we will be editing the type)
- If the text in your file will need to be edited by us, include the fonts with your artwork so we may have them for future use.