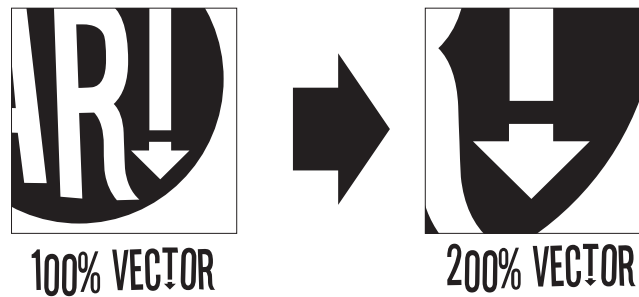
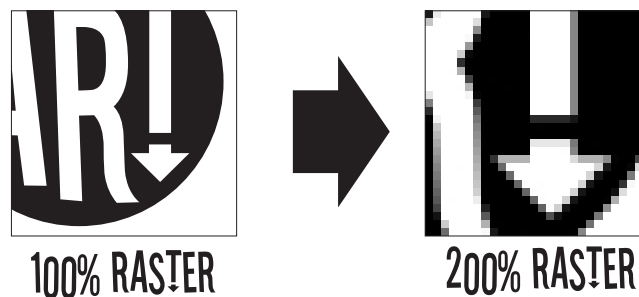


VECTOR VS. RASTER

Vector Files are images that are created in an illustration program such as Illustrator or Corel Draw and use spot colors. These files are object based and can be blown up to any size and retain perfect resolution. If at all possible, we recommend creating your artwork in a vector program.



Raster Files are images that are scanned, photographic or painted in programs like Photoshop or Painter. Raster images DO NOT enlarge successfully, which is why they need to be created at actual size of the imprint and 300 pixels per inch (PPI) resolution. Because these files are pixel based, even solid areas are printed using half tone dots and components like type, may not print cleanly. These files primarily use process colors.



ROUGH ARTWORK

If your design is not a properly built digital design we must convert it to one. We charge by the hour to perform this service and will provide you with an estimate. Images poached from the web and faxed or copied materials that are low resolution are not acceptable and will be used for concept only.





SECTION 2

THE FINE PRINT

BEFORE SENDING VECTOR FILES

- Convert all fonts to curves, outlines or paths.
- Identify color names using the Pantone Matching system for coated paper (PMS 286 C instead of royal blue)
- Do not submit vector files that have imported raster images. These will not output successfully as spot colors and will need to be converted. If you need vector and raster images combined in the same design to make your design print correctly our art department will contact you.

BEFORE SENDING RASTER FILES

- Adequate resolution is the key to quality. Images created in a pixel based program are 4/C process images. These can't always print this way on a T shirt. We often have to use specialized software to create a set of "Simulated Process Spot Color separations". These are superior to CMYK and give us the ability to print your image on all colored shirts, including black. This may use additional spot colors.
- 300 PPI at the final print size is optimum, 200 PPI is minimal.
- Provide the file with the original layers when available to minimize color separation fees.
- JPEG file compression causes pixel damage; avoid using it as a file format.

EMAIL GRAPHICS TO: art@experienceindesign.com

ACCEPTED PROGRAMS FOR PC

Adobe Illustrator CS3 or lower
Adobe Photoshop CS3 or lower
CorelDraw 12 or lower

If your software version is newer than what's listed, just save your image in a previous version.