

EMBROIDERY DIGITIZING

DOs & DON'Ts



DEFINITIONS

EMBROIDERY

The art of decorating fabric with needle and thread

- **Direct embroidery:** garments or hard goods are decorated with designs using a sewing machine
- **Indirect embroidery:** patches or appliques are applied to garments or hard goods using glue and heat

EMBROIDERY DIGITIZING

Artwork is converted using digitizing software

- The digitized design drive the sewing machine
- The design tells the machine where to place stitches and how

EMBROIDERY DIGITIZING DOs

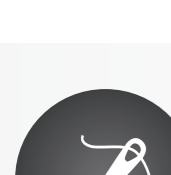


A well-trained, skilled digitizer



Great artwork, versus:

- ✗ Too many colors
- ✗ Lots of detail
- ✗ Lettering too small
- ✗ Gradients in small areas
- ✗ Several borders



Skilled embroidery machine operator



Machinery that is state-of-the-art and well-maintained



INPUT



OUTPUT



TO ENSURE A GREAT DESIGN

✓ KNOW THE PRODUCT

Designs are digitized based on the fabrics to which they will be sewn

- Stable fabrics work well for embroidery, such as twill, cotton broadcloth, denim and wool suiting
- Unstable knits don't work as well because they stretch, such as pique, performance knit, jersey, t-shirt, sweater and fleece

✓ UNDERSTAND THE ARTWORK

What the customer needs and wants, what modifications can be made to the art, if any, and thread colors to be used

EMBROIDERY DIGITIZING DON'Ts



Some designs are not great in thread — okay, but not great



INPUT



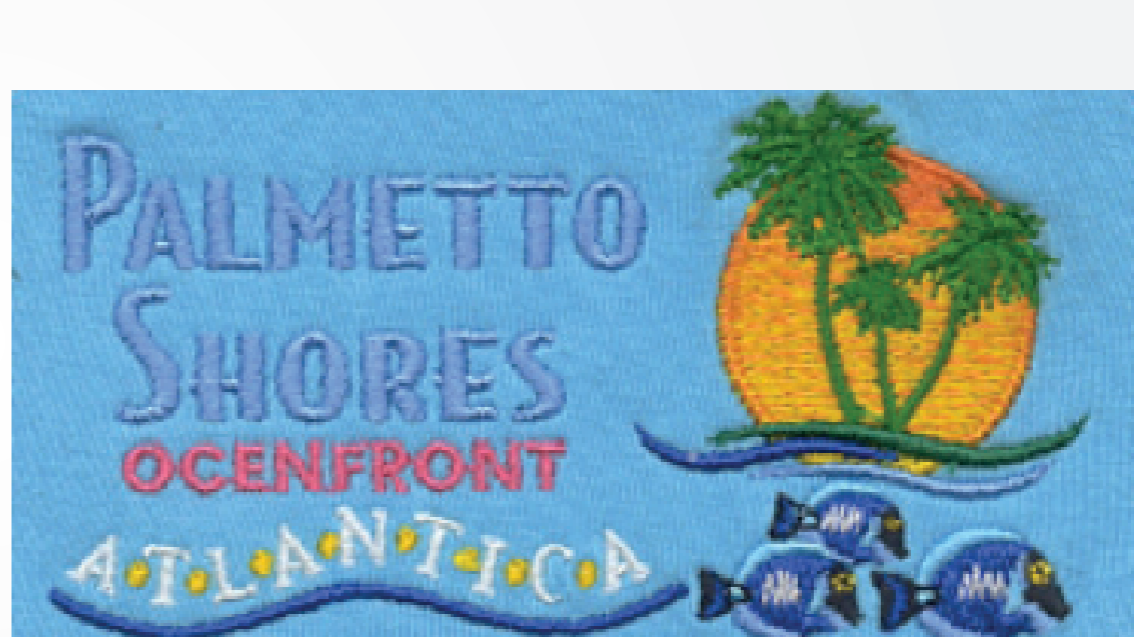
OUTPUT



This has too much detail and gradients



INPUT



OUTPUT



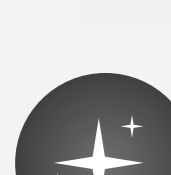
Woodgrain is difficult to achieve



INPUT



OUTPUT



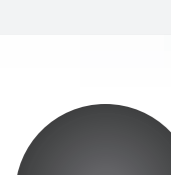
There are too many effects in this artwork



INPUT



OUTPUT



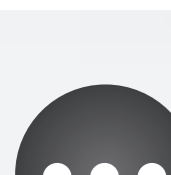
The star is very difficult and the lettering is extremely small



INPUT



OUTPUT



Dots are very difficult because you either must walk between them or trim



INPUT



OUTPUT

