

# **Get Your Artwork Ready for Perfect Prints!**

Great printing starts with great artwork. These guidelines will help you prepare your digital files for screen printing, and digital printing, helping you avoid common issues and get stunning results.

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## **Understanding Your Images: Vector vs. Raster**

Digital images come in two main types:

- **Vector Images:** Think of these like digital drawings made of lines and shapes. Logos and line art graphics are perfect examples. The best part? You can scale them up or down to any size without losing print quality. This makes them ideal for all types of printing.
  - **Raster Images:** These are made of tiny colored squares called pixels, like photos or JPEGs. If you try to enlarge a raster image, it will look blurry or "pixelated". This is why their resolution is so important.

## **Resolution Rules for Crisp Prints**

To get a clean, sharp print, your artwork needs to meet specific resolution standards:

- **For Screen Printing:** Your graphics need to be 300 dpi (dots per inch) or in a vector format.
- **For Digital Printing:** Your graphics should also be 300 dpi or provided as an at-size PDF.

**A Critical Note on Web Graphics:** Images you find online or "screen grabs" are usually only 72 dpi. This is fine for screens, but not nearly good enough for printing. If you submit these low-resolution files, we'll need to recreate them, and there will be an art fee of \$60 per hour unless we've agreed otherwise.

## **Avoid Microsoft Office for Artwork**

While popular for documents, Microsoft Office programs (Word, Excel, PowerPoint, Publisher) aren't designed to create print-ready images for clothing or promotional items. Using them for this purpose often leads to quality issues and requires manual fixes.

## **Your Artwork Checklist for Success**

Follow these steps to ensure your files are ready to go:

- **Resolution:** All files must be 300 DPI or in vector format.
- **Sizing:** Adjust your design to the exact desired printing size before sending.
- **Text:** Always convert text to outlines. This prevents font issues and ensures your text prints exactly as you designed it.
- **Quality In, Quality Out:** The quality of your print directly depends on the quality of your artwork. Right Hand Print cannot be held responsible for poor printing results caused by low-quality artwork. We strongly advise against using low-quality files and offer to recreate them for an additional \$60 per hour fee.
- **Proof Your Work:** Right Hand Print is not responsible for misspellings, errors, or issues present in your art file. While we try to catch errors, we can't guarantee we'll find every one. If an error is in your approved file, that's how it will be printed.

## **The All-Important Approval Process**

Your careful review of the artwork proof is crucial to ensure everything prints correctly.

- **Digital Mock-up:** We'll send you a digital mock-up via email for your approval.
- **Check Everything Carefully:** It's vital that you thoroughly check the mock-up for:
  - Spelling
  - Colors
  - Sizes ordered
  - Placement of the art
  - Overall accuracy
- **Your Approval is Final:** Right Hand Print cannot be held responsible for any changes not made or requested after you approve the artwork.
- **Delays & Costs:** Any alterations requested after your approval may lead to production delays and additional costs. Also, if your approval takes longer than 24 hours after you receive the mock-up, your production timeline might be postponed.