WHAT IS CAMERA READY ARTWORK?

A major requirement for achieving high quality Supamark™ Heat Transfers is a custom engraving created from camera-ready artwork. Simply stated the quality of the artwork directly affects the quality of the transfers, quality in / quality out. Our engraving process uses camera-ready art, computers and acid to etch a design into a metal cylinder. We etch our metal cylinders to a precise depth in order to pick up the correct amount of ink for your fabric.

What is camera-ready artwork? Camera-ready artwork can be defined as high contrast, black and white art that requires no touch-up, cleanup or editions. All areas of the art should have sharp, precisely defined smooth lines. There should be no fuzzy areas, dirt specks, lines of the design that do not connect (that are supposed to) or white spots in black areas of the design.

Poor quality artwork will invariably result in a poor quality engraving. Lettering may show "feathering" around the edges and the overall design will appear very sloppy. When examining artwork for quality, note that it is a good idea to use a magnifier. This way you can clearly see any imperfections that may not be visible to the naked eye. Basically the artwork may be in three general categories: l. Poor quality, 2. Marginal artwork, 3. High quality artwork. Generally speaking a fax, photocopy, business card, or stationery is considered poor quality artwork. In most cases, poor or marginal quality artwork will require additional art charges. Halftones and gradations do not scan well, even if they are camera ready and in a format we can use for our process. Therefore we will typically need to redo any of these areas at an additional art charge.

Electronic Camera Ready Art is no exception, just because it comes from a computer or looks good on your screen does not mean it is camera ready nor designed to be used to create printing films and plates. Electronic camera-ready art must be vector art; this means all of the graphics are represented as lines, outlines and fills. Vector art is created in drawing programs such as Adobe Illustrator, Macromedia Freehand and Corel Draw. We can accept art from any of these programs in Macintosh or PC formats, saving the art from one of these programs in EPS (encapsulated post script) format will also help make it compatible and eliminate problems associated with using different versions of the art programs. EPS created in a vector drawing program is what we need, just because art can be saved as EPS does not mean it is vector art and useable. Vector art files will look good when printed regardless of size we can resize any camera ready art proportionally at no charge.

Fonts can also be a problem with electronic art; therefore the best course of action is to convert all fonts to graphics or outlines in order for the text to exactly match what was originally created. This is a standard function in drawing programs. The other option is to provide copies of the font files with the art.

Bitmap art such as created by scanning or in a photographic program does not work without conversion, which often results in art that requires significant retouching and additional art charges. Bitmap formats are used by digital cameras and for files viewed on the Internet, these formats include JPEG, TIFF and GIF.

We can accept electronic art via email to art@supamark.com or on CD, DVD, and Flash Drive etc. Any jobs with electronic art should have a PDF or paper proof sent or faxed with the order so we can see how it is intended to look.