Peter Leis Pty Ltd t/a Pete's Counter Sales
Screen Printing Supplies

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# POSITIVE SPECIFICATIONS AND REQUIREMENTS FOR SCREEN PRINTING - BASIC

**Definitions:**
**POSITIVE**: The artwork converted to a UV inhibiting image that will be used to make the stencil.
**STENCIL**: The image on the screen.
**LINE IMAGE**: An image that has solid bocks of colour or specific colours e.g. no tone and not a photograph.
**HALFTONE IMAGE**: An image that has a graduation of tone in it e.g. a photograph or skin tones.

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**Size:** All artworks are to be sent at correct size

**Bleed:** Multiple colour line images normally require a bleed; so that a lighter colour is printed slightly under a darker colour (there are exceptions to this rule). This allows slight movement when screen printing so that you can line the colours up. For industry printers it is normally 0.3mm, but if hand printing we suggest about 3mm depending on your experience.

**Images:** Images that produce poor results are; clip art, any image taken from the internet, small low resolution JPEG images and scanned images.

Resolution; The widely accepted resolution for Screen Printing artwork is **300dpi**, images at lower resolutions can be printed but they can produce poor results.

Line Images; need to be supplied as VECTOR images

- Vector files; produce clean sharp edges, recommended file type for anything but photo's and halftone images.
- Vector images are made by mathematical formulas called "lines and curves" that form shapes that in turn make up an image. So instead of the computer reading a list of coloured dots arranged in an order, it sees mathematic formulas that create shapes. The most common vector image you come in contact with everyday is type. The type you are reading now is vector based. You can scale it up and down as much as you want, and you'll never see a single pixel.
  - **Advantages** – The Advantage to Vector images is it's scalability. In other words, it's ability to reproduce itself at any size. With a vector image, you never have to worry about an image looking pixelated (fuzzy or jagged looking). You could print it on a postage stamp, or on the side of a bus, and never loose any quality.
  - **Disadvantages** – The disadvantage of vector is the time and talent needed to create it. You cannot take a photograph in vector. Vector images are drawn on the computer by a graphic artist using vector editing software such as Adobe Illustrator. As a result, vector graphics are not as cost effective as bitmap images.
- Common Vector Programs; Adobe Illustrator, CorelDRAW, Xara Xtreme, Serif DrawPlus.
- Common Vector file extensions; EPS, AI, CDR, CMX, CGM, DXF, WMF.
- At 100% Black, using the CMYK colour profile (C=0%, M=0%, Y=0%, K=100%) or in Greyscale at 100% Black

Tone Images; should be supplied as BITMAP images

- Bitmap files; recommended file type for photo's and halftone images. Not recommended for text (fonts).
- Bitmaps are the most common type of picture format. Most of the pictures you see on your computer are bitmap images. Bitmaps are just that... a grid or map, of points of light called pixels; little dots of colour. Bitmaps are made up of rows and columns of these pixels that come together to form a picture. The computer basically reads the image a bunch of colours arranged in order to make a picture.
  - **Advantages** – The advantage to bitmaps are they are easy to create. Take a picture with a digital camera, or scan something in and you've got one. They are easy to come by and are cost effective. You can take a picture or scan in a drawing, and easily show it on the Internet or send in an email.
  - **Disadvantages** – The disadvantage of bitmaps, is they are not upward scalable. You can make a bitmap smaller without to much loss, but you cannot make it larger without loosing quality. If you ever see a bitmap image blown up, you'll notice it has little individual squares or dots that make up the image. When you see it at its optimal size you don't notice the individual dots, but if you try to make it bigger, the image becomes fuzzy, jaggy or pixelated.
- Common Bitmap Programs; Microsoft Paint, Adobe Photoshop, Corel Photo-Paint, Corel Paint Shop Pro, The GIMP
- Raster file extensions; BMP, GIF, JPEG, JPG, PNG, PICT, PCX, TIFF, PSD.

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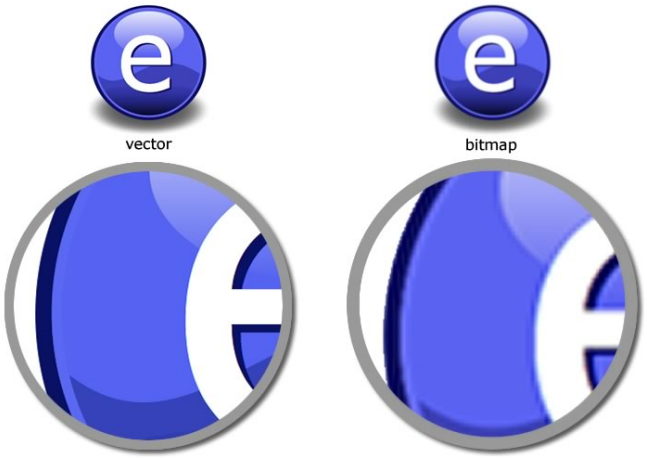
- In Grey scale

An Example of a VECTOR Vs. BITMAP image




**Colours:** All colours are to supplied on separate layers OR as separate documents AND CONVERTED TO 100% BLACK. The colour of the positive is completely separate to the colour that you want to print; it does not matter what colour you want to print the Positive needs to be dark dense opaque Black (or more precisely a UV inhibitor).

- Basically anywhere in your image that you want to print ink needs to be **BLACK**.

**Fonts:** All fonts need to be created to outlines.

**Files:** If supplying artwork in electronic format please supply it;

- At correct size
- As an
  - EPS; compatible with CS3
  - PDF; compatible with Version 8
  - CDR; compatible with CorelDraw3

**Sending:** All files are scanned for viruses; if a virus is present it will be deleted immediately.

- You can visit our location with a USB or CD.
- Email us at orders@peterleis.com.au – file size limits apply

## Artwork Guidelines:

- Please DO NOT supply us with originals as damage may occur, all care taken but no responsibility accepted.
- We are not designers and are unable to comment on the aesthetics of the work.
- It is your responsibility to ensure that your artwork is suitable for positive production. If you are unsure please ask.
- We will not amend any visual flaws unless specifically requested by you.
- We do not check artwork for positive production unless specifically requested by you.
- Please be advised that ANY artwork manipulation or assessment will incur charges, regardless of whether it was originally quoted or not. If you request we change, manipulate, or amend your artwork this will be taken as acceptance of the Artwork charges.

## Stencil Guidelines:

- We will position the image as we see fit, unless we are supplied with a accurate and clear diagram for the required positioning.
- The emulsion used to create the stencil will be determined by the ink that you are using. In order to maintain the integrity of the stencil you must only wash the screen with the recommended products for that particular ink system.

## Help and Further information:

- Please visit www.screenprintinggear.com – Information Sheets "Artwork Requirements" for a more detailed instruction sheet.
- E-mail us on: info@peterleis.com.au
- Call us on : 02 9560 1646
- Refer to you software programs 'Help' section