

# Give Yourself an Unfair Advantage!

Are you an embroiderer?  
Do you want better embroidery results?

Would you like to be able to just look  
at a design and tell if it's worth sewing?

The number one secret of producing  
great embroidery is understanding  
how a design  
is constructed!

*Dear Embroidery Enthusiast,*

Chances are when you bought your embroidery machine you were shown how easy, fun, and quick it was to create beautiful embroidery. Hoop up a piece of fabric, thread up the machine, punch a few buttons—and Voila! A beautiful embroidery materializes right before your very eyes.

And chances are that since you've purchased your machine, brought it home, and starting embroidering your own projects, you've had some less than successful results—or maybe even downright disasters. What happened?

Did you blame it on the machine? On the design? On your technique? Do you even know what to blame it on?

Embroidery lasts the lifetime of the item you sew it on—and if the result is bad, that lifetime may have just terminated abruptly. With embroidery and fabric, it really is a "til death do us part" marriage. So just because you have a design, some thread, a machine, and some fabric doesn't mean they are good marriage partners.

Embroidery can be fun and there are things to look for when pairing designs with fabric, thread, needles, and stabilizers. If you know your embroidery technique is sound, then you need to start looking at the design.

## Just What Do You Look For?

Here are some of the things you need to look for:

- How big is the design?
- How many stitches are in the design?
- How dense or open is the design?
- What types of stitches predominate?
- Are there a lot of varying stitch directions in the design?
- Does the design have running stitch outlines?
- Does the design have a lot of layering?
- Does the design have excessively small details?
- Is there proper underlay to support the design?
- Is there proper compensation to offset the distortions of sewing?
- Will the design overpower the fabric?

- Will the fabric overpower the design?
- What kind of stabilizer will you need to support this design on your chosen fabric?

Well, I could go on and on but I think you get the idea. Would you like to embroider smarter? Would you like to get inside the head of a professional digitizer and see what they're thinking about when they create designs?

If so, you've come to the right place!

## Presenting the ultimate guide for embroiderers who want to know what makes a design tick:



### Anatomy of a Design: How to Think Like a Digitizer & Become a Better Embroiderer

The image at the left is for illustration purposes only. The actual printed version is a bound book.

*"I believe this ebook is an absolute 'must read!'"*

Lindee Goodall is the original authority on home embroidery. Her futuristic view and forward thinking has led her to write this "interactive" ebook. The easy ebook format will put the information into more hands, which will only serve to strengthen the embroidery industry. It is non-software specific, yet give specifics of what to do in embroidery software to achieve beautiful, well running designs.

Lindee's expertise has now been set into words. The learning curve for new embroiderers and software users will be greatly lessened by reading this ebook, and seasoned software users will find her down to earth style an easy read with in-depth information that she uses in creating her own designs. For anyone—whether professional or hobbyist—who wants a better understanding of embroidery design concepts I believe this ebook is an absolute "must read!" It will serve the novice and professional as a handy reference for many years to come.

**Ramona Baird**  
Professional Embroiderer & Educator, Arizona

I'm Lindee Goodall and I've been digitizing since 1994. I've been a programmer, I have a degree in art, and I've been sewing since I was a tiny kid. I'm also the founder and former owner of Cactus Punch, the first independent company to design embroidery specifically for the home market. During the 11 years I ran Cactus Punch, we produced over 12,000 designs for our stock design catalog, companies like Martha Pullen, Viking, Pfaff, and Singer, and numerous custom designs for home and production use. I and my my staff won awards for our creative digitizing—and even better, our customers won awards using our designs.

Over the years, I've taught Cactus Punch staff digitizers (please note that the current digitizers at Cactus Punch did not work or train with me! I only claim responsibility for designs produced before 8/2006...) and many others through seminars and one to three day long intense classes. Many of those attending the classes thought they wanted to learn to digitize but when they found out how much there was to know, they decided to leave it to the pros. However, the one thing those students consistently told me was that they learned so much about how designs were constructed that their embroidery results improved dramatically.

*"the most comprehensive explanation of digitising  
I have ever read and explains it in simple  
easy to understand terminology"*

When I first started digitising in 1995 I had no idea where to start and after sitting in on one Lindee's seminar in the U.S in 1997, she motivated me to continue my creative adventure. Having been introduced to her Cactus Punch products and the detail in her designs, I knew this was someone I was going to have to follow. Lindee has been a major influence on my career and has inspired me in so many ways. This book is the most comprehensive explanation of digitising I have ever read and explains it in simple easy to understand terminology. Creating it into an interactive E-book has also taken information about the art of digitising into a whole new world.

**Leanne Church**

Support and Educational Co-Ordinator, Echidna Sewing Products (Australia)

For *Anatomy of a Design*, I've stripped out most of the digitizing how-to and instead focused on how a design's stitch attributes affect the design—and therefore your embroidery results. Once you understand how designs are constructed, you can make much better choices about suitable fabric choices, stabilizer selections, and sewing options.

I've written it all out and illustrated it. Plus, there are three QuickTime videos embedded in the ebook. You can watch a design sew right on your computer. You can slow down areas and even back up and see things as many times as you need. Students in my class only got printed outlines—and they paid a lot more.

*"I was sooo tired of some people telling me  
what I produced was my problem"*

Lindee presented a difficult topic in a logical, simple way with clever/wonderful/meaningful examples. I loved the videos, the links to articles and to websites. I can't wait to use the downloadable files and start to build skills from the ideas Lindee has presented. I was sooo tired of some people telling me what I produced was my problem: I hooped it wrong; I used the wrong stabilizer; I used the wrong thread; I used the wrong needle size; or I chose the incorrect fabric. After reading this ebook, I realized what I was experiencing recently was a digitizing problem because I have learned the basics of machine embroidery and I know my skills are in tact. I am in the process of creating my own design from a copyright free clipart design I like. After reading this ebook, I know what I have done wrong; what I need to check; and what I need to do next before testing it on the sewing machine and fabric. After following Lindee's steps, I am confident my 15 ½" x 26" project will be successful, unique, and personal, which is exactly what I have envisioned for the back of my quilt.

**Randi V. Thekan**

Embroiderer, Arizona

## What It's Not

Although you will learn a lot about basic digitizing theory, the goal of *Anatomy of a Design* is not to teach you how to digitize. You will learn about digitizing and if you choose to pursue that direction, you will have a much better foundation for learning any digitizing program.

This is also not a book about basic embroidery technique. If you don't already have a sound foundation on the mechanics of how to embroider—how to load a design to your machine, how to set your tensions, how to select a stabilizer, how to hoop, and all the other things involved with the actual embroidery process—you won't learn that from this book either.

*"I did not realize how much went into creating a design"*

After reading this ebook I have a very healthy respect for embroidery designers and digitizers. I did not realize how much went into creating a design for us occasional embroidery people. It was an amazing wealth of information. I just hope some of it will stay with me. At least I will have this ebook to refer to.

**Joan Swanson**  
Home embroiderer

*"I felt as if you were sitting right next to me talking me through everything one step at a time"*

All I can say is THANK YOU! This book is a must read for anyone who embroiders. It explains everything in a no nonsense, plain English, easy to understand way. Does not read like a technical manual! Your organization of the information is excellent. While reading it I felt as if you were sitting right next to me talking me through everything one step at a time. I now have a better understanding of how the embroidery design is made and why some are better than others. I know that this book along with the excellent information on your website will help me to have better results when I embroider.

**Carolyn Newton**  
Bernina in-store educator, Arizona

## Who It's For

**Anatomy of a Design** is geared for the home or commercial embroiderer who has a good understanding of the fundamentals of embroidery. You know how to operate your machine, you know how to hoop correctly, you know about the value of using quality threads, needles, and stabilizers. You may not know exactly why some designs sew better than others under differing fabric/stabilizer combinations.

If that describes you, then you are the perfect candidate for this book. This book will take you step-by-step through the entire "physics of embroidery." You'll learn how stitches affect fabric and how all their various attributes affect a design and what impact that has on fabric. Not only is this book fully illustrated, it is interactive as well. There are three QuickTime movies that you can literally watch a virtual sew-out right on your computer screen. These are embedded in the book so there's no need for an active web connection. Plus, you'll be able to download the design files and sew them out on your machine for real world comparison.

If you do have an active internet connection on your computer, you can click any of the live links in the book and go straight to a related web site or article.

## Why This Book

When I owned Cactus Punch, the bulk of our business was digitizing creative, production-friendly embroidery designs targeted for the home embroiderer and niche professional embroiderers. Today, there are "billions and billions" of designs but many of them are not sew-worthy. Embroiderers aren't taught how designs are constructed. The manual that came with your embroidery software does not teach this. You'll only learn this from an experienced, professional digitizer who has trained other professional digitizers.

When I returned to the embroidery industry in August 2008, I realized I couldn't simply build another "Cactus Punch." Embroiderers don't need more designs. They need to know how to make their current designs sew better. They need to be able to sort out which designs are worth sewing in the first place. I don't know anyone who has too much time. Why waste it sewing a bad design? Or worse, why destroy a perfectly good garment with a bad design.

I had always wanted to write a book but didn't have the time. Plus, I wanted control over the book's content. I'll admit, it sure would have been nice to work with an editor and an artist! Many embroiderers were begging for a book on digitizing. Many wanted to know how to produce better embroidery. There are a lot of good books that teach the basics, written by embroiderers. I realized that **Anatomy of a Design** was what was really needed.

**Anatomy of a Design** will dissect a design and show you just how designs are built. Plus, you'll learn a few

"exploratory surgery" techniques to help you decide with the patient is worth saving or can be saved at all. Understanding the inner workings of a design will help you make better fabric and stabilizer choices.

## What's in the Book?

Take a look at the table of contents:

### Anatomy of a Design Table of Contents

<b>About the Author</b>	i
• How to Contact Lindee	ii
<b>Credits &amp; Acknowledgments</b>	vi
<b>Forward</b>	1
<b>About this eBook</b>	3
<b>Introduction</b>	5
• About This Book	
• Do You Digitize? Do You Want to Digitize?	
• Should You Digitize?	
• Attention Newbies	
• Advanced Users	
• Using Auto-Digitizing Software?	
• Why Make Changes?	
• If You Do Digitize	
• When Not To Digitize	
• Foolish Assumptions	
<b>Chapter 1—Getting Started</b>	13
• Comments on Free Designs	
• Some Preliminaries	
<b>Chapter 2—The Physics of Embroidery</b>	17
• Bare Bones Basics of Stitches	
• Principle 1: A Stitch Requires 2 Needle Penetrations	
• Principle 2: All Stitches Are Straight	
• Caution! Watch Zoom Levels...	
<b>Chapter 3—Stitch Types</b>	25
• Running Stitches	
• Running Stitch Uses	
• Satin Stitches	
• Fill Stitches	
• A Few Cautions on Fill Types	
• Fill Stitch Uses	
• Three Stitch Types, Infinite Variety	
• Why You Need to Know	
<b>Chapter 4—Stitch Properties</b>	31
• Not All Attributes Apply to All Stitch Types	
• Default Values	
• More About Attributes	
<b>Chapter 5—Stitch Length</b>	35
• Stitch Length Minimums	
• Use Short Stitches with Discretion!	
• Stitch Length Maximums	
• Long Stitches	

- Advantages
- Disadvantages
- Short to Moderate Stitches: Advantages and Disadvantages
- The Long and the Short of It
- Review
- Apply Your Knowledge: Test Your Machine
- Creating the Swatch Chart

## **Chapter 6—Density** 47

- “Normal” Density
- Density Determinants
- Fabric and Thread
- Stitch Type and Length
- Underlay
- Effect
- Preference
- Density Guidelines
- Applying What You’ve Learned
- How To Measure Density and Stitch Length
- What If I Find Problems?
- Revisiting the Swatch Chart

## **Chapter 7—Shortening, Angle, & Pattern** 55

- What is Shortening?
- Why Should You Know About It?
- Angle
- Pattern
- What Creates Pattern?
- Examples of Pattern and Motif Fills
- Pattern Cautions
- Pattern Sample Swatch Chart

## **Chapter 8—Underlay** 59

- Guidelines
- Purpose
- Consistent and Orderly
- Appropriate
- Cautions
- Types of Underlay
- Satin Underlay Options
- Complex Fill Underlay Options
- How Underlay is Used
- What If Underlay is Removed?
- When Is Underlay not Required?
- When to Add More Underlay
- The Underlay Golden Rules
- Make it Sew... Or You Won’t Know!

## **Chapter 9—Tie-Offs** 67

- Golden Rule of Tie-Offs
- Reminder For Editors

## **Chapter 10—Compensation** 69

- Successful Embroidery is a Shared Responsibility
- Distortion in Action
- More on Push and Pull
- How Can You Fix The Missing Row?
- How to Compensate
- Pull Comp Settings
- Magic Revisited
- What to Look for On-Screen
- How Much Compensation?
- What If Compensation Needs Adjusted
- Summing Up Compensation

<b>Chapter 11—Putting It All Together</b>	81
• Watch it Sew	
• Color Sorting	
• Resizing	
• Using Other Threads	
• Summary	
<b>Appendix A—Glossary</b>	87
<b>Appendix B—Resources</b>	93
• Recommended Websites	
<b>Appendix C—Color Sequences</b>	95
• Design Info for Downloadable Files	

## If You Do Digitize

Learn the value of swatch samples and how to make them. Complete step-by-step instructions using Generations software for creating this simple, yet invaluable tool are included plus artwork for making your own. With swatches, you'll learn first hand how the parameters you set in your digitizing program affect stitch effects and in turn, how those stitches react on fabric. This is the key to learning how to digitize!

## Downloadable Sample Files

Just click the link in the ebook to gain access to 9 never-before available designs used in the book.

## Amp Up Your Embroidery!

You too can produce better embroidery when you have a better understanding of how designs are constructed and the effect those stitches have on fabric. Why waste time sewing designs that will never work on the fabric you've chosen—or for that matter on any fabric no matter what you do?

What's stopping you? Get your copy of *Anatomy of a Design* ebook now!

[Please click here to return to Echidna Sewing Products order page](#)