

# Inkscape Class

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## Tee Shirt Design Considerations for Blanchard Records, Inc.

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### Tee Shirt Printing Technologies:

#### Screen Printing:

- Traditional and most common approach
- Involves making individual screens for each color of ink to be printed in each location
- Plastisol-based ink lays on the surface of the garment
- Vibrant. Uses a white underlay for printing on dark colors. Good white ink.
- Cracks and peels after extended washing, but is quite durable
- Cost effective on large print runs, but can be quite expensive on small runs and/or with multi color prints (due to setup costs).

#### Screen Printed Transfer:

- First printed on screen paper (same basic process as screen printing), and later transfer to shirts with a heat press.
- Good when you want to print up a bunch of copies of a design with one setup, but actually print shirts at a later date – or as they are ordered.
- Less durable than traditional screen printing

#### Sublimation:

- Full color image transfer.
- Special ink that when heated becomes a gas that transfers to a shirt and adheres to the fibers
- Only works on polyester tee shirts
- Often printed on large sheets of white fabric, and then cut and sewn into shirts.
- Commonly used for bicycle racing shirts; but we have also done for baseball, basketball, wrestling, etc.

#### Transfers:

- Common method for one of a kind tee shirts.
- Printed on transfer paper with a regular ink jet printer, and then heat applied to tee shirt
- Very plastic feel (big square of transfer paper), cracked easily – limited use

### Direct to Garment Printing:

- New technology (within past 3-4 years)
- Full Color Images
- No Minimum
- Prints directly onto tee shirts with special printer and inks that work like a dye
- Doesn't work well on dark garments, as the white ink is either poor (or in our case, non-existent).
- Feels like part of the shirt. Can faded as the fabric wears, but will never crack or peel.
- THIS is the best solution for printing small runs (or one of a kind) tee shirts, with unlimited color content and no setup costs!

## **Vector vs. Bitmap Graphics**

Importance and difference introduced during the first class. Scalability of vector graphics can be critical when printing tee shirts. Another important aspect of vector graphics is the ability to separate the colors, so as to be able to print just one color at a time, and make a screen for each color!

We work almost exclusively with vector graphics.

Screen Printing and Screen Printed transfers require color separated vector graphics to make the screens. Direct to Garment Printing and Sublimation can print EITHER vector graphics or bitmaps. Vector graphics will almost always print better – but a high resolution bitmap will also print well.

### **Design considerations for Direct to Garment Printing your rock band's tee shirts:**

1. Maximum print area is 13” wide and 15” long. This is quite large, as a typical screen print fits in a 12x12 area.
2. There is no white ink. Any areas of white will allow the tee shirt color to show through.
3. Tee shirt color will affect the color of the ink when it is printed. We will be using ash grey (light grey) tee shirts for this project, so the impact on the color will be minimal.
4. Imagine what the design would look like if printed on a piece of light grey paper on your computer printer at home (there is no white ink there either).