Artwork preparation and size reference

Compare blank, press, and print or cutter bounds, then fit artwork proportionally.

Record the applicable bounds

Blank usable area (width x height)	Press usable area (width x height)
Printer imageable area (if printing)	Cutter / mat usable area (if cutting)
Transfer paper or pre-inked sheet size	Supplier template canvas (if supplied)
Chosen artwork width x height	Source margin / bleed allowance
Resolution (pixels per inch, if printing)	Pixel canvas (if printing)

Keep the ratio and scale

Use one unit throughout. Fit artwork within every applicable bound while preserving its aspect ratio. Check a 90-degree rotation separately only if the design and method allow it. For cut sheets, include cutter, mat, and material limits; pixel resolution is not a vector cut-size setting.

A template canvas does not prove the whole blank is coated or usable. Verify any bleed, margins, and scaling with the supplier. Convert millimeters to inches by dividing by 25.4; pixels = final inches x pixels per inch.

Hypothetical worked example

Example measurements only, not a product specification: blank usable area 8 x 10 in, press contact 9 x 9 in, paper 8.5 x 11 in, and printer imageable area 8 x 10 in. Together these allow an 8 x 9 in rectangle.

A 12 x 8 in landscape design fits at 8 x 5.33 in without rotation. Rotating it 90 degrees gives 8 x 12 proportions, fitting at 6 x 9 in. If that rotation suits the item, choose 6 x 9 in; at 300 pixels/in, export 1800 x 2700 pixels. A cut-sheet version must also fit its verified cutter/mat and sheet bounds.

Print calibration

Print the PDF at 100% / actual size. Its one-inch square must measure exactly one inch on each side before using a printed layout.



Calculate a proportional artwork size

Epson F570 User's Guide / MakerFlo sublimation templates