

EASTERN ETCHING & MFG.

Engineering Guideline

Date & Revision Level: 02/11/2016 ~

Title: Art Work Guidelines

Department: Art

Purpose: Provide guidance on art work

(Information taken from GPI 5th Edition 2009)

I.3 ARTWORK/COPY PREPARATION

For most types of product identification, creating production ready artwork is the first step in the manufacturing process. Most manufacturers have in-house art departments for producing finished artwork, and actually prefer to create the artwork for its desired end use.

Even artwork which has been supplied by the customer as “camera ready” or in computerized files must be made production-ready. The design requirements of the chosen manufacturing method must be considered when the art is created. It is often easier and less costly to start anew than to try to fix improperly designed artwork.

ARTWORK

Most artwork today is created electronically but, artwork can be generated using information derived from blueprints or sketches, or from existing parts. It is important to clearly specify all dimensions, hole sizes and locations, sizes and styles of lettering, as well as borders, bosses, and other special features. Special layouts, lettering, schematics or diagrams, (if being done for the first time) usually will be produced by an artist.

Having existing camera-ready artwork available for trademarks or logos can save considerable time and expense. Many companies will make this material available to suppliers, in the interest of attaining uniformity of product identity, while avoiding the possibility of error and cost of recreating. An art department will clean up and/or color separate customer furnished logotypes or trademarks, but will not normally create or design this material. When reproducing trademarks or logos, it is always good practice to obtain permission for reproduction from the owner in writing. Use of third party logos requires specific authorization to avoid copyright or other legal issues.

To insure maximum detail and dimensional accuracy, artwork is normally prepared in a larger size than required. Thus, imperfections, dimensional differences, etc. will be minimized when the artwork is reduced to its finished size. Artwork that is prepared two times as large as the required size is called "2x", three times is "3x" and so on.

ELECTRONIC ARTWORK

The digital age has dramatically improved the quality of artwork used in production of graphic and product identification products. Electronically created artwork goes from

creation to finished film in one generation, thereby avoiding problems in the loss of resolution typical of the photomechanical process.

STANDARDS

Normal minimum height of lettering is as follows:

Etched .063" (1.6mm)

Screen Printed .063"-.094" (1.6mm-2.4mm)
.063"-.047" (1.6mm-1.2mm)

Lithographed Tolerance: 10%

Smaller lettering may be used for certain applications and requires an ERB.

In general, letters, numerals and artwork will be produced to the following tolerances, whether manufacturer or customer supplied:

1. Minimum width of .008" (.203mm) for positive type and lines.
2. Minimum line width of .015" (.381 mm) for negative (reversed) type and lines.
3. Minimum counter size of .020" x .020" (.508 x .508mm) for centers of A, e, etc.
4. Color-to-color registration should have a minimum of .010" lap (.254mm).

While keeping the above tolerances in mind, an experienced artist will also consider the following factors when designing and preparing artwork:

- A. Size and fabrication tolerances specified on drawings.
- B. Method(s) of printing to be employed.
- C. Method(s) of manufacturing, i.e. screen printing, etching, lithography, embossing, photography, etc.
- D. Type of substrate, i.e. metal, plastic viewed first or second surface, decal, etc.
- E. Positive or negative copy and graphics.

PROOFS

When the artwork is completed, it is standard industry practice to submit a "proof" for the customer's approval. A proof is a reproduction of the artwork that will be used for production. It is the customer's responsibility to carefully check the proof for accuracy of spelling, graphics, dimensions, hole and window locations, etc.

Normally, an approval acknowledgment form is sent to the customer with the proof, and work does not begin until the signed approval form, or other confirmation of approval, is received by the supplier. Thus, an unnecessary delay in art approval will delay delivery accordingly. Upon approval of the artwork, any further changes will be at the customer's expense.

Artwork produced by the supplier will normally be quoted and invoiced as a separate, extra charge. Because artwork is viewed as a "setup" cost of producing a specific order, typically artwork remains the property of the supplier unless otherwise agreed prior to order acceptance.