

the jovoto Textile Orbit in cooperation with our client presents :

How To Create a Print Ready Design



Check it out, those are some of your designs as test prints at our client's headquarters! We've been working closely with the client's design team to gain and understand their experience in the fashion industry and to collect feedback on your designs to make working in the Textile Orbit a win-win-win situation for everyone.

By following this guide you'll be able to make a print ready design, which will help the client present and sell your ideas to their clients- today's major fashion brands. The next pages are filled with the key feedback points we've collected from the client based on your designs submitted so far in the past textile projects on jovoto.com.

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// 1. Specify if your design for digital or rotation print

Rotation prints are made on repeat cylinders whereas digital prints are printed on reactive fabric like a printer. Digital printing is more expensive so the prints have to have enough detail to justify using this method, otherwise a rotation print, using up to 10 colours is recommended.



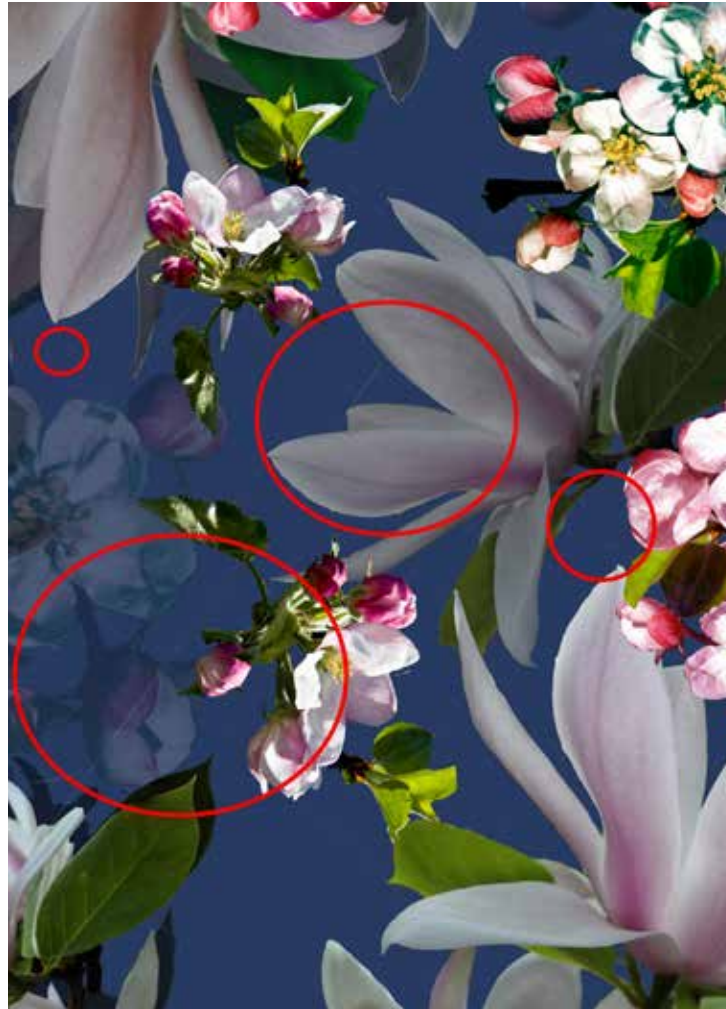
RSD (rotation print)

- clearly defined colours
- although it can have a painted touch
- can be printed with up to 10 colors



Digital

- photo-realistic
- many colours
- many details



// 2. Work clean

This is the most important aspect of your designs. Often designs look different on screen than in a test print. To make sure your design is print ready, make sure your designs have:

- clean cut outs
- clean lines
- completed shapes
- nothing that looks like it could be a printing mistake

** It may seem small, but it could make or break a design!*

// 3. Repeats and variation of pattern

When designing and mapping your pattern on a piece of clothing, think about the size and in which scale is fitting for your repeat. For example, if you're designing a dress, the pattern repeat can be as large as 90 cm. That means when printed and made into a dress you'd probably only see the repeat once.

However, if you're designing a pattern for a smaller piece of clothing, generally the pattern will also be smaller. Therefore it's important to make an interesting repeat. If you use a full drop, the repeat in the pattern will be easily recognized. Whereas using a half drop or a 1/3, 2/3 drop the repeat in the pattern is less easily recognized and creates a more complex pattern.

If you'd like to read more about pattern drops, here's a link to an excellent visual description:
<http://sew-helpful.com/half-drop-pattern-repeat.php>



1 repeat



3x3 - full drop is easily recognized



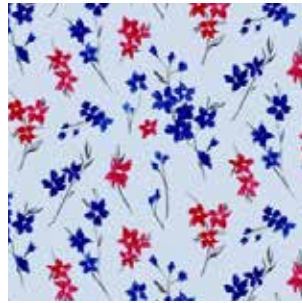
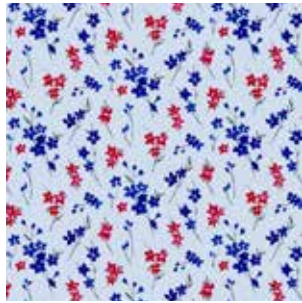
1 repeat



3x3 - half drop version is better

// 4. Scale and proportion

Does the scale of your pattern fit to the design? Is it delicate and small or large and bold? Provide examples of how your design looks at different scales to give a clear presentation of your pattern.



// 5. Copyrights and sharp images

All images and illustrations used in your designs must be unique and your own designs. If you have used another image as a source of inspiration, always include the source of the image to compare uniqueness.



// 6. Create activating space

Create activating space and interesting depth within your pattern. One way to do that is with layers, but beware often on a computer screen a design will look great, but once printed it easily gets messy and confusing. If you're making a fantastic pattern don't over crowd it with too many elements, but add depth and complexity with layers.

Here's a great example- Give your designs a little room to breath, Aaah.

// 7. Mapping

When thinking about how to map your pattern on a piece of clothing consider how your design will be placed. How will it fall? Is it proportional to the garment? Think about questions like these when mapping your design.



An example of two interesting placements on 70x90 cm

and last but certainly not least...

// 8. Have fun!

It's fun and exciting creating together! There are also a lot of new things, so if at any time you have any questions, feel free to ask me and we'll do our best to make working in the Textile Orbit afapas (as fun and productive as possible)!

written by Jess @ the Textile Orbit
jovoto GmbH // 2015

