

## WHAT TO DO IF YOU WANT A CUSTOM GRAPHIC... BUT DON'T KNOW WHERE TO BEGIN

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### **Have us do the work**

If you have ideas for your graphic, but don't have the artistic ability, time, or desire to learn how to do the work yourself, we have independent graphic artists who can do the layout and prep work for you. They charge about \$45 per hour and can usually complete the work in under two hours, if you are specific about what you wish to have done.

### **Want to Draw it by hand**

If you are good at drawing and want to hand draw a graphic, we can accept this type of artwork, but we do charge \$45 to digitize it. The artwork must be full size (the same size as the board you are ordering) and on white paper. This is primarily because scanning and enlarging small hand drawn graphics rarely produces the results you expect or want.

### **That photo you took would be perfect**

If you wish to put a photograph on your board, this is something that we can do. This typically works best on the topsheet rather than the base of the board. It can be done on the base, but the print quality is much lower.

It's important to understand a little bit about resolution and printing. We need to print the graphic at a minimum of 100 pixels per inch. This means that if you divide the number of pixels in the long direction by 100, you will get the largest dimension we can print the image. Let's say you have a great shot of your daughter that you took with your camera phone. It is 640 pixels tall and 480 pixels (typical for a lot of camera phones). The largest we can print this image is 6.4 inches tall and 4.8in wide. Scaling it up to fit the entire board is not going to work. Doing so would make the image look a bit like a tile mosaic as each pixel or dot that makes up the image would be about 1/8in square when printed.

If you are shooting photos with a digital camera, the higher the megapixel rating, the larger the image we can print on the snowboard. As an example my 4 megapixel Nikon camera produces images that are 2463 pixels by 1632. I could therefore print this image up to 24 inches wide by 16 inches tall. My 10 megapixel camera produces images that are 3,872 pixels by 2,592 pixels. I could print the 10 megapixel image 38 inches by 25 inches. This is of course not the absolute limit, there is fractal enhancement software out there that could enlarge these images, but you do pay a price in image quality. If fractal enhancement is necessary, it is vital that you start with an image that is focused well and has no blur as a result of motion or unsteady shooting.

If you are shooting with film, you can scan an image quite acceptably to fit a snowboard. It's best to start with a very high quality 8 x10 print and scan the image at 1200 dpi. This will cover the entire board. If you wish to just use the image on a portion of the board, then scale down your resolution so the final image is 150 to 200 pixels per inch when printed full size.

### **You know the photo you want, but you haven't taken it yet**

If you want a high resolution photo of something and can't produce the results you want yourself, try one of the microstock photo agencies like <http://www.istockphoto.com/>. They sell huge varieties of images at large resolutions for \$1 to \$5. Want that sunflower or butterfly on your board, you'll find too many to choose from at one of these agencies.

### **You want to learn to use graphic illustration software and do all the work yourself**

If you're budget minded and don't want to buy the software, here are some options.

Corel draw offers a 15 day trial for their software at: [www.corel.com](http://www.corel.com). That doesn't give you much time to learn the software, get the graphic done and sent to us ready to print, but it might happen.

Adobe offers a free 30 day trial of illustrator. This gives you a bit more time, but once you have one of these packages, you're likely to want to continue using them.

We found two free illustration packages that look as if they would do the job.

<http://www.freerifsoftware.com/> offers Drawplus 4.0 and inkscape at [www.inkscape.org](http://www.inkscape.org) is an open source program. Both appear to be capable illustration packages, but have limited import capabilities. If you wanted to download an eps illustration to use as part of your graphic, you probably wouldn't be able to incorporate it in your graphic. Inkscape does, however, have a large amount of free vector artwork that can be downloaded from their web site that is compatible with the program. It also boasts a trace utility for tracing bitmap images to create scalable vector art and more export capabilities. Drawplus seemed to have a bit more intuitive set of drawing tools though. Either package should enable you to create your own graphic.

<http://www.freebyte.com/graphicprograms/> offers an extensive list of free illustration, photo editing, and paint programs that might help in generating your artwork.

We can provide a template for the board size you wish to order. We do need to know what board you are ordering before sending this to you, so it's a good idea to give us a call and figure that out before you get started.