



HOW TO CREATE
GREAT T-SHIRT DESIGNS
THAT SELL
[WEBINAR]



Today's Agenda

- Where to get ideas for designs
- What programs to use to create artwork
- When to use vector and when to use bitmap file types
- How to prepare artwork for heat transfers



T-shirt Artwork

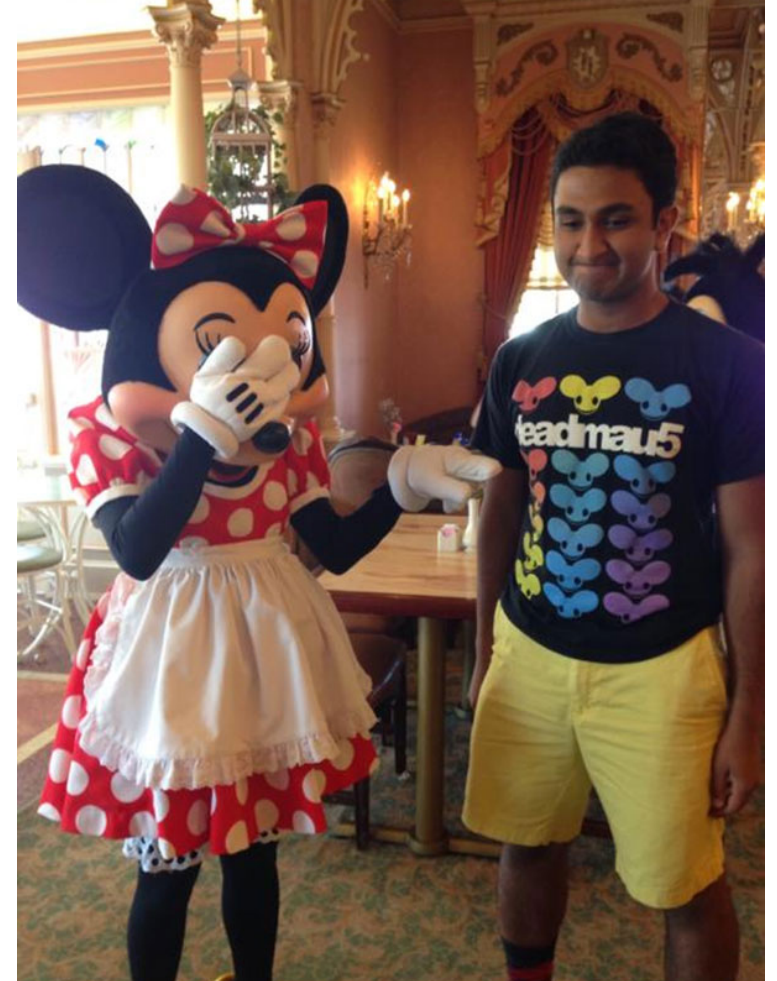


T-shirts are a blank canvas! For the past 50 years, the graphic tee has been a wardrobe staple. Luckily, it's never been easier for creative minds to make their own designs come to life. Whether it's for an online store, a school or a team...we are here to help you be confident in your designs for custom apparel.

Where to find inspo

“The T-shirt is a really basic way of telling the world who and what you are.” — Dennis Nothdruff

T-shirts are the medium for the message. When creating designs, keep in mind what idea needs to be conveyed. Whether for fashion or to convey a specific message or brand, a good design always starts with a clear plan. Sounds like common sense, but the best way to begin is to work out what colors, fonts, and style best represent your audience or client. For example, a bank would have a different look than an elementary school. For fashion apparel, think about who your target audience will be. Classic, edgy, or funny- these will be the building blocks of your design.



Where to find inspo

Once you have a general idea of what kind of design you'll be making, it's time for the creative juices to flow. The internet, obviously, is a great place to start. But you'll have to be careful about copyright infringement. Some things lend themselves to be copied and used in a general knowledge sort of way (remember all those 'Got Milk' inspired shirt designs). But you don't want to use someone else's original artwork.

Save Pinterest board with images you like or you think others would like. Even ones that you see all over the place- it helps to keep all things in one spot to see patterns emerge or ongoing trends. Whether it's other t-shirts or artwork you like, ideas can grow from any kernel of inspiration!



What Programs to Use

Depending on your level of skill and how involved you want to get in the process, there are a ton of programs out there to create a design that will eventually be printed on a garment. Ideally, you will want to use programs that allow you to save in both vector and bitmap formats (more on that later).

Adobe® software like Photoshop and Illustrator are great, but they can be a little pricey and have a higher learning curve. CorelDRAW™ also has been an industry staple for a long time and has a home and student edition that is available at a lower price.

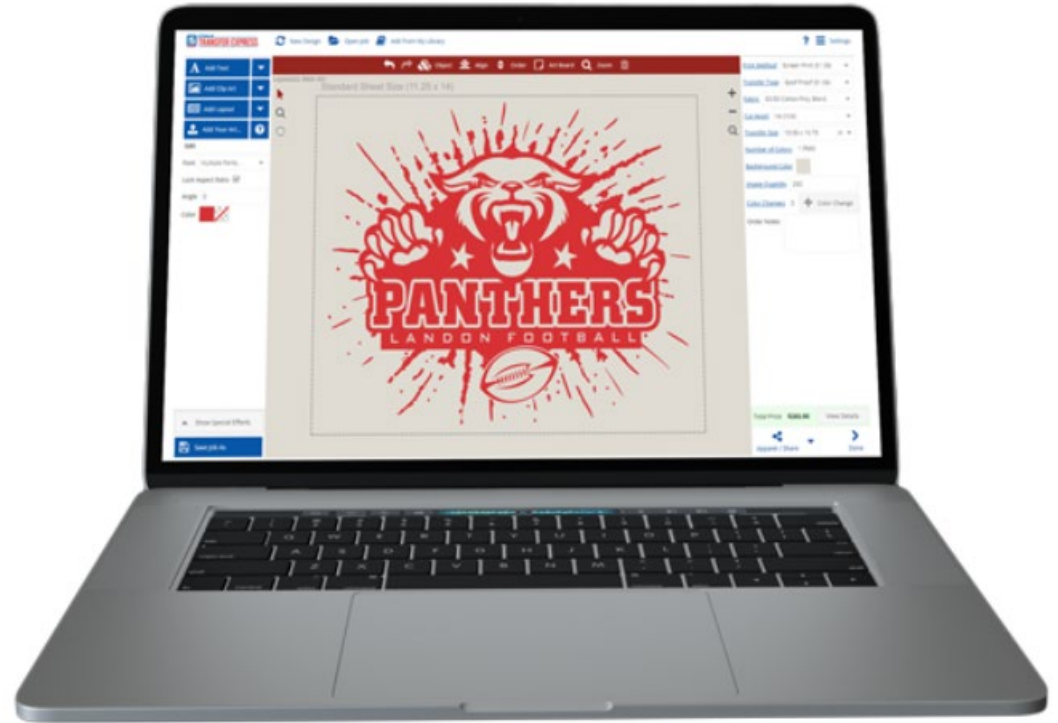
Websites like Canva and Placeit that are great for those just starting out. Because they are built on template-based designs, there is a little less flexibility than starting from scratch. But are great for those with little or no art skills.



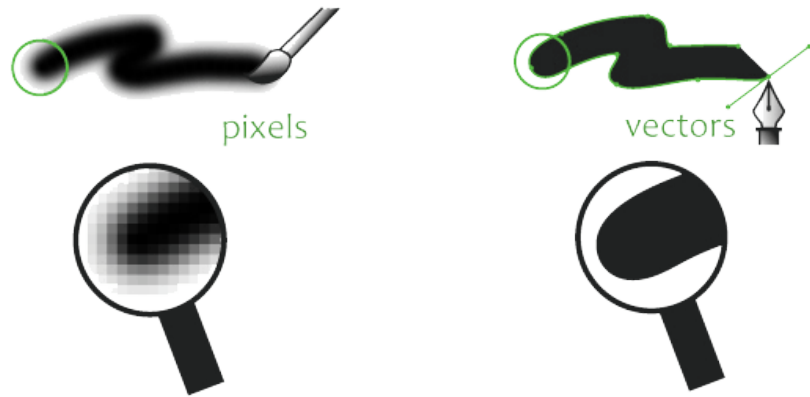
What Programs to Use

Easy View® online designer is also a great resource for heat transfer design- because it was built exactly for that purpose! All the artwork is prepared for both screen printing or full color printing. There are a ton of pre-made templates that you can customize. But don't forget you can always start from scratch using any of our fonts and clip art.

A helpful tip with Easy View® is to remember that although the artwork is prepared for heat transfers, there are still artwork guidelines required for a correct print. For example, a detailed layout at full size will not look the same when it is shrunk down to a mask size. Smaller print areas will require less detailed artwork so the screen printed ink does not 'close up' once applied.



Vector & Bitmap



When starting out with t-shirt design, you will hear about vector and bitmap or raster images. Vectors are solid shapes created out of mathematical points or nodes. Bitmaps are areas of color made up of pixels. Vectors can be scaled to any size without loss of detail or smoothness. Bitmaps, once enlarged, only have so much pixel information as it was first created. That's why when you enlarge a photo from the internet, you see those jagged edges.

Generally speaking, vector is the preferred format for transfer artwork, especially screen printed transfers. But there are times to use bitmap, as well. Bitmaps work for digitally printed images and photographic artwork. Vector artwork ensures your image or logo will have smooth, crisp edges, especially on text. Also, it's useful to be able to resize images without loss of quality for a variety of apparel applications.

Vector & Bitmap

You can also have the best of both worlds by combining vector elements for text and fine detail with bitmap elements for full color artwork. This works well for trendy graphic tees or any time your client has a full color logo with lots of colors and shading. Just make sure you create any part of your bitmap designs at 300 resolution and a decently large size. You can always go smaller but when enlarging bitmaps remember that the pixels will also be enlarged.

For heat transfers, these types of designs are best suited for UltraColor™ digital screen printed transfers.



Preparing Artwork



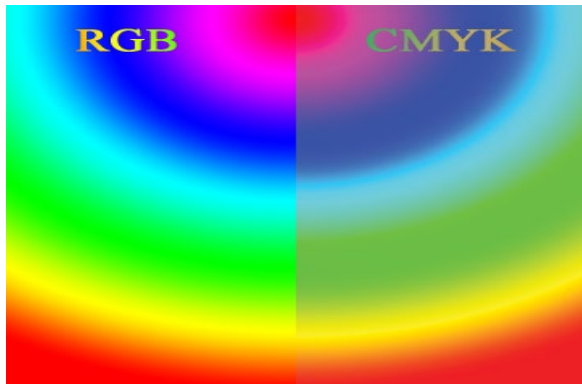
So you've created your design! Now how to get it on apparel? Depending on what programs you are using, there are several ways. If you are using Easy View®, you can simply place an order since the artwork is already prepared for the process. Just keep in mind the artwork guidelines posted on our website (.04" for show through areas, .012" for line thickness for screen printed transfers).

If you've created artwork using another program, you'll want to keep several things in mind before sending to print as a transfer. Any text should be converted to curves or outlines. Which means it won't change when opened up on another computer. It also means the text won't be editable anymore, so make sure you save two versions!

Preparing Artwork



Ensuring you have the proper color mode for your print method will help you get your expected results. Screen printed artwork uses 'placeholder' colors or spot colors. That means the color in the file is not what ends up being printed. The placeholder colors are what the screens are created from, though, so you want to be sure you don't have extra colors or lots of little pieces of shading. Each color creates a different screen. So to get the best results for screen printed artwork, keeping your vector artwork file neat and with only the number of colors you want in the final design.



For digital transfers, you will want to create your artwork in CMYK color mode. This is 4 colors that make up all colors in the image: Cyan, Magenta, Yellow, and Black (Key). This is another area to watch out for when getting images off the internet. Computer images are RGB, which is made up of Red Green and Blue dots of light. There is no way all colors will convert to CMYK inks exactly so it's important to ensure you are working in CMYK if you have a school or work logo that requires a specific color. Most design programs have the capability of converting this for you.

Preparing Artwork



Image file types can be a little confusing at first but there are a few guidelines to follow to make it easier.

Vector formats are usually saved as .EPS or .PDF (after converting the original file to curves or outlines!). Generally, most computers can handle opening .PDFs but not all can open .EPS so .PDFs are usually the safest bet.

For bitmap images, .TIFF is best format suited for printing. However, the same situation that not all computers can handle those types of files so, again, .PDF can be used as well. Other file types like .JPG and .BMP have certain kinds of compression that are meant for screen viewing, but as long as they are created at a high resolution and the correct color mode, they will work.

Preparing Artwork

BLACK INK ON WHITE



WHITE INK ON BLACK
(SAME COLOR PLACEMENT)



WHITE INK ON BLACK
(CORRECTED COLOR PLACEMENT)



Some other rules of thumb to get the best results:

- Considering what color garment you will be printing on. What looks good on a light garment may not look good on a dark. So remember to 'invert' colors so they appear correct.



- Don't use script fonts in all capital letters!
- Keep your design elements proportionate, not squished.
- Add outlines to design elements to make them stand out

Thank You For Attending

Do you have more questions?

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

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