## Digitizing Logo Artwork:

Many of you would like to be able to offer this service to your customers, so we have decided to do a basic lesson plan for you with a company logo.

 If you can obtain the original artwork file from your customer in a digital form, that would be best. If not, you will need to scan in the artwork they provide for you. Scanning will not give you the cleanest form of the image, so you may need to clean up the image in an image program like "Paint" prior to working in Creative DRAWings®.

In this lesson we will be working with a professionally created jpeg image that I own therefore feel free to reproduce. The logo images that you will obtain from your customer to digitize for them should also be owned by your customer to avoid any conflicts with copyrights. Any such conflicts are not the responsibility of Creative DRAWings®

1. Download "The Sewing Store " logo. Create a "Creatvie Drawings" folder on your desktop by right clicking on your desktop, select "new" then "folder", type in the name "Creative Drawings". Save the file "sewingstorelogo.jpg" to this newly created folder.
2. Open the Creative DRAWings® program. The "New Design" window will pop open. Select "Create New" and click "Next"
3. The "Artwork Source" window opens. Select "From File" and click on the "…" to locate our Sewing Store logo. A new window will pop up, look in the drop down menu, find your desktop, click on it, click on the Creative Drawings folder that you have created in step #1, then click on the sewingstorelogo.jpg file. Your screen should look like this, then click "Open".
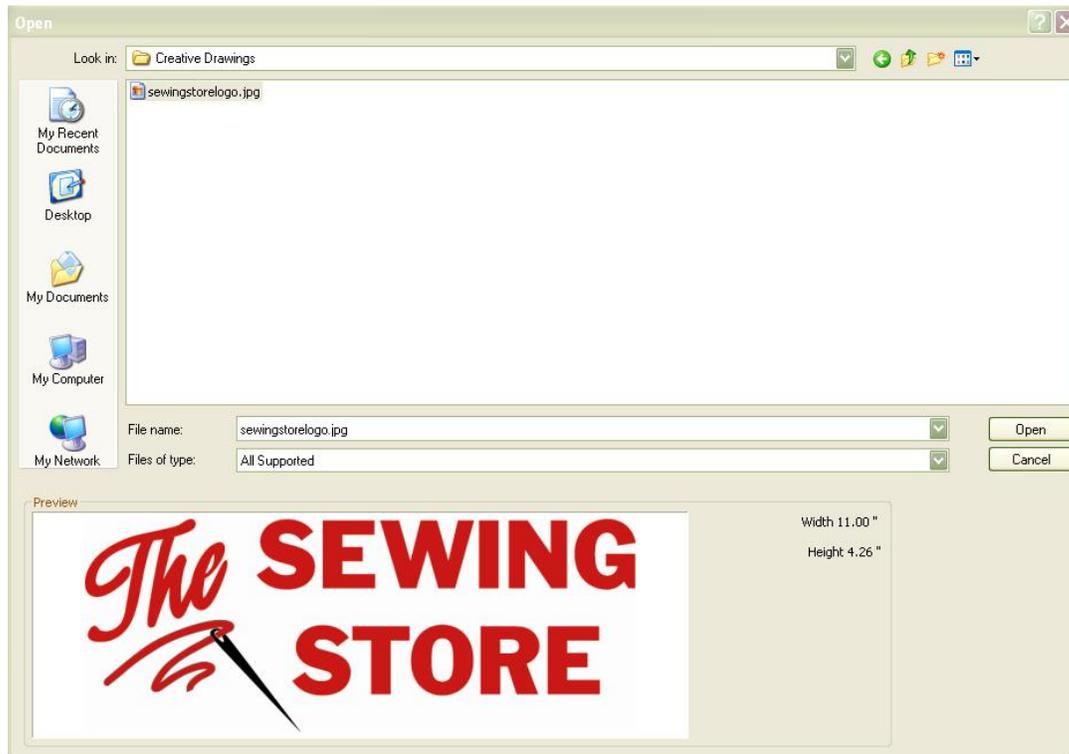
4. The "Artwork Source" window will now open. For this exercise we will not be using any hoop size, so in the 'Hoop" window, select "None" from the drop down menu, you will find "none" as the first choice on the list. Then click "Next".

5. The "Artwork Image" window will now open. Under "Select Action" click "Trace (convert to outlines)" . You should be at the point you see in the screen shot to the right on this page now.
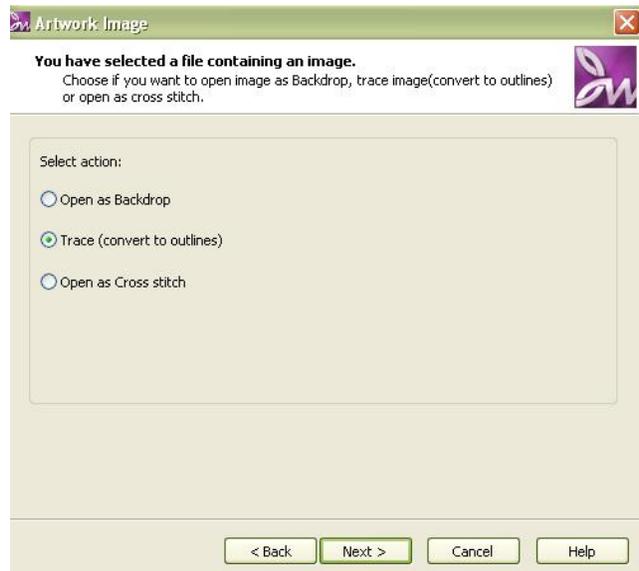
When you select Trace ,Creative DRAW-ings® will automatically convert the art-work into stitches for you! Then click "Next".

✂ *The cleaner and crisper the artwork that you use means you will get better re-sults and spend less time cleaning up your embroidery later in the program. Vector images will give you optimal results. For your use and enjoyment Creative DRAWings® has included 200 vector files!*

6. The "Trace Image" window appears after you have clicked next in step #5..

Place a ✓ in the 'Color Limit" box. Se-lect the number "3" as your limit. We have selected 3 as our color limit as there are only 3 colors in this graphic (white, red and black) and only wanted the pro-gram to detect these 3 colors. In doing so we have eliminated unwanted color "scraps". Depending on the quality of your artwork, your color limit may differ from the actual amount of colors seen by the naked eye, so play around with the color limits so you will get the number of colors selected closest to the actual num-ber of colors needed. Then click "Trace". Depending on your processors speed, this function may perform immediately or take a second or two. Artwork with in-creased details and color detections will require a bit of time to process.

✂ *Although we will only be sewing out the red and the black in this logo, we always need to count the background as a color. Background stitches can be easily deleted at a later time, and we will show you how!*

7. The "Fabric" window will now open. You may select the type of fabric that you will be creating this embroidery on which to be sewn. Creative DRAWings® will automatically select the best underlay stitches (foundation) for the fabric type and weight you have selected. Different weights of fabric require different underlayment. Your screen will look something like this. You will notice that you may also select from a palette of colors for your fabric color. This is a visual aid only and has no effect upon the outcome of the embroidery, it will however, aid you as to how your designs will look on certain colored fabrics, a great aid when selecting thread colors! For this exercise, please make the same selections that you see in the window above, "embroidery normal" fabric, "cotton" and the beige color palette. Click "Next".
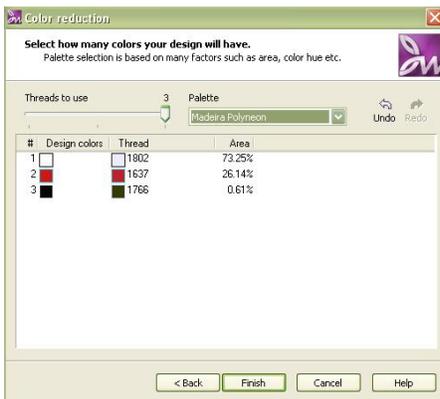
8. The "Color Reduction " window has now opened. As you can see from the screenshot, we have selected Madeira Polyneon as our thread selection. If you click the drop down arrow under "Palette", you will see that you may select from a large number of major thread manufacturers. This will then give you the color number of the thread color that you have selected from that manufacturers brand of thread. In our sample window, the Madeira Polyneon number used in the white is Bright White #1001. For those of you who enjoy RGB values, those are there for you as well if you selected "RGB" from the "Palette" drop down box. Click on "Finish". Below is a screenshot of what you should be seeing. We will be making some changes. I have indicated them by arrows in the screenshot below. We will first simply delete the white areas outside of all of the lettering, but then the white embroidery inside of the letters that the pointers are indicating will need to be deleted a bit differently. So, lets get started...

We will be deleting all areas of white

9. You will need to left mouse click in the white area of the embroidery to get all of the white selected. When it is done properly, your screen will have a bluish square surrounding the entire outside of the embroidery containing all of the white and should look like the box below.

10. "Right" click your mouse to access the Right Click Menu Box and then left click on the "Delete" option. This is one way to delete most of the white embroidery.

Now your screen should look like the screenshot below.

Lets start deleting the left over white embroidery that I had pointed to on page #3 of this lesson, begin with the largest segment the letter "O" in STORE.

11. Left click on the white of the letter "O", hold in the "Control" key on your keyboard, then left click on the red of the letter "O", continue holding in the control key, then right click to bring up that right click menu, then left click on the word "Combine". The white center of the red "O" is deleted. Repeat these steps for the "R". Continue to repeat for the "e" in the word "The". Delete the white of the eye of the needle in the same fashion. If you should make a mistake, remember that you have multiple "undo" functions at the top in your tool bar. When you are finished with this exercise your embroidery should look like the picture below, but there is just one more change we are going to make to this embroidery.

Change the needle to a Satin Stitch!
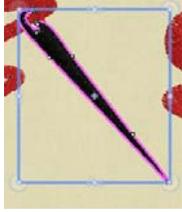
12. Left click on the needle to select it, then select "Satin in the "Object Properties" box on your right of your screen.

✄ *You will notice how Creative DRAWings® took that satin stitch that you have applied to that needle all the way down to the very top of that needle! This program is the only program that I have used to date that has done this type of auto-digitizing for me! Be prepared to be impressed. Design note: you may play with the letters and change their fills. Since this is a learning experience, apply different step (fill type) stitches and patterns and notice the changes on your screen.*
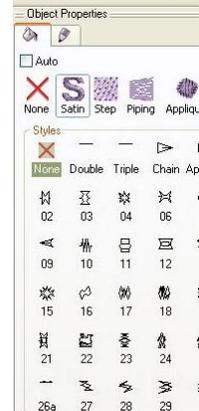
13. If you would like to re-size this design, choose Edit >Select All to make certain that all of your letters and pieces are selected. "Right" click in the design area to bring up the right click menu options and group the design by "left" clicking on the "group" option. Resize by grabbing a corner of the design a sliding your mouse to your desired size. The new design is automatically re-digitized without having to do anything. The stitch counts will change as needed. You may notice that some of your embroidery has changed. If you have sized the design to be smaller, fill stitches may have turned into satin stitches, since they now could be sewn out as satin stitches since the lettering is smaller! Also, perhaps there may be some undesirable things that have happened when resizing and this is just the way it is, you may actually have to rework the stitches with the tools in the program, but that will be in a different lesson.

✄ *For the most part your design will sew out great the very first time if you let the program do the hard work for you. If you take this design down too far in size and notice that stitches look strange, that is a RED FLAG to me! That means that I should either not be sizing it down that small to sew out, or I should be using different artwork. Let the program be your guide and do the hard work for you.*

Here you will see the first sew out no stabilizer used just wanted to see what the program would do before I placed the embroidery onto my shirts. Loved it, the scanner did not bring out all of the details, however, it looks great, again this was with no stabilizer, so the fabric did pull for me, but on the real deal with the proper stabilizers, the logos are FIERCE!

Now for the actual shirts. I did resize the logo down substantially changing the fills to Satin. I also added the word "Staff" from the font capabilities in Creative DRAWings®. I also changed the fabric type to sew properly on light weight stretchy tee-shirts. You are looking at an extreme close up of our embroidery, you can tell how close up it is by the details of the weave of the shirt that you can see in the scan.