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WEB Art Requirements Internet Shopping Cart Solution Clients

This document provides specific details regarding the submission of art files for use on *GarmentDeli.com*. These art files are used to render dynamically-overlaid product images, and they must be submitted per these requirements to facilitate a quick, mistake-free implementation.

- **Art Filename**
 - Append “web_” to the beginning of the released art filename
 - Example: *JumpingJack_Front.psd* becomes *web_JumpingJack_Front.psd*
 - This must be done EXACTLY as shown (all lower case and include the underscore “_”)
- **Format (.png)**
 - Art file *width* dimension must be set to 600 pixels (maintain same aspect ratio)
 - Saved at 96dpi, 8 bit color
 - NO interlacing
 - Transparent background
 - NO anti-aliasing (no partial transparent pixels on the edges of the art)
- **Color Correction**
 - Released art files typically include colors that slightly shift during the printing process. Since consumers *should* see how the final product will arrive, consider utilizing color correction to ensure image colors will appear correct online
 - SUGGESTED METHOD: Make adjustments per your own specifications or how you intend the print to look
 - Use the *Great Apparel For You GAFY_Suggested_RGB_Conversion.xlsx* chart for guidance
 - *Making no adjustment may render an online image that is significantly different from the final product*
- **WEB Art Delivery**
 - Client must supply art files via FTP share to Manufaxure (*Great Apparel For You* technology partner) for upload to website/shopping cart.
 - Contact Manufaxure for more details