FILE TYPES AND USES

PREFERRED files for use in color separation/silkscreening:

AI (Adobe Illustrator)
EPS
PDF
SVG

These files must be vector outlines, NO placed photos!

PREFERRED files for digital printing use:

PSD (PHOTOSHOP)
TIFF

These files need to have a resolution of at least 300 ppi (pixels per inch) at full size, or they will appear blurred and grainy.

ARTWORK BASICS
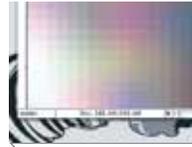
Vector vs Raster: Whats the difference?

Vector: Artwork created in vector format has various points along an x and y axis that are used to manipulate the image. This allows us to resize an image with no loss of image clarity. For screen printing, it is necessary to separate each color (or shape) because small traps have to be added to the images for printing. Trapping is increasing the size of a shape or area of color by only a slight amount (usually around one point) to allow for substrate coverage. Don't be fooled! A raster file imported into a vector program will NOT make it a vector type file. It must be originally created in a vector program, or it is just a placed image and will not contain vector art properties.

ADOBE ILLUSTRATOR
FILE WITH SHAPES
SELECTED:

Raster: Raster files are fixed pixels on an imaginary grid. Pixels are fixed pieces of color information. A typical example of a raster file is a photo or other flat image (most files found on the internet are flat images). Raster images have to be created at full size or larger. Resizing from smaller to larger degredates the image and makes them look fuzzy or blurred because the pixels are stretched and information is lost. When a larger image is made smaller, however, unneeded pixels are eliminated. For a clear print, all raster files must maintain a minimum resolution of 300 ppi (pixels per inch) at full size.

FILE ENLARGED TO 1600%:

ACTUAL FILE:

THE CAN OF WORMS: Exceptions to the Rules

1. A raster image file CAN BE sized if the image resolution is a minimum of 300 ppi (pixels per inch). However, this is still limited. For example, enlarging an image to 200% of its original size will more than likely blur the image.

2. For printing on digital equipment, vector OR raster files are accepted.

3. Any single color raster file at 100% (the finished size) CAN BE used for screen printing, otherwise the artwork MUST be vector format.

OUR SYSTEM AND OTHER REQUIREMENTS

Our Art Department uses the CC (Creative Cloud) versions of Adobe Illustrator, InDesign and Photoshop on a Macintosh platform. This system allows us to produce high quality films for silk screen printing.

FOR ANY ARTWORK, FONTS MUST EITHER BE INCLUDED WITH THE FILE OR THE COPY IN THE ARTWORK MUST BE OUTLINED. IF PMS (PANTONE MATCHING SYSTEM) COLORS ARE KNOWN, THEY MUST BE INDICATED ON THE FILE OR A COLOR PROOF SHOULD BE SENT WITH THE FILES.

All files require additional time to complete trapping and separations for film output. The minimum charge is for one hour of computer time. All other artwork and computer charges will be estimated after we receive the file to be produced. If you have any other questions, or are unsure of the type of files you have for production, please do not hesitate to call us! We will be happy to answer any questions that you may have.