

# KENYA FERRAND-OTT – INK ILLUSTRATION

Starting an Online T-shirt Art Business with  
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[etsy.com/shop/NaughtyDogStudio](https://etsy.com/shop/NaughtyDogStudio)

## 1. Choose a niche for your t-shirt art business

A niche will help your online shirt selling business stand out and better attract the right target audience without blowing your budget. “Niches” are important to choose when trying to understand how to make an online t-shirt or art business.

## 2. Go with a T-shirt printer? Do it yourself? What’s best?

There are all kinds of sights that will help you print your shirt designs now a days, for a small fee. And there are many different ways that this can be done.

**Silk screen** is the most costly but longest lasting and high quality of the possibilities. You will have a hard time, if at all, finding a place that dose screen-printing on demand. On demand meaning ordering one shirt at a time as you need it, something crucial when starting out. Often the quality is so good that the shirt will wear out before the design dose. The more colors you use, the more the cost goes up.

**Ink printing** is a great midrange to start. There is a good quality to them for the cost. Ink printing often last for up to 100 washes before the print starts to wear off and you can mind many quality online Shirts on order shops to get these from. You can also find Print on demand and only order

what you need when you need it. I like Printful for the quality but there are cheaper sights to use too. Some places you can even order just the ink print, have that shipped to you, and with a large shirt iron put your design on shirts you find at goodwill if you like. Unlimited colors too!

**Vinyl Printing** is your cricket, home made t-shirt. These look great in the beginning and are cheaper in the long run. But the shirts are normally only good for 50 washes or less. If you have the start up cost for a cricket then go for it, you would even branch off into stickers. But If you don't have the start up cost then go for print on demand.

### 3. Create your own t-shirt designs

**Supplies:** Paper, ink, phone with camera, old apple computer, Photoshop from Adobe Creative Suite 6 (you can also use an ipad, and Wacom table)

- Starting with a sketch is a great start
- Scan or photograph the sketch to a computer
- Use a program that allows you to flesh out your sketch by drawing. You will need to clean up lines, flesh them out, and just finished the drawing. Keep in line your line work and how those lines could be too fine for the T-shirt proses you chose. Also keep in mind how many colors you are using can affect cost of your shirt and going to an overall logo like design is best. Such programs to use are Illustrator, Photoshop, Procreate, and many more

- Colorize and shade image, then finalize by create artwork at actual size with a high DPS of 200 or 300
- Prepare design for print by saving as a Vector, or safe for web file like .png. Some sights may only use RBG or CMYB only.
- Upload image to t-shirt site or into cricket programs

#### 4. Mock up your t-shirts

Once you have some final designs, your next step for how to start a t-shirt business online will be to get some mockup images. Mockups are helpful so your customers can see what the final design will look like printed on a shirt. Phones are great to take photos of your shirts all nicely staged.

5. NEVER PLAGIARIZE and brush up on your copyright law when it comes to art. If you want to do Disney shirts then look up their Licensing contract; same for car dealerships, anime, and so on. A great website to put up shirt designs that features characters or franchises you don't own is Redbubble. They have the licensing for a lot of companies already but they take a bigger cut, and they are flooded with millions of artist and hobbyist that are looking to do the same thing as you. Its harder to stand out.

**FIND MORE ARTIST DEMO DESCRIPTIONS:  
[FishersArtsCouncil.org/shop2021info](http://FishersArtsCouncil.org/shop2021info)**