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INTRODUCTION

Having the ability to create your own artwork is very beneficial. Even if you use stock art as a starting point, you can customize it to suit your needs. This book was created to show you how to properly create artwork for direct-to-garment printing. Using this instruction, you will be able to create artwork that will print smoother and quicker, and produce an optimal final product.

The first part of the book discusses general information that pertains to artwork and how it relates to direct-to-garment (DTG) printing. It will explain the difference between vector artwork and raster artwork, and what type is recommended and why. Find out how to properly set up and start your design, as well as information on color modes, color tests, and more.

The additional sections of the book are set up as step-by-step lessons to demonstrate various specifications, techniques, and ways to create artwork for printing on a DTG printer. Basic techniques as well as tips and tricks for more advanced layout ideas will be discussed for working with raster artwork as well as photographs.

Adobe Photoshop® is used for outlining all the lessons in this book. While you don't need to be a Photoshop® expert to follow along with the lessons, a basic knowledge is suggested to help you navigate through them easier.

The lessons discuss individual techniques or processes. They demonstrate skills using basic designs. However, to create a complete image or layout, different functions will be used in conjunction with each other to complete a design. For this reason, it is recommended to read the lessons in order, as later lessons may reference a technique that was outlined in more detail in an earlier lesson. As you start using these processes and understanding how they work, and how to use them in conjunction with one another, it will be easier to create more intricate designs.

This book is one of a series of training books dedicated to the apparel decorating industry. After my first book *T-Shirt Artwork Simplified* was completed, I realized there is no way to put everything one needs to know about creating artwork for all the different decorating processes in our industry into one book. It was with that in mind for the next book, instead of creating a single book, it was best to create a series of separate books for each of the different decorating techniques:

- Artwork for Vinyl Cutting
- Artwork for DTG Printing
- Artwork for Dye Sublimation
- Artwork for Screen Printing

What you'll find in these pages is how my team and I do things. There are many ways to do the same function in Photoshop and get the same result, but these are what I consider the best approach. If you follow the steps in this book, I think even the novice will be surprised at the quality of their finished product. Even if you're new to Photoshop®, you'll find you'll be up and at it in no time!