

VECTOR GRAPHICS *general guidelines*

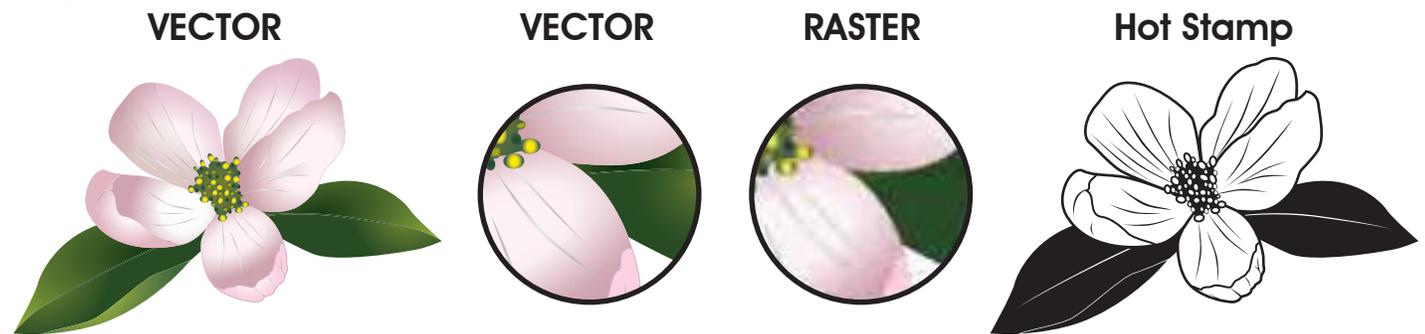
WHY WE NEED “VECTORIZED GRAPHICS”

Vectorized graphics are needed to create hot stamps. The creation process uses vector points and lines. It requires crisp art that can be increased or decreased without distortion.

DEFINITION

Vectorized graphics are created using mathematical points connected by lines/curves at an angle. Any collection of points that is connected on all sides creates a shape that can be filled in with a color or gradient (fade of one color into another). If an image is not vector, it is considered raster. Raster images are made of pixels and are distorted when the image size is changed. In the example below: When the artwork is enlarged, the vector artwork is crisp and the raster artwork shows visible pixels making it appear fuzzy or distorted.

EXAMPLE



To the left is a multi-color image with gradients. Hot stamps have to be reduced to one color without gradients. To the right is this same artwork made into a one-color image that can be used to create a hot stamp die.

PROS vs CONS

PROS Vector graphics can be increased or decreased in size without losing detail. Color change is easily done with vector graphics. Customization or edits to the shape of the artwork can be done at any time. When color-separated artwork is needed, vector artwork is required (example: a screen printed t-shirt or trash can needs to be printed in layers, one color at a time).

CONS Recreating graphics in a vector format requires a special program, such as Adobe Illustrator or CoreIDRAW. Training, skill and practice are also required to accurately create vector artwork.

TEXT

All text must be fully vectorized. If using Adobe Illustrator, select the text, select Type from the Menu bar, and select Create Outlines. If using CoreIDRAW, select the text, select Arrange from the Menu bar, and select Create Curves.

ACCEPTABLE VECTOR FILE EXTENSIONS

.ai .eps .pdf .cdr Some of these file extensions do not necessarily mean that the artwork inside is vector; raster images can be saved out as these file extensions as well and will need recreated in a vector format.