Common Screen Print & Embroidery Terms

.ai: Adobe Illustrator file. A popular vector type file used in the graphics industry.

Artwork: Common term for an image or text that will be used for printing.

Backing: A woven or non-woven support material added to the back of the fabric being embroidered.

Bitmap: (or Raster) Is an electronic image that is stored as a series of tiny dots called pixels. Each pixel is actually a very small square that is assigned a color and then arranged in a pattern to form the image. When you zoom in on a bitmap, you can see the individual pixels that make up that image. Not ideal for screenprinting or embroidery.

Black and White Artwork: Also known as line art. Any art that consists of a black image on a white background.

Camera-Ready Art: Production ready art. Artwork that requires no alterations or modifications and is ready for output onto film or vellum.

.cdr: A file extension for a vector graphics file used by Corel Draw.

Copyright: The exclusive right given to the creator of a creative work to reproduce the work.

CMYK: Also known as four-color process or full-color process, is a printing process that uses four ink colors (cyan, yellow, magenta, and black) to print almost any color. CMYK requires a white background or white ink under base to produce prints on fabric.

Digitizing (Tape Fee): A method of programming a design. Artwork is converted into a series of commands to be read by an embroidery machine's computer.

Distressed: the activity of making an object appear aged and older, giving it a "weathered look"

DTG (Direct to Garment): A printing process that uses specialized ink in order to print directly onto the garment, using a DTG printer.

.eps: Encapsulated Postscript. An electronic vector file.

Font: A specific type face.

Full Bleed: A printing term that is used to describe a document which has images or elements that touch all edges of an area, extending beyond the trim edge and leaving no margin.

Knock-Out: The opposite of overprinting. Instead of printing an element in one color on top of another color, the top element is knocked out of the base element so its true color shows.

Logo: A special symbol or graphic used to identify a particular business or organization.

PMS Color (coated or uncoated): Or Pantone Color Matching system is a method of matching colors developed by Pantone.

.pdf: Portable document format. An Adobe Acrobat file.

Pixilated: In computer graphics, pixilation is an effect caused by displaying or printing a bitmap at such a large size that the individual pixels are visible to the eye. (see Bitmap above)

Process Colors: Cyan, Yellow, Magenta and Black (CMYK).

Proof: A sample print. Also know as a test print or digital mockup.

.psd: Photo Shop Document. An Adobe Photoshop file.

Puff or 3D Embroidery: A process that is done with the addition of a piece of foam added that is placed under the embroidery to give it a raised or 3D appearance

Registration: Marks that are printed onto film to ensure the exact alignment of artwork and screens.

Resolution: In computer graphics, resolution refers to the quality of an image as measured in DPI (Dots per inch). In the screen making process, resolution refers to the ability to "wash out" or resolve fine detail of an image on a screen.

Thread: Fine cord of natural or synthetic material made from two or more filaments twisted together and used for stitching.

Thread Break: Switching of thread colors used to embroider/create design.

Trademark: A symbol, word, or words legally registered or established by use as representing a company or product.

Vector: Created with a software program like Adobe Illustrator or CorelDRAW, a vector is a clean, camera-ready piece of artwork that can be scaled infinitely without any loss of quality.

Under Print: A thin coating of white ink printed first and cured to act as a base for which all other colors are to be printed on. Underprinting is usually required when printing multi-color designs on colored shirts.

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