

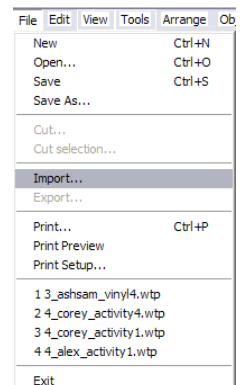
It is possible to use pre-designed clipart from commercial sources in your vinyl sign creations. In this exercise you will import clipart into your design.

Can I use images I find on the Internet in my signs?

No, sign cutting software requires images to be in a vector format. That means the design is created through the use of mathematical algorithms. Remember drawing lines on a graph using a mathematical formula, i.e. $y=x+1$, although it's a heck of a lot more complicated than that, but you get the general idea.

Most of the images on the internet are in what is called bitmap form. That means the images are created by placing tiny blocks of color, called pixels, next to each other to create the design. These can't be used to create vinyl signs. Conversion from bitmap to vector is possible, but it is not straight forward nor easy to do.

1. Open Google Chrome (don't use Internet explorer for this exercise).
2. Navigate to the class website>Vinyl Sign Making>Corporate Logos.
3. Browse through the different corporate logos that are there and select one you would like to use.
4. Right click on the link and select 'Save Link As...'. Save the file into your working folder.
5. Open SignGoLite Express if it is not already open.
6. Select Import from the File Menu.
7. Navigate to your working folder and select the file you downloaded.
8. Double click on your selection. A new window will pop up:
9. Click Yes. The image will appear on your screen where you can reposition or resize it to fit your needs.



Browse through the logos and other files. Design and cut a sign using some of these elements.

When creating your sign, keep in mind these design concepts:

- Proportion The ratio of height to width of your design.
- Symmetry Balance between the sides of the sign.
- Balance The part of the design that gives the illusion of stability. Experiment with the balance of your sign, try different arrangements.
- Harmony How well the individual elements of the sign go together. Does the font style match the graphics? i.e.
- Rhythm Flow of the sign, how do the eyes travel as they move across the sign?