

Want To Look Sharp?

Squint First.

Use Pattern Observer's "squint test" to make sure your repeat is perfect before it goes to the printer.

1

Print the artwork.

Size the artwork at least five inches beyond the repeat and hang it up about seven feet away.

2

Squint and look.

4

Keep your balance.

Make sure colors and design elements are spread evenly across the repeat otherwise the final product may be missing key pieces of the artwork. Ensure that background color is evenly visible.

3

Stripes suck.

A good repeat is free of unwanted horizontal or vertical stripes. Subtle diagonal movement is the most flattering.

6

Stay in scale.

When working on large scale products, the repeat should be large enough to remain interesting. Too small a repeat can create a monotonous, dizzying feeling in large prints.

5

Halfdrop.

If the square or rectangular repeat is too easily seen, try a halfdrop repeat by repeating the design elements halfway down the side of the artwork in the vertical direction.

7

Be true to the original.

Does the repeat have the same look and feel of the original artwork? A successful repeat builds upon the existing artwork, but does not change the look and feel of the original piece.

Repeat.

8

Always double check for errors before you send to the printer! Be on the lookout for misaligned objects or elements which have been cut off.