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# YOUR GUIDE TO CREATING ARTWORK

QUICK REFERENCE CARD



## ACCEPTABLE FORMATS

\*Preferred delivery method of all artwork is a vector created digital file with any type converted to outline / curves

### Embroidery ~

- Vector created art to size (File formats accepted are Adobe Illustrator, Freehand and CorelDraw – All version 10 or below)
- High resolution (at least 300dpi) jpeg clear scan if image to be digitised
- Embroidery disk with stitch out and plot sheet



### Screen Printing / Plastisol ~

- Butt registered film positives to exact size emulsion down
- Vector created art to size (File formats accepted are Adobe Illustrator, Freehand and CorelDraw – All version 10 or below)



### Sublimation ~

- All files to be supplied at a minimum of 300dpi. Preferred file formats are Illustrator EPS or AI, Photoshop EPS, Freehand or Corel Draw.
- No embedded files are to be supplied
- All original files must be given and linked to the final file.
- All images must be left uninflected
- Media Formats accepted include ZIP/CD/Email, Mac format preferred



### Pewter Badge ~

- Vector created art to size (File formats accepted are Adobe Illustrator, Freehand and CorelDraw – All version 10 or below)



### Transfer Devices ~

- Floppy Disks
- Zip Disks (250 Mb) – (Macintosh formatted)
- CD – containing Macintosh compatible files

### Corel Draw ~

- If vector artwork is created in CorelDraw please export and save it as an Adobe Illustrator format (Version 10 or below) – Chose the Macintosh option
- Convert all text (type) to curves
- We can convert some CorelDraw files here, but it is usually more successful if you convert the file whenever possible.

### Adobe Illustrator / Freehand ~

- Vector artwork created in either of these programs should be saved as an .eps
- If you wish to email the file convert all text to paths/outlines and send as an .eps
- If you wish to send the art by disk, remember also to supply the fonts.
- We will accept PDF files created and saved in these programs.

### Photoshop or other Photo Editing or Scanning programs ~

- Remember to always create/scan art in these programs at a high resolution – at least 300ppi – finished size, in order to get a good quality image. (Be aware that the higher resolution, the larger the file size)
- Save the files as .tif or .jpg format and retain the high resolution for quality.

## QUICK REFERENCE - FAQ

### What is CMYK?

A print process that uses four colours – cyan ( C ), magenta (M), yellow (Y) and black (K) to produce all other colour ranges. Used in most full-colour commercial printing.

### What is RGB?

An additive colour model in which three primary colours of light (red, green and blue) are combined in varying intensities to produce all other colours. Monitors, scanners and the human eye use RGB to produce or detect colour.

### What is Spot Colour?

A colour that is reproduced using a single ink. Spot colour swatch books and inks are provided by companies such as Pantone.

### What is DPI?

Dots per inch. A measure of the resolution of a display or output device.

### What is resolution?

In bitmaps, a measure of the size of pixels or dots that compose a bitmap.

### What is LPI?

Line Per Inch. A measure of the screen frequency of a halftone.

### What is PostScript?

A programming language used to describe text, shapes and bitmaps of each page of a publication. Postscript can be used to transfer a print job from a desktop computer to a printing device such as an image setter.

### What is PPI?

Pixels Per Inch. A measure of the scanning resolution and the resolution of a bitmap.

### What is a Bitmap (BMP)?

An image composed of a rectangular grid of squares called pixels (picture elements). Each pixel contains information that describes whether it is black, white or has a colour value. When working with bitmap images, you edit pixels rather than objects or shapes. A bitmap image is resolution independent – that is, it contains a fixed number of pixels to represent its image data. As a result, a bitmap image can lose detail and appear jagged if viewed at a high magnification on-screen or printed at too low a resolution. BMP is the standard Windows image format.

### What are Vector Graphics?

Drawing programs such as Adobe Illustrator, Freehand and CorelDraw create vector graphics. These are made of lines and curves defined by mathematical objects called vectors. Vectors describe graphics according to their geometric characteristics. A vector graphic is resolution-independent – that is, it can be scaled to any size and printed on any output device at any resolution without losing its detail or clarity.

### What is an EPS?

Encapsulated Post Script. A file format that supports both PC and MAC images. EPS files are platform independent. EPS format is used to transfer Postscript language artwork between different programs.

### What is the difference between a GIF and a JPEG?

A GIF (Graphics Interchange Format) is a bitmap file format commonly used to display indexed-colour graphics and images in HTML documents over the Web and other online services. GIF is a LZW (Lemple-Zif-Welch) - compressed formatted designed to minimize file size and electronic transfer time.

A JPEG (Joint Photographic Experts Group) is commonly used to display photographs and scanned images via email JPEG retains all colour information in a bitmap image but compresses files size by selectively discarding data. The JPEG format supports CMYK, RGB, and greyscale colour modes. A higher level of compression results in lower image quality and a lower level of compress results in better image quality.

Both formats are excellent for electronic use only, but not suitable for printing.

### What is a TIFF image?

A bitmap file format that was specifically developed for page layout applications and is supported by all image editing applications. The TIFF format supports RGB, CMYK, greyscale and bitmap (black and white) files.

### Why do I have to supply PMS colours with my artwork?

PMS is a colour that is specified in the Pantone Matching System. This system provides a standard for describing printed colours using specific inks, and therefore results in the best colour replication for your artwork.

### Is the process separation the same as colour separation?

Yes. This is a process of separating a colour image into primary colour components for printing – generally CMYK. Also used to refer to the four pieces of film that result from the process of separating a colour image.

### Why can't I use your JPEG/GIF product images to print my catalogue?

The JPEG/GIF images available on our image CD are set at a resolution of 72dpi, ideal to view electronically (ie, websites). Hard-copy printing such as catalogues require a minimum resolution of 300dpi to ensure quality is maintained through the print process.

### What is a PDF document?

A PDF (Portable Document Format) is used by Adobe Acrobat. Adobe's electronic publishing software for Windows, Mac OS, UNIX and DOS. You can view and print PDF files using the Acrobat Reader software. Identical Postscript pages, PDF files can represent both vector and bitmap graphics.

### What if I don't have an electronic copy of my artwork?

The best way to get hard copy artwork into electronic format is to use a scanner – a device used to create a bitmapped image of art. Scanners are also good for art that cannot be created on the computer, such as photographic prints, transparencies or slides.

### Can't your embroiderer change my artwork?

Our embroiderers can only digitize your artwork. They cannot delete, change or add anything to your art. If these alterations are required, an art fee from our Art Department may be incurred.

### Can I supply artwork in a Word document?

No – Word documents are not compatible with our art department's operating system. Therefore, they are unable to manipulate these types of files.

## Design Tips ~

1. Our Art department works in an Apple Macintosh environment
2. Microsoft Publisher, Word and PowerPoint files cannot be opened by the Art Department
3. The more file types you supply, the greater the chance of us being able to use your existing digital files
4. We virus scan all of our email and transfer disk files
5. Email – Always convert text to paths/outline/curves when sending vector art
6. CD - Always supply fonts used to create the artwork along with the digital file unless you have already converted all text to paths /outline/curves
7. Remember, where possible; please convert your text (fonts, type) to outline/curves
8. Where possible include PMS Spot colours in art files instead of CMYK / RGB equivalent

## CHECKLIST

- Have I saved the artwork in the correct file format for my decoration type?
- Are all of the logo colours specific to PMS or similar industry recognised standards?
- Is my artwork Mac friendly?
- Have I allowed an extra 1-2 days if I am submitting artwork that needs to be re-drawn or re-sized?
- Does my emailed artwork message contain the following:
  - The full name of the sender or contact regarding the artwork
  - Your company name
  - The physical address of your company and/or the sender
  - Your e-mail address (for any reply messages)
  - Telephone and fax numbers
  - Is my message detailed enough to understand and avoid confusion and delay?
  - Is my artwork compressed?

NB: Only professional software packages may be used to produce artwork. Although programs like Microsoft Word and Publisher are useful tools, they are not capable of producing art files of a quality necessary for imprinting purposes.

## Article provided by:

