



Artwork – Guide to Terms and Preparation

Most promotional products are branded with a logo or message, usually using pad or screen printing, embroidery or engraving.

The finished result of an overprinted project is very much dependent upon the quality of artwork. The following is a general guide to artwork preparation and various terms and arrangements used in artwork set-up :

- Image Resolution - Images for printing should be at a high photographic quality – at a resolution of 300dpi (300 dots per inch).

Most images used for websites are generally 72dpi. While these images are ideal for a website and will appear clear on a computer screen, the printed version will not produce the same result.

- Font and Text Selection - Branding, whether it be a logo or line of text, is usually styled to represent a particular corporate image and with reproduction quality in mind. Selecting a font is important to ensure it reproduces cleanly, especially if the font size is small.
- Software - Formats such as Adobe Illustrator, Photoshop, Freehand or Corel Draw are accepted as standard for artwork preparation. Word documents, Power Point and Publisher are not compatible. Artwork scanned from letterheads and business cards is generally not suitable without redrawing required.

Explanation of Common Terms

- 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.
- PMS COLOURS – a format in the Pantone Matching Format to describe standard colours for describing printed colours using specific inks and therefore results in the best colour replication for your artwork.
- VECTOR – files created by drawing software such as Adobe Illustrator, Freehand and CorelDraw. The files are made up 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.
- EPS (encapsulated post script) – a file format that supports both PC and MAC images. EPS files are platform independent.
- PDF (portable document format) – used by Adobe Acrobat. PDF files can represent both vector and bitmap graphics.

Source: some information used for this article is from Your Guide to Creating Artwork by Epic Legend.



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Size and Technical Set-up

- This article is to provide some insight into artwork preparation. In most cases you will have a graphic designer, familiar with these terms, to assist you. Detailed size and artwork specifications will be provided for each product you order with Little Beginnings.

What Happens After Artwork is Submitted?

- Artwork is sent to production for set-up and a proof will be forwarded for final signature. At this stage you can review the details of the artwork including all relevant logos, text and print colours information.

If changes are required to a first proof, amendments may be possible, however, additional proof charges may apply and the time frame for completion of your project may be affected.

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