



MISSION

fine art

artwork specifications // halftones

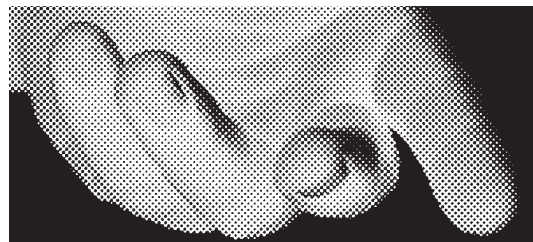
Halftone is the reprographic technique that simulates continuous tone imagery through the use of dots, varying either in size or in spacing.

Whereas continuous tone imagery such as film photography, contains an infinite range of colors or greys, the halftone process reduces visual reproductions to a binary image printed with only one color of ink. This binary reproduction relies on a basic optical illusion—that these tiny halftone dots are blended into smooth tones by the human eye when viewed from a distance.

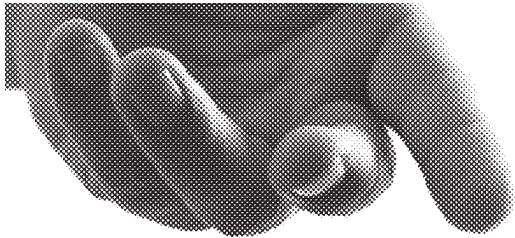
The frequency of a halftone screen is measured in lines per inch (lpi). This is the number of lines of dots in one inch, measured parallel with the screen's angle. This is not to be confused with DPI, the resolution of the original image. As a rule of thumb artwork should always be supplied at twice the LPI that it will be printed at, if in doubt supply your file at 300DPI, any higher will not benefit your print in any way.



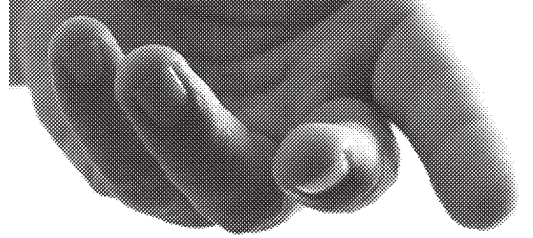
ORIGINAL GREYSCALE IMAGE



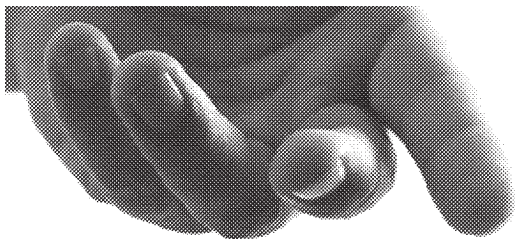
40LPI - LIGHT INK ON DARK GARMENT



50LPI - DARK INK ON LIGHT GARMENT



**65LPI - USED FOR STICKERS
& T-SHIRTS WHEN PRINTED
OVER A BASE COLOUR**



75LPI - FINE ART SILK SCREEN



150LPI - OFFSET LITHO