

What is CMYK?

A print process that uses four colours - cyan (C), magenta (M), yellow (Y) and black (K) to produce all other colour ranges. Used in most full-colour commercial printing.

What is RGB?

An additive colour model in which three primary colours of light (red, green and blue) are combined in varying intensities to produce all other colours. Monitors, scanners and the human eye use RGB to produce or detect colour.

What is Spot Colour?

A colour that is reproduced using a single ink. Spot colour swatch books and inks are provided by companies such as Pantone.

What is DPI?

Dots per inch. A measure of the resolution of a display or output device.

What is resolution?

In bitmaps, a measure of the size of pixels or dots that compose a bitmap.

What is LPI?

Lines Per Inch. A measure of the screen frequency of a halftone. What is PostScript?

A programming language used to describe text, shapes and bitmaps of each page of a publication. Postscript can be used to transfer a print job from a desktop computer to a printing device such as an image setter.

What is PPI?

Pixels Per Inch. A measure of the scanning resolution and the resolution of a bitmap.

What is Bitmap? (BMP?)

An image composed of a rectangular grid of squares called pixels (picture elements). Each pixel contains information that describes whether it is black, white or has a colour value. When working with bitmap images, you edit pixels rather than objects or shapes. A bitmap image is resolution independent - that is, it contains a fixed number of pixels to represent its image data. As a result, a bitmap image can lose detail and appear jagged if viewed at a high magnification on-screen or printed at too low a resolution. BMP is the standard Windows image format.

What are Vector Graphics?

Drawing programs such as Adobe Illustrator, Freehand and CorelDraw create vector graphics. These are made of lines and curves defined by mathematical objects called vectors. Vectors describe graphics according to their geometric characteristics. A vector graphic is resolution-independent - that is, it can be scaled to any size and printed on any output device at any resolution without losing its detail or clarity.

What is an EPS?

Encapsulated Post Script. A file format that supports both PC and MAC images. EPS files are platform independent. EPS format is used to transfer Postscript language artwork between different programs.

What is the difference between a GIF and a JPEG?

A GIF (Graphics Interchange Format) is a bitmap file format commonly used to display indexed-colour graphics and images in HTML documents over the Web and other online services. GIF is a LZW (Lemple-Zif-Welch) - compressed formatted designed to minimize file size and electronic transfer time.

A JPEG (Joint Photographic Experts Group) is commonly used to display photographs and scanned images via email. JPEG retains all colour information in a bitmap image but compresses file size by selectively discarding data. The JPEG format supports CMYK, RGB, and greyscale colour modes. A higher level of compression results in lower image quality and a lower level of compression results in better image quality.

Both formats are excellent for electronic use only, but not suitable for printing.

What is a TIFF image?

A bitmap file format that was specifically developed for page layout applications and is supported by all image editing applications. The TIFF format supports RGB, CMYK, greyscale and bitmap (black and white) files.

Why do I have to supply PMS colours with my artwork?

PMS is a colour that is specified in the Pantone Matching System. This system provides a standard for describing printed colours using specific inks, and therefore results in the best colour replication for your artwork.

Is the process separation the same as colour separation?

Yes. This is a process of separating a colour image into primary colour components for printing - generally CMYK. Also used to refer to the four pieces of film that result from the process of separating a colour image.

Why can't I use your JPEG/GIF product images to print my catalogue?

The JPEG/GIF images available on our image CD are set at a resolution of 72dpi, ideal to view electronically (ie, websites). Hard-copy printing such as catalogues require a minimum resolution of 300dpi to ensure quality is maintained through the print process.

What is a PDF document?

A PDF (Portable Document Format) is used by Adobe Acrobat. Adobe's electronic publishing software for Windows, Mac OS, UNIX and DOS. You can view and print PDF files using the Acrobat Reader software. PDF files can represent both vector and bitmap graphics.

What if I don't have an electronic copy of my artwork?

The best way to get hard copy artwork into electronic format is to use a scanner - a device used to create a bitmapped image of art. Scanners are also good for art that cannot be created on the computer, such as photographic prints, transparencies or slides.

Can't your embroiderer change my artwork?

Our embroiderers can only digitize your artwork. They cannot delete, change or add anything to your art. If these alterations are required, an art fee from our Art Department may be incurred.

Can I supply artwork in a Word Document?

No - Word documents are not compatible with our art department's operating system. Therefore, they are unable to manipulate these types of files.

OUR PREFERRED FORMAT

We prefer vector graphics, as covered in this article. It is suitable for almost all printing outcomes. This means files from Adobe Illustrator, or CorelDraw... saved as .ai or .eps. Also acceptable are high quality TIFF, BMP or JPEGs, where vector art is not available. In this case, images should be at least to scale, and of a resolution not less than 300dpi.