

If you have to design artwork for t-shirts, here are some tips that will help you produce amazing designs.

DISCUSS WITH THE CLIENT THE DESIRED DESIGN.

Ask about the overall feel, such as funny, bold, masculine, etc., as well as what they do not want (including images, colors, fonts, etc.).

PICK THE SHIRT.

Think about the texture, thickness, weave, material, dyes and other specifics, which will all impact the production for the shirt.

If you need white in the design on a dark shirt, you are going to need an extra white plate too. This is "wet white" is usually the last color to print before the shirt is removed from the press and sent down the dryer.



REVIEW THE PALETTE AND CHOOSE THE RIGHT COLOR.

The most common colors to print on are white, black and gray; followed by red, royal and navy but remember that the darker the shirt, the more expensive it will be to print.

The more complicated you make the design with adding ink colors and print locations (front, back, sleeve, etc.) the more expensive it's going to be to produce.



CONTACT YOUR PRINTER.

Find out which software you should

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ASK FOR THE MAXIMUM IMPRINT DIMENSIONS.

This may vary from printer to printer as they may be using different equipment.

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Art that has a 12-inch width can be used for adults and all the way down to youths ages 10-12 with the same set of screens.

Each location is requires screens, ink, set-up time, production time and labor and shops typically charge \$20 to \$30 per screen.

Get the shirt quote before working up the artwork so you know the boundaries and keep production costs lower.

If you add up all the colors (including the under-base plate and the wet white plate, if needed), you get the total number of screens used for a print location and this is how you will be charged by the printer.

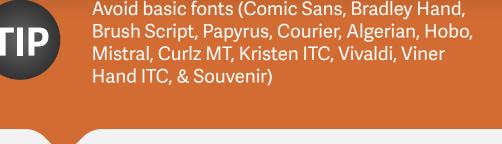


These quick and messy sketches will help you work out the design elements first.

FINE TUNE THE DESIGN:

✓ Check spelling

- ✓ Kern fonts
- ✓ Use consistent outline thicknesses
- ✓ Make sure design elements relate to
- each other well✓ Remove design elements that are not
- ✓ Embrace white space





Comic Sans Papyrus Algerian

C DON'T BE AFRAID TO FAIL!

Created based on an article by Marshall Atkinson, COO at Visual Impressions, Inc. & Ink to the People, "Creating Art for T-shirts: Common Rookie Mistakes Defined", LinkedIn Pulse, 2/28/16

