



## **Tips for Submitting Artwork for Printing**

**In order to have the best chance of success when submitting your artwork to a printer, you should have a basic understanding of some of the key parameters that need to be considered.**

**One important aspect is the resolution of your artwork (in dots per inch). Artwork that is less than 300 dots per inch will not print very well. Images posted on the internet are often only 72 dots per inch so that they will load faster, but these low resolution images are not sufficient for printing.**

**Next, it is important to understand the relationship between canvas size and the size of your artwork on that canvas - these can be different. For example, looking at the size of a file on your computer, it might show to be 4 inches by 4 inches, but your image inside that file is 3 inches by 3 inches. This could happen if your artwork does not use the full canvas size. Think of a canvas as the size of the piece of paper that you are drawing your image on. Keep in mind that in many cases, the artwork size will be smaller than the size of the canvas that contains the artwork.**

**Another important consideration is whether or not you want to print the background of the image. If your canvas has a white background and you are printing on white media, then a white background on white media is no problem. However, when working with DTF prints, holographic media, or clear films, you will want to submit artwork that does not have a background. Only certain file types such as PNG, PDF and TIFF allow you to save your artwork without a background.**

**For example, saving your artwork in JPEG format will actually add a white background even if one was not present in the original artwork. It is recommended to use 300 dots per inch PNG files without a background when working with DTF, holographic or clear media.**

**In summary, creating your artwork at the proper resolution, size and filetype will help guarantee that your prints will always look perfect when you receive them.**