

Graphic Preparation for Direct-to-Garment Printers (PhotoShop)



We will be starting soon!

AnaJet.com

Introduction to Graphic Preparation

- ▶ Printing with your AnaJet is such a simple process. Knowing your graphics and taking on a program like Photoshop however can be a lot at first. Because we are printing with a digital printer the graphic quality is crucial.
- ▶ You need to have the ability to look at a graphic and know what your dealing with. A good mindset to getting what you want is thinking of your computer screen as a glossy sheet of photo paper with a bright light behind it. Now think of the shirt on your printer as a fluffy sheet of matt paper, this should now mentally create the question, what can I do to make it look more like my monitor?
- ▶ Printing on dark garments can also be a challenge when you have a graphic that has a solid white background. This will create a square of white around your graphic when printed. Graphics on darker color garments need a transparent background eliminating the white back ground around your image.



What This Webinar Will Cover

- ▶ Understanding what you are working with
- ▶ Color mode
- ▶ How to remove the background for dark garments or using white ink
- ▶ Other ways of removing backgrounds
- ▶ How to remove a color
- ▶ Color tips and adjustments
- ▶ File saving
- ▶ Q&A



Graphic Rules

- ▶ You always need to print graphics in RGB color mode
- ▶ Image resolution is best at 300 DPI
- ▶ Images at 72 DPI found on the internet will not produce a decent quality image
- ▶ Lighter image and higher saturation gives you the best prints
- ▶ Images on dark garments need a transparent background
- ▶ In some cases removing a color like black from a graphic being printed on a black shirt can save ink and have a better result
- ▶ Graphics should always be saved as a TIFF or PNG
- ▶ Garbage in Garbage out

Understanding What You Are Working With

- ▶ What is resolution?
- ▶ What is a good resolution size?
- ▶ What is a bad resolution size?
- ▶ What is the size of my original image?
- ▶ If the resolution is low can I just change it?
- ▶ What should I look for when finding graphics?

2" x 2" image taken from internet. 72 DPI. Increased to 10" x 10"



10" x 10" Original image, 300 DPI. Purchased on line



Color Mode

- ▶ Images always need to be printed and saved as RGB color
- ▶ How can I tell if its CMYK or RGB?
- ▶ How do I change a CMYK image into RGB?
- ▶ What happens if I print in CMYK?



Lets take a look in Photoshop!

How To Remove A Background

- ▶ Removing a background from an image is required for printing on dark garments. When a file comes to you as a JPEG image it will have a white background. When printed onto a garment you will end up with a large white box with the image inside. We don't want this, the graphic alone is what we need. To do this the background must be removed and a transparency created.



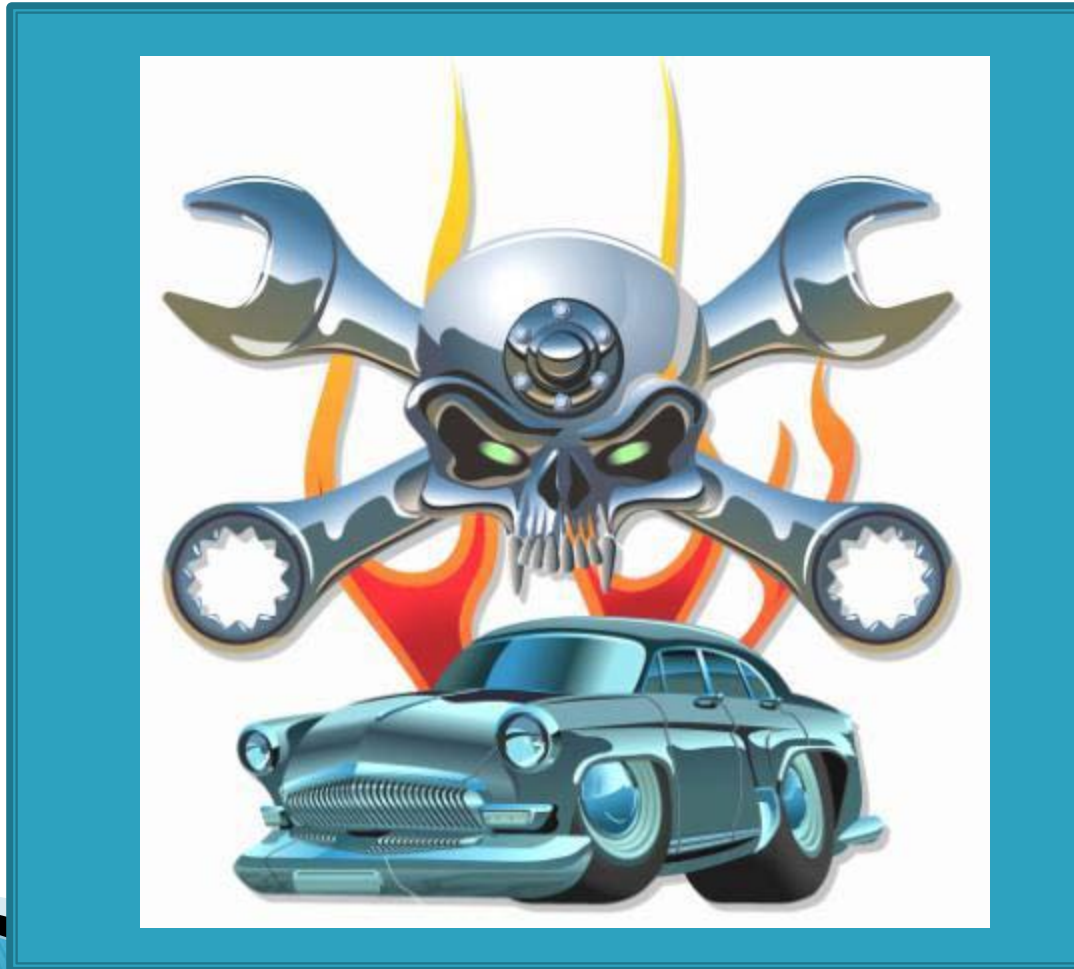
JPEG with background



Background removed
and saved as
transparency

The Different Ways To Remove A Background

- ▶ Lets use this graphic as a file we may have received from a customer. Time to go back to Photoshop!



Removing Background Review

- ▶ Make sure to duplicate a layer with a lock and delete the original locked layer
- ▶ The most simple way to remove a background is by using the Magic Eraser tool
- ▶ The Magic Wand tool may also be used to remove a background. To make multiple selections the multiple selection box must be selected
- ▶ Adjustments can be made in Tolerance for the amount that does or does not get removed
- ▶ Color Range can be used to remove a background but will remove that entire color from the image
- ▶ In Photoshop Elements make sure to click the green check box after making any changes. Color Range is not an option in Elements
- ▶ A checker board background is the global way of showing you

How To Remove A Color

- ▶ Depending on the graphic a good trick to use is knocking out a color
- ▶ If you are using a black shirt for instance and you have some solid areas of black in the image, removing the black will let the shirt color create that color for you
- ▶ You will never get a black printed in ink as black as the garment, this looks better and also saves you money by using less ink



Black removed from areas of graphic



The T-shirt is now creating the black in our image

Removing A Color

- ▶ Everyone has more than likely seen the AnaJet Pirate graphic. This is a great example of letting the shirt create the color for you.



Before we print this graphic with black removed



We are now letting the shirt do the work for us, less ink usage!

Now I will show you how to do it

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Color Tips And Adjustments

- ▶ Lets go back to what we mentioned at the beginning , your monitor being related to a glossy sheet of photo paper with light behind it and your garment is a sheet of fluffy matt paper
- ▶ What you see on your monitor is a totally different world to what we are going to print our graphic onto. A matt surface, this is going to mute our color and darken our image due to its nature.
- ▶ Making a few color adjustments can really bring your print to life

Before adjustments



After adjustments



Color Tips And Adjustments

- ▶ What can you do to make you image print more vibrant and get the best quality
- ▶ The first step to making color adjustments is increasing the color saturation. This will be done to each color value in the image so we can fine tune it.
- ▶ The lightness of the image will also be adjusted. We need to adjust the lightness to compensate for the matt surface making our print darker than it should be.

Lets go to Photoshop and learn how to do this

File Saving

- ▶ Once your graphic is completed and ready to print it is important that the file is saved properly.
- ▶ The best file format to save your graphic with is a TIFF.
- ▶ TIFF files do not compress your image losing quality, when you save a file as a JPEG the image is automatically compressed and you lose quality
- ▶ TIFF files also keep you background transparent, they are one of the only file formats that support transparencies. If you removed a graphic's white background and saved it as a JPEG the graphic will now have a white background again
- ▶ Make sure when you save your file you select the “save transparency” option when prompted. If you don't, white background again
- ▶ During the TIFF saving options also turn off any ICC Profiles that may be associated with the graphic.

[Back to Photoshop!](#)

Graphic Resources

- ▶ Great Dane Graphics

Greatdanegraphics.com



All of today's webinar attendees will receive a 20% discount on all of Great Danes quality graphics and products good for two weeks. You will also be given a special access code to download 1 free graphic of your choice, a \$35 value!

AnaJet Graphics

- ▶ Log on to AnaJet.com and all registered AnaJet users can download free graphics from our website
- ▶ AnaJet also offers a 150 graphics disk set



Other Graphic Resources

- ▶ [Shutterstock.com](https://www.shutterstock.com)
- ▶ [Fotosearch.com](https://www.fotosearch.com)
- ▶ [Inmagine.com](https://www.inmagine.com)
- ▶ [Freevectors.com](https://www.freevectors.com)
- ▶ [Flickr.com](https://www.flickr.com)
- ▶ [Istockphoto.com](https://www.istockphoto.com)
- ▶ [Actionillustrated.com](https://www.actionillustrated.com)
- ▶ [Clipart.com](https://www.clipart.com)
- ▶ [Free-graphics.com](https://www.free-graphics.com)
- ▶ [AAAcclipart.com](https://www.aaclipart.com)
- ▶ [Monkeyboygraphix.com](https://www.monkeyboygraphix.com)



Questions And Answers

Please type your question into the Q&A area located on the bottom right side of your screen.

Please keep all questions related to content covered in this webinar

- ▶ Due to the high volume of this webinar all your questions may not be answered

Thank You For Joining Us!

- ▶ Thank you for joining us today in this webinar. Knowing graphics is such a vital part of giving your customer the best quality. AnaJet wants you to be successful in your business venture and we are dedicated to giving you all of the tools necessary
- ▶ At the end of this presentation you will be given the option to complete a survey. Please tell us how we did and what else you would like to see
- ▶ Look for new webinars every month from AnaJet. Visit our website www.ANAJET.com for a list of webinars, you can find this under the events section. All past webinars have been recorded and are available for you to view