



**WHEN CRICUT & SILHOUETTE
USERS SHOULD SWITCH TO
CUSTOM TRANSFERS TO
SAVE MONEY & TIME
[WEBINAR]**



Agenda



- What quantity it makes sense to switch
- Too detailed to cut, too many colors - it's no problem with custom transfers
- How to send us art you created in the Cricut or Silhouette Design Studio
- How to optimize gang sheets to save more!
- Apply your custom transfer in just 4 seconds along with other application tips

Comparison What is HTV (Heat Transfer Vinyl)



- Cut from vinyl material
- Weeded to remove excess vinyl
- Applied with a heat press

Comparison What is a screen printed transfer?



- Printed with plastisol ink onto a release paper
- No weeding
- Place ink side down and apply with your heat press

To cut vinyl or not to cut.....

Magic Quantity Number is



Why 5

- Minimum screen printed transfer order
- Vinyl cost and weeding time will exceed transfer cost and time

To cut vinyl or not to cut.....

With Screen Printed Transfer You
can get more detail

- Distress, patterns no problem!
- Line thickness as small as .012"
- Show through areas .04"

PROPERTY OF
COMPTON
2009
ATHLETICS

QAL-245



To cut vinyl or not to cut.....

Screen Printed Specialty Ink Choices

- no need to inventory vinyl you would not use again!



Glitter



Puff



Glow-in-the-Dark



Pearl

To cut vinyl or not to cut.....

Multi-Color Transfers

One Four Second Application

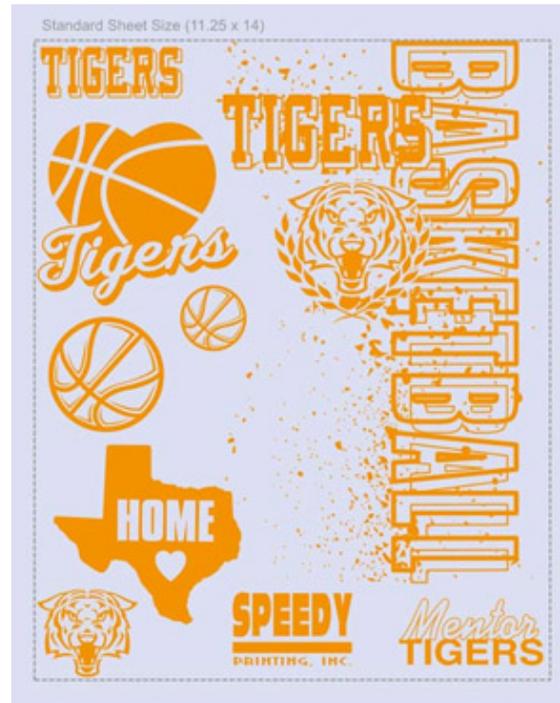
Already Aligned on the release paper



To cut vinyl or not to cut....

Money Saving Gang Sheets

- Fill 11.25" x 14" sheet with whatever fits using the same color or colors
- Cut paper apart before applying



Sending Art You Created in Cricut Design Studio

Start by changing all the pieces in the design with the Linetype set to Cut and the Fill set to Print. Then modify the print colors to whatever colors you want the final transfer to be. This will give the design crisp areas of color without the thin cut line that appears on images prepared for cutting on your Cricut.



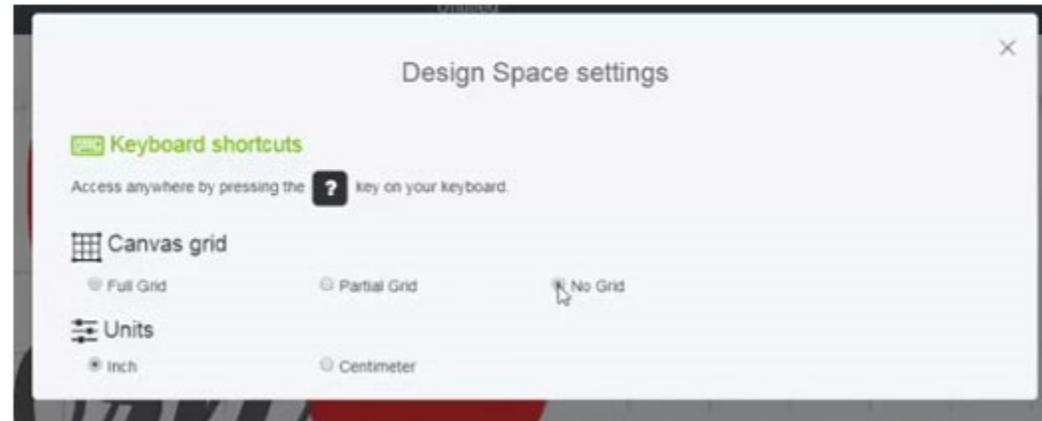
Sending Art You Created in Cricut Design Studio

Next, size the design to take up as much of the screen as possible. Since there is no way to actually export or save the artwork outside of Cricut, you will eventually be taking a screen shot of the image, so bigger is better to capture all the details.



Sending Art You Created in Cricut Design Studio

Finally, turn off the visible grid lines so the image has a solid white background. This will help give the final image nice, clean lines.



Sending Art You Created in Cricut Design Studio

Take a Screen Capture of Your Design

Now, use a screen snipping tool to select the image.

The key here is to try to get as close to the edges of the design as possible. This will make sizing the image easier later on. And don't worry if you don't get it on the first try - this part can be tricky!



Sending Art You Created in Silhouette Studio

Option 1: *Print your design as a PDF*

For windows, you need an app that can print to PDF. These apps work as a “virtual printer”. When you go to “print” your design, select the program as your “printer” and it will save the file as a PDF.

Microsoft Print to PDF is a virtual printer that is already installed on Windows 10.

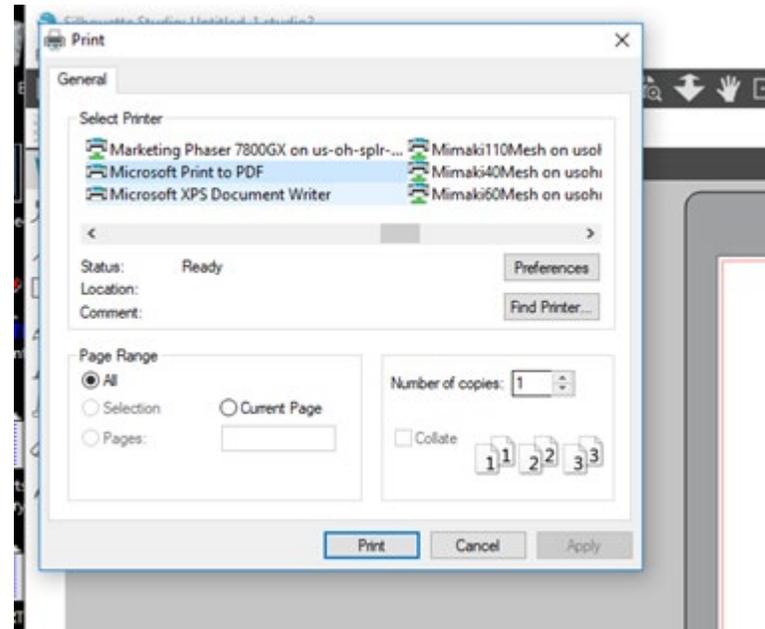
There is also a free program called **PDFCreator** that can be installed. With this program, you can also save files as JPG and PNG

If you have Adobe Acrobat, you’ll see Adobe PDF as one of your printer options.

To “print” to PDF on Windows:

1. Click on printer icon in the top left, or hit CTR-P
2. Select your “virtual Printer” as your printer. These will be either “Microsoft Print to PDF”, “Adobe PDF”, or “PDFCreator”

3. Hit Print



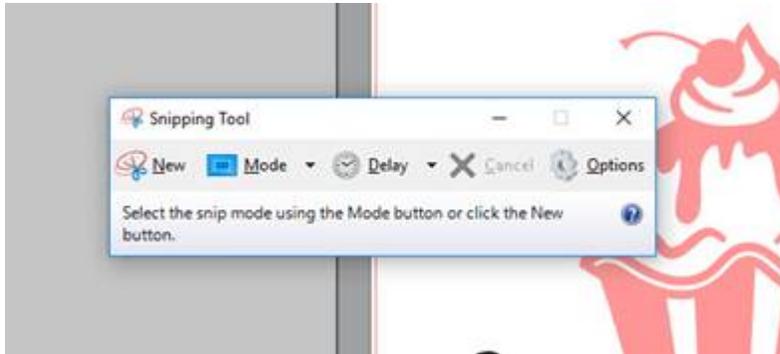
Sending Art You Created in Silhouette Studio

Option 2: **Take a Screenshot**

This is a quick option where the image quality will be a little less, but should work fine as long as you make the image on your screen as large as possible.

In Windows, use the Snipping Tool

1. Click the Windows icon or start button, and navigate to the Windows search box.
2. Type “snip”, and select the Snipping Tool from the search results.



3. Make sure the “Mode” is set to “Rectangular Snip”. Select “New”, and use the crosshairs to click and drag a rectangle around your design.

4. The Snipping Tool will show you a preview of your screenshot. From there, you can save it as a PNG or JPG.

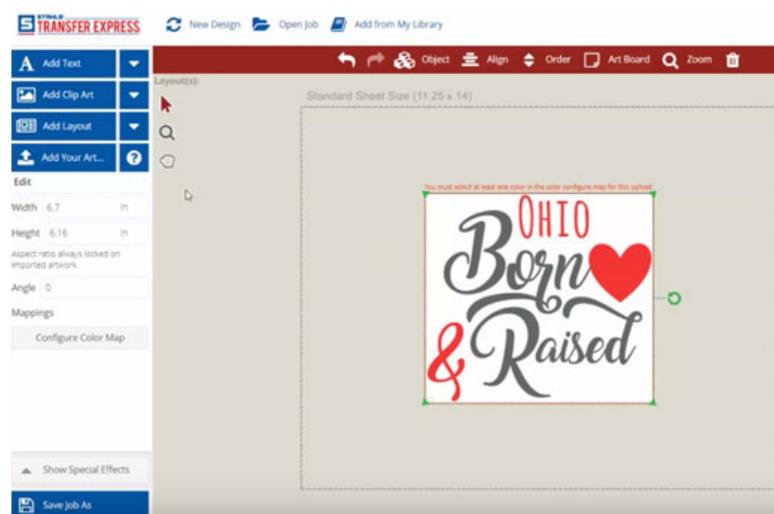
Import Into Easy View or Upload

Import the Image File into Easy View

Next, log into [Easy View, the online t-shirt transfer designer](#).

Click the “Add Your Art” button and choose the file from your saved location.

The tighter you got your screen shot closer to the artwork, the easier it will be to size yo final transfer design.



Set your design to the size you would like your transfer to be.

Since this is a bitmap file (.png or .jpg), you will need to click the “Configure Color Map button” if you are getting screen printed transfers. This will choose the ink colors for printing.

Creating Art in Easy View - What Is It?



- Free Online Designer to help you create art for custom transfers
- Preloaded with 5000+ customizable layouts, and 10000+ clip art
- Divided into popular categories - schools, sports, work, events
- No art skill needed, change text, change clip art and WOW you have created custom, professional art

Creating Art in Easy View

1. Choose a Layout

The screenshot displays the Easy View software interface. The central workspace shows a design for a standard sheet size (11.25 x 14). The design features the text "WE CAME TO PLAY! COMPTON ELEMENTARY" in a stylized font, with "Field Day 2019" in a large, bubbly font below it. The design is surrounded by various graphics, including stars, a sun, and a flag.

The left sidebar contains the following options:

- Add Text
- Add Clip Art
- Add Layout
- Add Your Art...
- Edit
- Font: BILLBOARD
- Lock Aspect Ratio
- Color: [Color selection tool]
- Hide Special Effects
- Effects
- Distress
- Apply Pattern
- Show Invisible Objects
- Show Grid Lines
- Save Job As

The top toolbar includes: Object, Align, Order, Art Board, Zoom, and a trash icon.

The right sidebar contains the following settings:

- Print Method: Screen Print (N/A)
- Transfer Type: Goof Proof (N/A)
- Fabric: Select Fabric...
- Cut Apart: No (N/A)
- Transfer Size: 11 x 8.9 in
- Number of Colors: 1 (Black)
- Background Color: [Color selection tool]
- Image Quantity: 0
- Color Changes: 0 + Color Change
- Order Notes: [Text area]
- Total Price: \$0.00 View Details
- Apparel / Share Done

At the bottom right, there are two red error messages:

1. Quantity must be greater than zero
2. Choose a fabric type

Creating Art in Easy View

2. Change Text and Clip Art

The screenshot displays the Easy View design tool interface. The central workspace shows a design for a 'Field Day' event at Washington Elementary. The design features the text 'WE CAME TO PLAY!' in a bubbly font, 'WASHINGTON ELEMENTARY' in a bold sans-serif font, and 'Field Day' in a large, stylized, outlined font. A yellow speech bubble contains the text 'WASHINGTON ELEMENTARY'. The design is decorated with stars, a sun, and a cartoon animal. The interface includes a top toolbar with icons for Undo, Redo, Object, Align, Order, Art Board, Zoom, and Delete. The left sidebar contains options for adding text, clip art, layouts, and art, along with an 'Edit' section for font (BILLBOARD), lock aspect ratio, and color selection. The right sidebar shows print settings: Print Method (Screen Print (N/A)), Transfer Type (Goof Proof (N/A)), Fabric (Select Fabric...), Cut Apart (No (N/A)), Transfer Size (11 x 8.9 in), Number of Colors (1 (Black)), Background Color, Image Quantity (0), and Color Changes (0). A 'Total Price \$0.00' is displayed, and a 'View Details' button is available. A red warning box at the bottom right contains the text: '1. Quantity must be greater than zero' and '2. Choose a fabric type'. The bottom of the interface has 'Apparel / Share' and 'Done' buttons.

Creating Art in Easy View

3. Add Color

The screenshot displays the Easy View software interface for creating art. The central workspace shows a design on a blue background with a dashed border. The design features the text "WE CAME TO PLAY! WASHINGTON ELEMENTARY" in a white, bubbly font with a yellow shadow, and "Field Day" in a large, white, stylized font with a yellow outline. The design is decorated with a yellow sun, stars, and a yellow flower. The interface includes a top toolbar with icons for Object, Align, Order, Art Board, Zoom, and a trash icon. A left sidebar contains options for adding text, clip art, layouts, and art, along with an "Edit" section for font (BILLBOARD), lock aspect ratio, and color selection. A right sidebar shows print settings (Screen Print, Goof Proof), fabric selection, cut apart options, transfer size (11 x 8.9 in), number of colors (2 White, Gold), background color (blue), image quantity (0), and color changes (0). A "Total Price" of \$0.00 is displayed, along with a "View Details" button. A bottom bar includes "Apparel / Share" and "Done" buttons.

Layout(s): QYT-222
Standard Sheet Size (11.25 x 14)

Print Method: Screen Print (N/A)
Transfer Type: Goof Proof (N/A)
Fabric: Select Fabric...
Cut Apart: No (N/A)
Transfer Size: 11 x 8.9 in
Number of Colors: 2 (White, Gold)
Background Color: [Blue]
Image Quantity: 0
Color Changes: 0 + Color Change
Order Notes: [Empty]
Total Price: \$0.00 View Details
Apparel / Share Done

Creating Art in Easy View

3. Show Mock-up and Send to Your Customer

The screenshot displays the STAHL'S TRANSFER EXPRESS website interface. On the left, a sidebar titled "Select Apparel to Preview" lists various apparel items with their respective icons and codes: PC54Y, 5000, 5000L, S400B, KP55, LKP155, PC78H, PC90YH, 18500, and K420. Below the list are options for "Clear Apparel Preview" and "Show Generic Apparel". The main area features a large mock-up of a young boy wearing a blue t-shirt with a colorful graphic that reads "WE CAME TO PLAY! WASHINGTON ELEMENTARY Field Day". The background of the mock-up is a repeating watermark that says "Customize Your Watermark". At the top of the main area, there are icons for "Watermark", "Download", "Email", and "Print". On the right side, a "Share" dialog box is open, showing the following details: "From: Cutie Crafers", "To: Washington Eleimetary", and "Subject: What do you think?". There is also a checkbox for "Email copy to sender" and a "Send" button.

Creating Art in Easy View

4. Set Up Your Gang Sheet and Order

The screenshot displays the STAHL'S TRANSFER EXPRESS software interface. The top navigation bar includes options for 'New Design', 'Open Job', and 'Add from My Library'. The left sidebar contains tools for adding text, clip art, layouts, and art, along with an 'Edit' section for font (BILLBOARD), lock aspect ratio, and color selection. The central canvas shows a design for 'Field Day' at Washington Elementary, featuring the text 'WE CAME TO PLAY! WASHINGTON ELEMENTARY' and 'Field Day' in a stylized font, along with a sun and stars. The right sidebar contains order settings such as 'Print Method', 'Transfer Type', 'Fabric', 'Cut Apart', 'Transfer Size', 'Number of Colors', 'Background Color', 'Image Quantity', and 'Color Changes'. A 'Total Price' of \$0.00 is displayed at the bottom right.

Thank you for attending

Do you have more questions?

Stay in touch. **We're here to help you grow your business!**

- Email us – info@transferexpress.com
- Read and Subscribe to our Blog - <http://blog.transferexpress.com/>
- Watch our videos and previous webinars – <http://www.TransferExpress.com/Webinars>
- Visit our website: www.TransferExpress.com
- Visit us at Trade Shows
- Connect with Us on Social Media

Contact us: Phone: 1-800-622-2280

Fax: 1-800-833-3877

Next Webinar

Screen Printed vs Digital Transfers – What is the Difference?

- April 11
- 2:00 pm ET