

How to get us your Artwork

ARTWORK:

The best way for us to receive your artwork is 'CAMERA-READY' which means we don't have to make any changes. Hard copy prints or a computer file works best; if your work is truly camera-ready there will be **no** art charges. For best results, customer's artwork should be clear, sharp, black and white, and the exact size you want printed for quality reproduction. We cannot be responsible for the quality of reproduction unless the proper artwork is supplied. Please remember that the reproduction can be no better than the artwork supplied.

Camera Ready means:

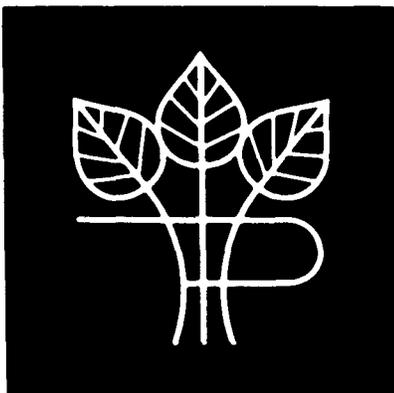
A nice crisp black and white copy that we can scan directly into computer WITH NO CHANGES!! These include; Good Photo-Copies, Good computer print-outs from either a "Laser Printer" or Good "Ink-Jet Printer". Be Careful of fine lines and half-tones. Reduction or enlargement of any artwork or logos results in loss of detail and the quality of the finished product is not as good as the original. We can usually add some text at no charge.

Computer Files:

We accept EPS, CDR, DFX, CMX, AL. These are "Vector" formats this is the Ultimate best way to get your design quickly and easily with no art charges. Be careful with fonts! Make sure to include all fonts! Full color digital pictures such as JPEG's BMP's, do not work! Black and White high resolution JPEG's, BMP's and TIF's will work OK.

Drawings and Sketches:

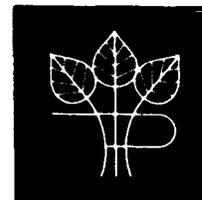
Are OK if black and white and are dark enough; shading and fine lines are OK but to be avoided. We can print these works with darker T-Shirt inks like BLACK, NAVY, and MAROON, etc. Lighter colored T-Shirt Inks such as WHITE, GOLD and ORANGE will not work as well with fine detail.



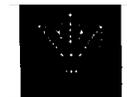
Original Size – 100%



1/2 Size – 50%



1/2 Size – 50%



1/4 Size - 25%

This artwork had to be reduced by approximately 50% to fit the layout; problems developed while reducing the artwork. In the 1st reduction, although the white portion of the art is only half as wide, it will still reproduce well. Even with screen printing the design is still readable although the finer white areas are beginning to fill in and some fine white areas within the art does not reproduce well. In the 2nd reduction (25%), the white design becomes indistinct and does not show up well, especially when screen printed. To avoid problems with artwork of this type remember that each reduction will reduce overall art size, all lines and all detail. Any white areas (such as lines or inverted designs) within the artwork will become smaller and will be lost. Please remember; if we have to re-work your artwork you will be charged!

Signatures on backs of shirts:

Same guidelines as drawings and sketches; Make sure the kids sign using a nice DARK BLACK pen, a sharpie ultra fine point works best. Do not use pencils or green or blue pens!! Keep on 8 1/2" by 11" paper.

Sponsors:

Art charges will apply if we have to type in 10 or more Sponsors that are just text. If using actual logos, we will scan up to 4 at no charge (assuming they are **camera ready**).

The best way to get us sponsors and not have art charges is to get us camera ready art (see above) or get us the proper computer file. This also insures that all sponsors are spelled correctly. There is a lot of work in doing sponsors on backs of shirts. Changes are common, if you call in and add on more sponsors after we've made the artwork or screen you will be charged accordingly.

Faxes, Business Cards, Menus, Town Reports Etc.:

These are good to give us an idea of what you want but they are not considered "Camera Ready" artwork. They are usually "jagged" and rough. There is usually about 15-30 minutes of artwork time involved in working with these types of designs. If they are real easy to work with than there will be no art charges; please contact our art department for clarification.

Art charges will apply in the following cases:

Typing in 10 or more sponsors or excessive work with several sponsor logos. Cleaning up customer provided artwork. Logo or artwork design from scratch. Scanning more than 4 sponsor's logos (assuming they are camera ready).

Artwork Instructions

To enable better communications about your artwork needs; please provide us with as much detailed information as possible re: colors, fonts, and overall design. Thank you.

Artwork Charge:

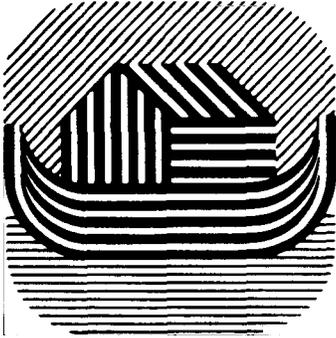
\$30.00 per hour

ARTWORK QUALITY

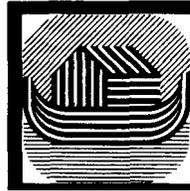
Additional Information for Customer provided Artwork

This artwork shows the effects of maximum reduction to fine lines and bolder areas. Notice with the 1st reduction how the lines are only half as far apart and how all dimensions are reduced. Most of the fine lines are still distinct, although some are weak. The white areas are only half as large and all lines are reduced to half their original width. Good artwork using only 1 time reduction usually looks fairly well when screen printed (note example).

In the 2nd reduction (which was made from the first), the fine detail lines are broken. The bolder lines are holding although they are now very close together. Notice how all the lines are becoming solid areas when screen printed. Even with good black on white art, more problems develop with art that is over two times the desired size, especially if the artwork has any medium to fine lines or reverse figures within the art. Artwork that is 100% camera-ready will always give the best quality print job, and will take away guesswork about how the art will look when printed.

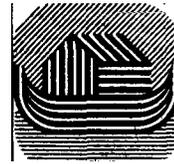


Original size – 100%



1/2 size – 50%

Screen Printed



1/2 size – 50%

Screen Printed



1/4 size – 25%

Artwork can either enhance or detract from a great looking product and the determining factor is usually the beginning artwork quality. Artwork is any reproducible copy such as camera ready or a computer produced vector file used in printing your product. To get the best quality, send 100% size, black on white paper.

Reproducing Artwork from a Poor Sample

Some quality is lost with every printing of a piece of artwork. Below are examples of what can happen when screen printed samples are used as art several times.

Grade "A" - Good Quality Art

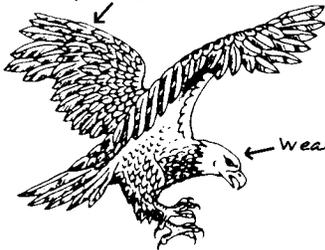
Grade "B" was printed using a screen printed sample as art, then -

Grade "C" was printed using Grade "B" sample as art, then -

Grade "D" was printed using a Grade "C" sample as art.

Look at the 200% sample and note the problem areas indicated. Any similar weakness on a sample card in line thickness or filling in of areas that should clearly be white space will deteriorate each time the sample is used.

Fine lines may break.

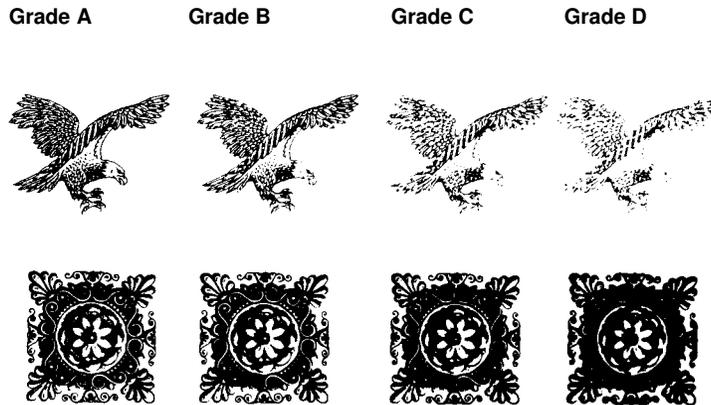


weak line may break.



Fine detailed areas may fill in.

Examples:



Remember, when your art contains small type with fine lines or reverses; it will lose quality in the same way these examples do.

Grading Artwork Quality

To communicate with you about the quality of your art, we will refer to the "Grades" defined below and shown in these examples.

Grade A - Good quality art as defined above.

Grade B - Some loss of detail and, depending on characteristics of the specific art, some minor elements missing or changed. Slight loss of detail due to white space filling in; overall effect of art is generally unchanged.

Grade C - More loss of detail than B with some fine lines missing, some letters broken, some details lost due to white space filling in. Overall effect of art is still generally present, but less sharp than B.

Grade D - Near total loss of detail. Most fine lines missing, most letters broken / unreadable, most or all details not recognizable due to excessive fill in. Over-all effect of art may be lost. Not recommended.

Using Negatives as Artwork

Unless you can clearly read copy or see art on a negative, it will not reproduce as acceptable quality art. Every time a negative is used for reproduction some quality is lost. When a reproduction from a negative has broken letters or lines or filled in letters, it is used **AS IS** unless otherwise specified on the order form or a sample is attached for quality.

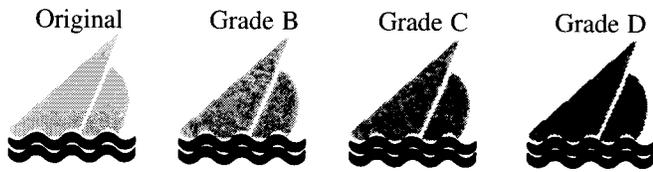
Screen Tints

In order to get good quality from a screen, it is necessary for us to apply the screen or you to supply us the electronic file already screened. While we can produce any desired screen %, screens less than 25% and more than 75% are not recommended. Other standard screen tints are between 30% - 70%.

Prescreened Art

You must accept responsibility for how your art will print if you supply prescreened art. Due to the dot structure of screens, there can be a wide variation in finished quality when using prescreened art.

To communicate with you better about how your prescreened art will print, refer to the "grades" of quality below. See how the details of the screen become lost with each reproduction of the screen due to excessive fill in.



The dots that make up prescreened art tend to grow in size or "spread" during the scanned reproduction process. This means screen tints will print darker than if we apply the screen. For this reason, we highly recommend not using prescreened art. However, if you do use prescreened art,

supply prescreened art using a smaller % of screen (30% minimum) so the finished product will not be too dark.