



# HOW THE IMAGE EDITOR MAKES CUSTOM TRANSFER ORDERING EASY [WEBINAR]



# What is Easy View<sup>®</sup>?

## Online design center, Easy View

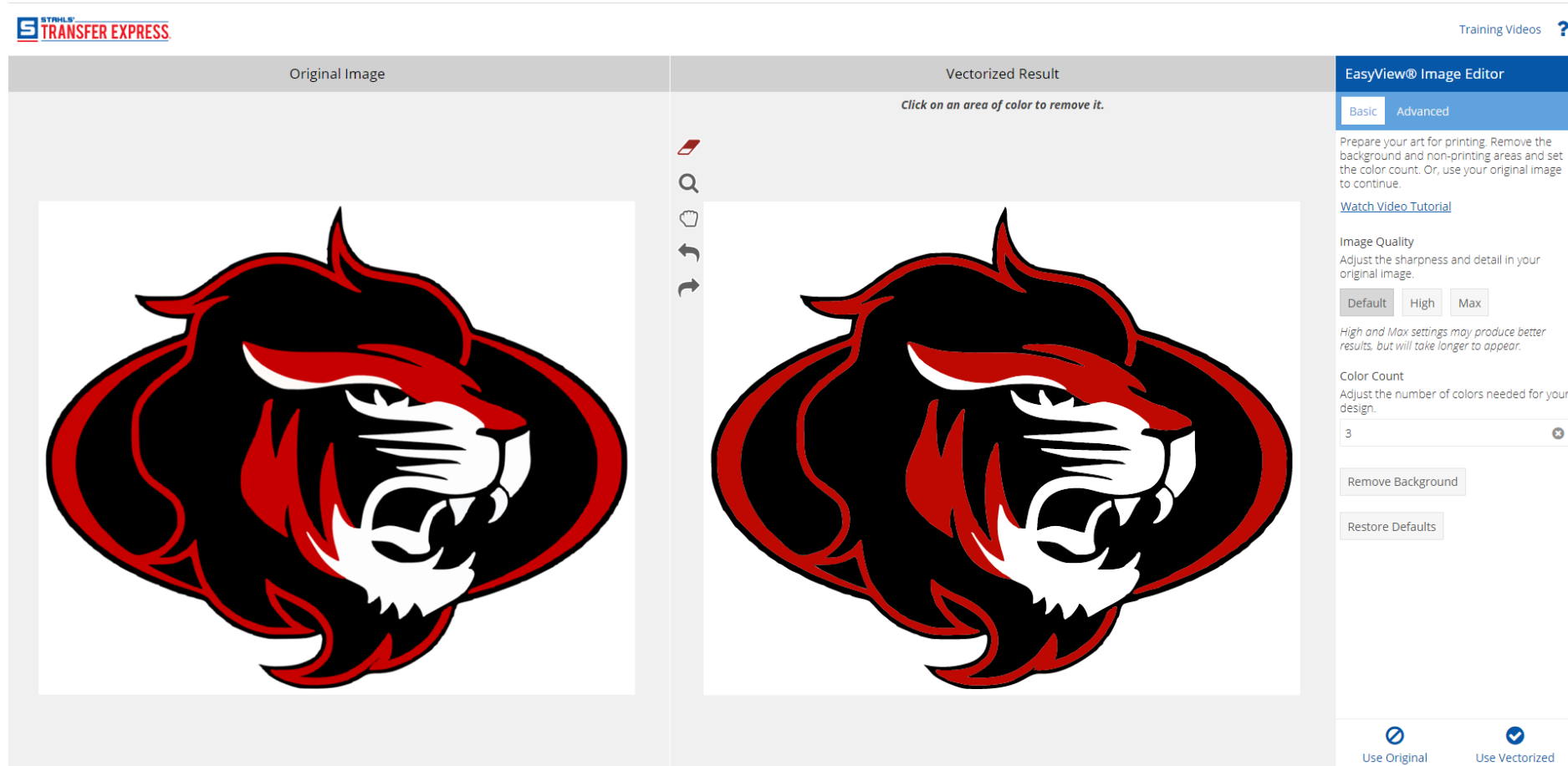
- easily create transfer designs for t-shirts and other apparel
- customize 7,000+ layouts with over 10,000+ clipart
- import your own artwork, too!

Free for all active customers – no fees or subscriptions



# What is the Image Editor?

A vectorizing tool within Easy View that helps when importing your own artwork



# *When to use the Image Editor*

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If you upload your own artwork and:

- it's raster art (.jpg, .tif, .png, .bmp, etc)
- has a white background box (or other color)
- you want to change the colors, size, or remove parts of the artwork
- you will be ordering a screen printed transfer

If you upload your own raster artwork, the Image Editor will automatically open to vectorize your image.



white background box

Example:

- Uploaded file was .jpg
- Customer wants black and gold lion

# When to use the Image Editor

Use your original image (skip the Image Editor) if you want a full color transfer type.



EasyView® Image Editor

Basic

Advanced

Prepare your art for printing. Remove the background and non-printing areas and set the color count. Or, use your original image to continue.

[Watch Video Tutorial](#)

**Image Quality**  
Adjust the sharpness and detail in your original image.

Default

High

Max

*High and Max settings may produce better results, but will take longer to appear.*

**Color Count**  
Adjust the number of colors needed for your design.

5

×

Restore Defaults

☒ Use Original

☐ Use Vectorized

# How the Image Editor Makes Designing Easier

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Better designing experience

- You can see all your changes



Without Image Editor

Example:

- Removed white background
- Customer wanted different colors
- Placed uploaded mascot within layout



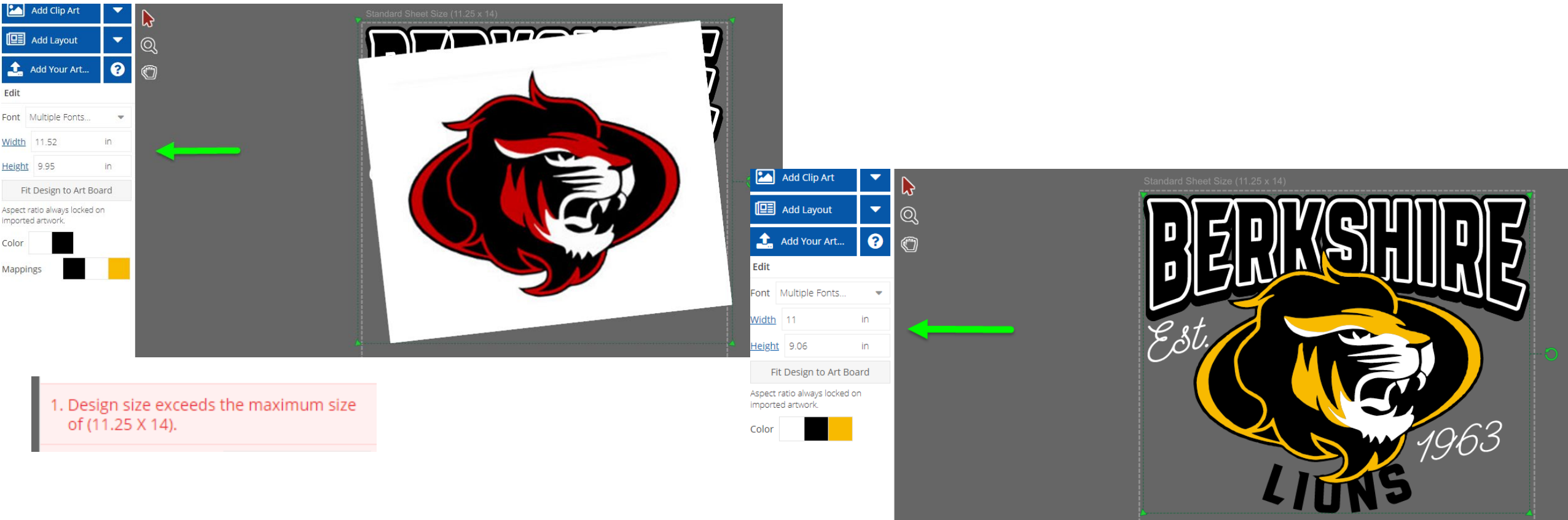
With Image Editor



# How the Image Editor Makes Designing Easier

## Better designing experience

- Set your art at the correct size without the white background skewing the size



# How the Image Editor Makes Designing Easier

Better designing experience

- You can set your sheet up exactly how you want it



1. Design size exceeds the maximum size of (11.25 X 14).





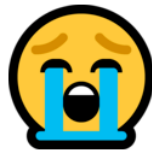
# How the Image Editor Makes Designing Easier

## Speeds up ordering process

- Your order can be ready to go as-is
- You can make all the changes without adding notes
- There is no worry about your notes being interpreted incorrectly
- Less back-and-forth communication about artwork questions
- You can get more accurate pricing
- Feel more confident knowing exactly what you're getting



### Order Notes



Large image top full  
layout 11" wide by  
proportion (red = gold)  
Small lion middle left - 3"  
size by prop. (one color

Large image top full layout 11" wide by proportion  
(red = gold)  
Small lion middle left - 3" size by prop. (one color  
black)  
Small lion middle right – 2.25" by prop. (one color  
gold)  
Bottom left layout – 5" by prop (red = gold)  
Bottom right layout – 4" by prop (black = black, red =  
show through, white = show through)

### Order Notes



# How the Image Editor Makes Designing Easier

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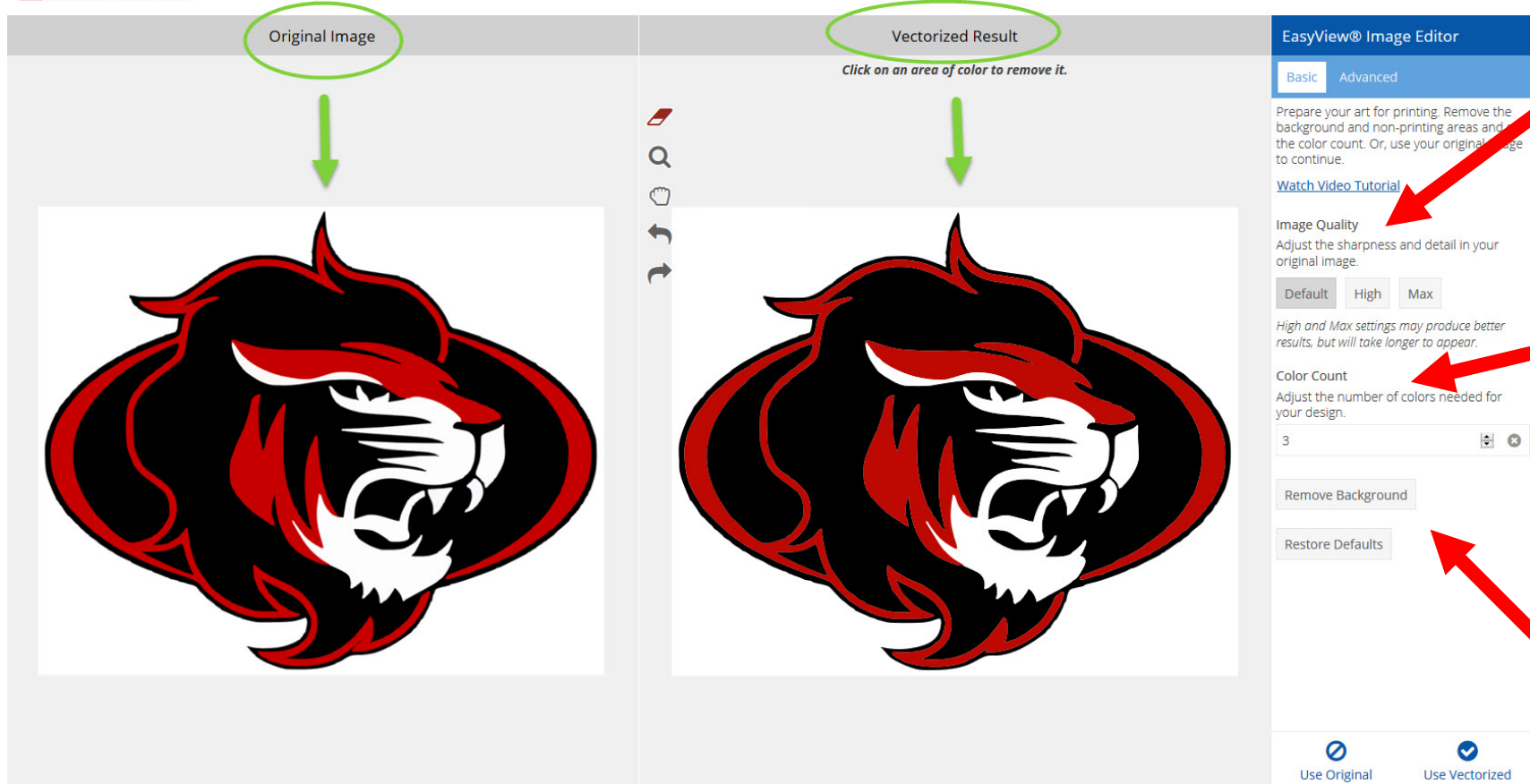
## Preview and Share with your customer

- share with your customer in the correct size, colors, without the white background box
- more professional looking



# How the Image Editor Works

The Image Editor vectorizes your raster artwork so that it can be editable within Easy View



## The “Basic” Tab tools

### Image Quality

- Depending on your artwork, the “Default” option will work a majority of the time

### Color Count

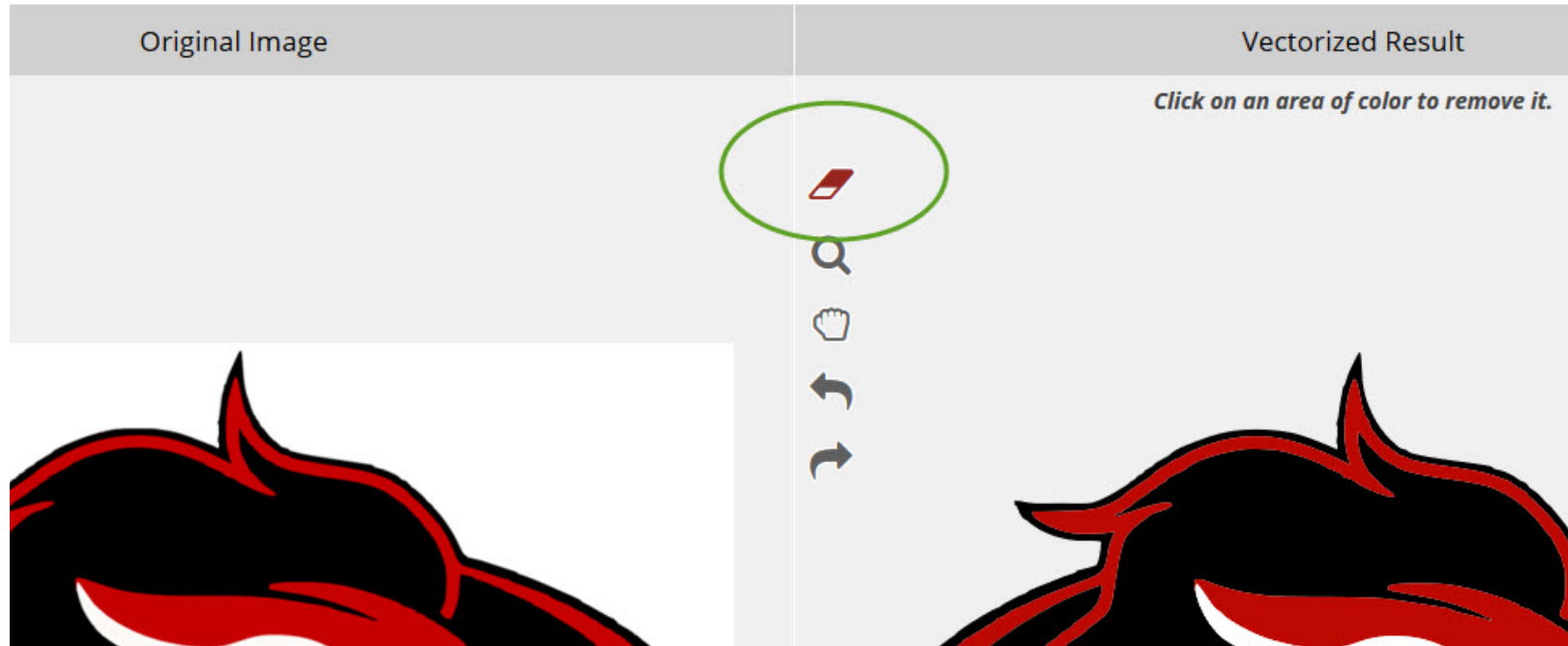
- Increase or decrease the amount of colors – this may change the artwork detail.
- If losing too much detail, use the color swatches in Easy View to change colors

### Remove Background

- If you have a background color, this button will remove it

# How the Image Editor Works

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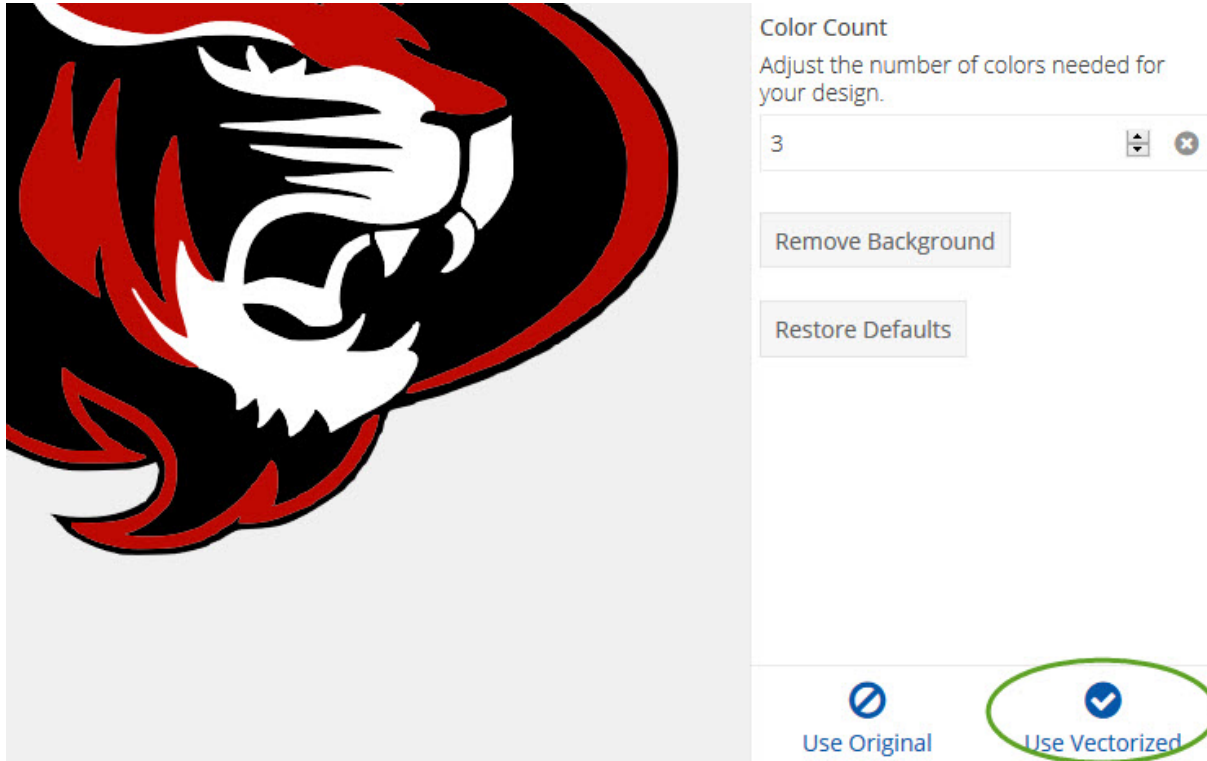


## Eraser Tool

- To remove extra pieces you may not want
- Extra background areas within image

# How the Image Editor Works

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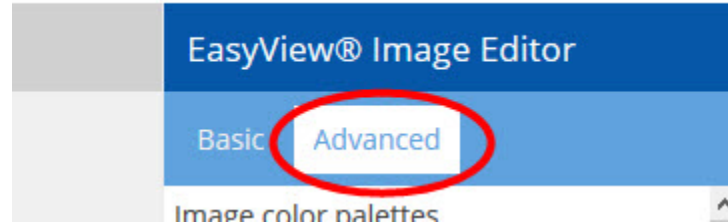


When satisfied with results, click the “**Use Vectorized**” button

- For a majority of artwork, that is the extent that you will need to do in the Image Editor
- Then, edit the colors, size, etc., within Easy View

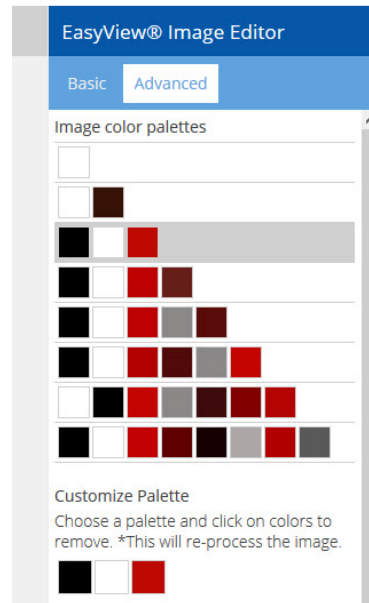
# How the Image Editor Works

## The “Advanced” Tab tools



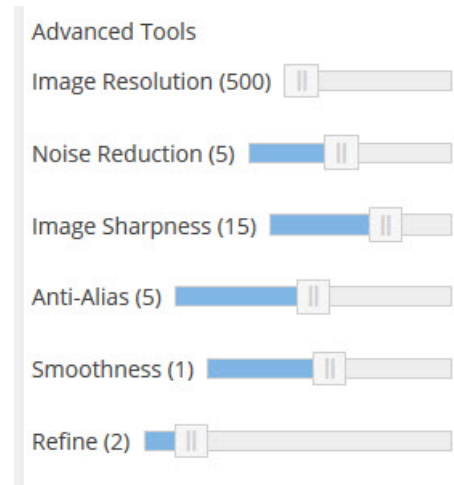
### Image Color Palettes

- Similar to the “Color Count” tool in the basic tab
- Will force your artwork into the palette of choice



### Advanced Slider Tools

- Takes a little more experience with these types of tools
  - **Image Resolution:** Scales up the resolution of original image so more detail is available before vectorization
  - **Noise Reduction:** Removes noise from low quality images before vectorization
  - **Image Sharpness:** sharpens original image before vectorization
  - **Anti-Alias:** removes unwanted blobs from vectorized result
  - **Smoothness:** adjusts the smoothness of lines in the vectorized result

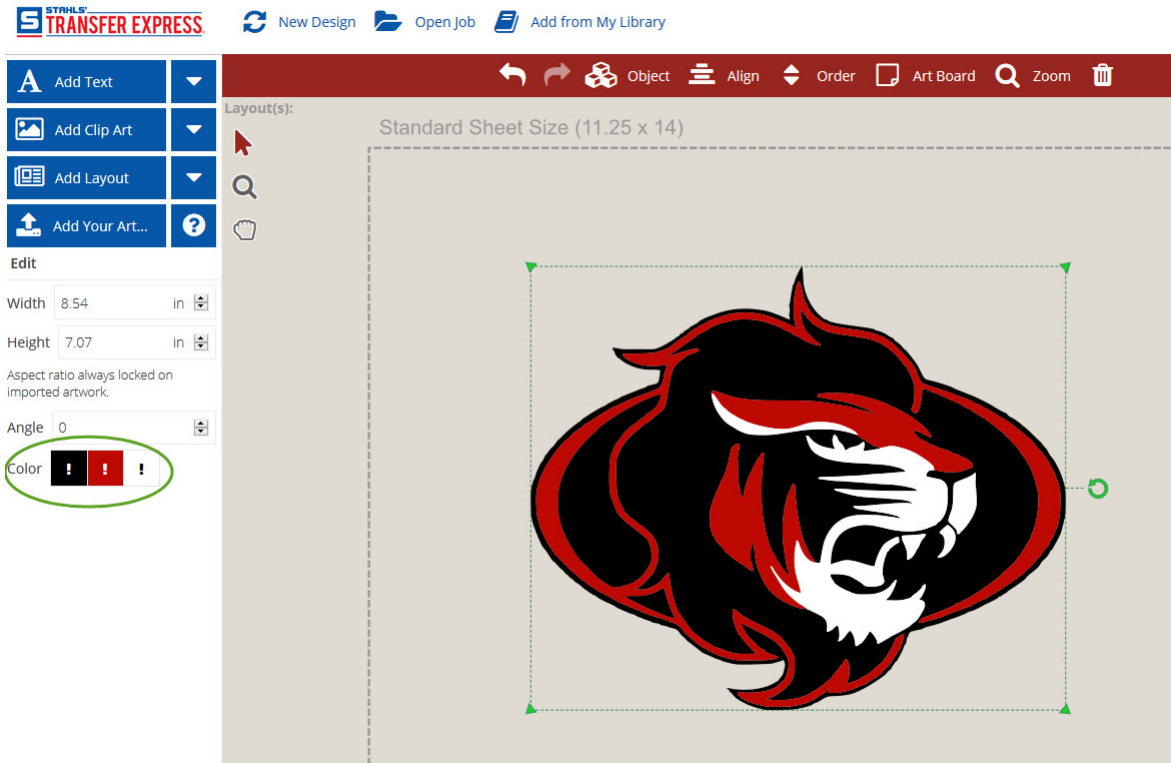


- *Most images will not require using these tools, so if you feel intimidated, you most likely will not even need to click on the “Advanced” tab.*
- *The tools in the “Basic” tab will suffice just fine for a majority of uploaded artwork.*

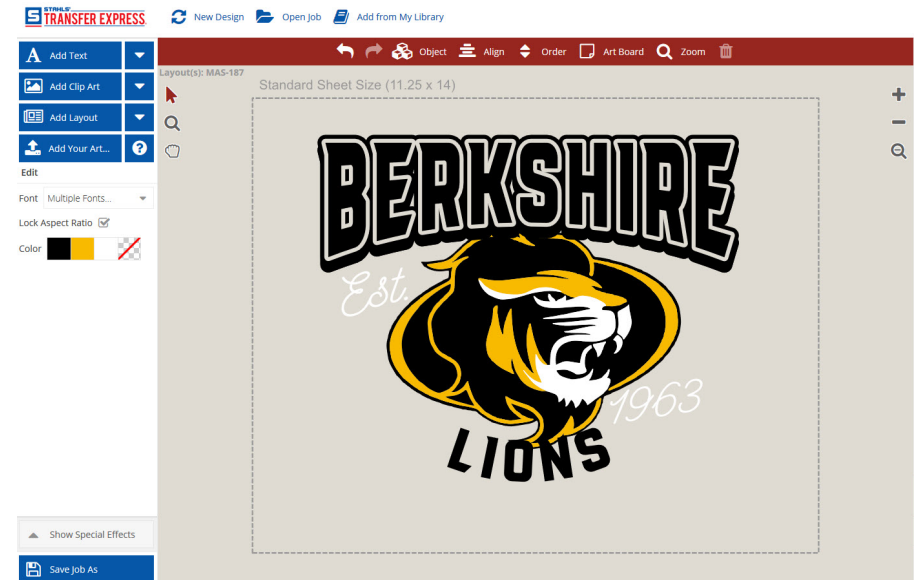


# Finishing in Easy View

Once you have finished vectorizing your art in the Image Editor tool, use Easy View to further customize the artwork.



- Use the Color swatches on the left to choose your ink colors
- Resize the art to your desired size
- Add a layout or other clip art
- Preview and Share



# Sign Up for Easy View

If you don't have an account yet, sign up for 30 day trial to start designing immediately

- Free for all active customers
- No fees or subscription
- Place order to fully activate your account
- Create your first design in minutes

### SIGN UP TO START YOUR ACCOUNT

With account registration, you immediately gain access to Easy View® online designer for 30 days, have access to submit artwork for quotes, and you will receive ready to heat apply samples in the mail. All free - no credit card required, no commitment, no charges.


Easy View is a design tool for all active customers to use to create art for custom transfers. If Easy View was something that helped with your ordering, it will remain open free of charge. If it did not help with your custom transfer ordering, it simply goes off.

**Account Benefits:**

- Getting Started Pack
- Design transfers in Easy View®
- Upload your art for quotes or orders
- Order custom transfers
- Check invoices
- Approve proofs

* Company Name	* First Name	* Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>
* Address 1	Address 2	
<input type="text"/>	<input type="text"/>	
* City	* State	
<input type="text"/>	Select State ▼	
* Zip	* Country	
<input type="text"/>	Select Country ▼	
* Phone	Mobile	* Email
<input type="text"/>	<input type="text"/>	<input type="text"/>

### SAMPLE PACK



Sign up to get our Getting Started Pack that includes samples of our best selling products.

All of our transfer products require a professional heat press to apply to apparel. Need a heat press? We have those, too! [Buy one today](#)

<https://transferexpress.com/dealers/register/designer>

# Thank You For Attending

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Do you have more questions?

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

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- Read and Subscribe to our Blog - <http://blog.transferexpress.com/>
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