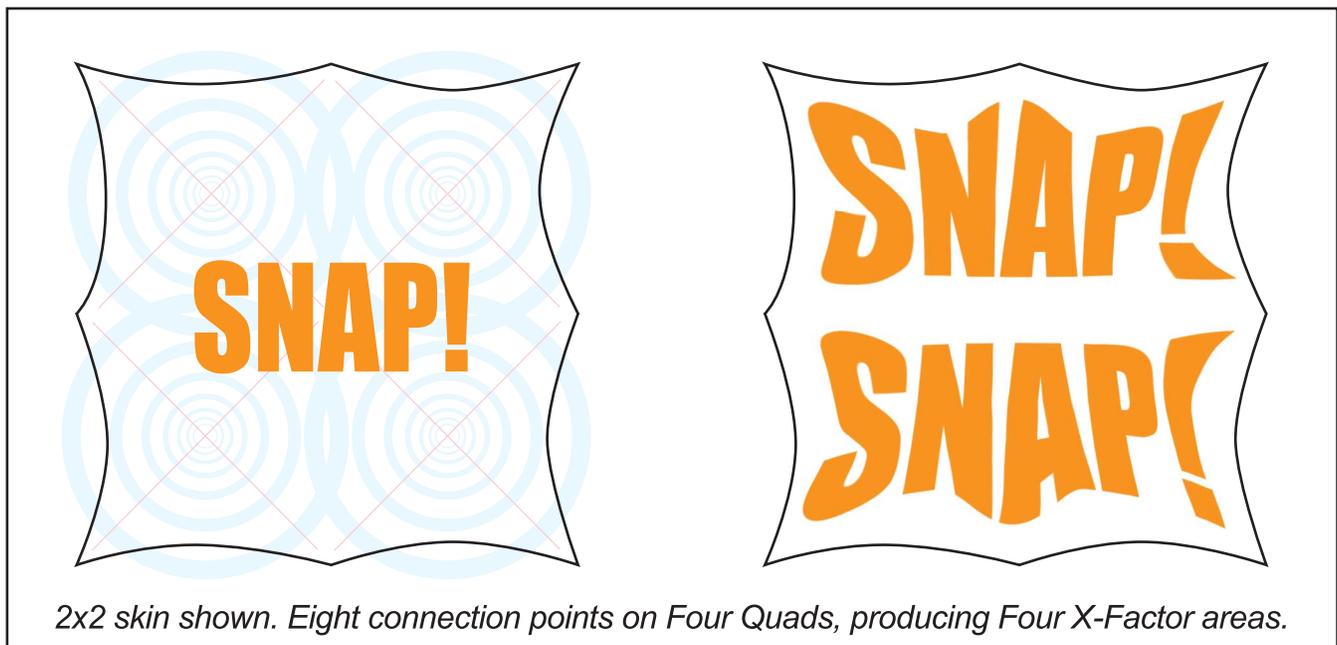


X-FACTOR

How does the X-Factor affect my multiple quad skin/image?
The answer is... in many ways, or directions that is!

A full understanding of the X-Factor is one of the most valuable tools a designer of xpressions can utilize. We know that the X-Factor begins in the very center of a 1x1 skin or more accurately the center of any single quad area. The center or cross point of the X created from drawing an imaginary line from quad corner to quad corner is the starting point. Tension fabric distortion starts out at the center and increases as your image gets closer to the quad corners. The distortion is about equal at 3 inches from the middle edge of a skin as 5" from the corners of the skin, this is a result of the fabric being pulled to the quad corner hub connection point.

This is all very simple to understand when discussing 1x1 single quad skins. What about 2x2, 1x3, 3x1 or other skins that occupy multiple quadrants and have more than four connection points? The more connection points a skin has the more directions the skins are pulled and as a result the more areas an image can be pulled or distorted. These connection points can produce many exciting design options when planned for. However, these same multiple connection points can wave a line of text or distort a logo placed too close to the edge of the focus area. For this reason it is important to know if the skin you are designing for has four, six or even eight connection points. Once you know the quantity of connection points it is easy to determine what directions your skin will be pulled toward. Keep this in mind when designing for a multiple quad xpression skin and you will be able to effectively ascertain the position of any crucial text or logos.



This diagram should help visualize the way any image will react when placed on a multiple quad skin. Remember, each quadrant creates the X-Factor. A single skin may have multiple X-Factor areas. Specifically, one X-Factor area exists for each quad the skin is occupying.

X-FACTOR

The X-Factor is the phenomenon that is a result of tension at four corners of any skin. The X-Factor is greatest at the outer most corners of the skin (A) and is least apparent at the center of the skin (B). Images closest to the edge of a skin are exposed to more tension, resulting in some image and color distortion. 3" - 5" (D) from all sides is the Focus Area (C) of any skin at any size. Outside the focus area is the greatest amount of distortion, button holes and sew lines.

When working with tension fabrics all images are exposed to some amount of distortion, this is to be considered part of the products look, and not a flaw. When working with images, like a logo, keep in mind that centering the image exposes it to the least amount of X-Factor (B). Additionally, areas of fabric that are closest to button holes are exposed to the greatest amount of tension. Since fibers, of any fabric, under tension are separated from each other on a micro level, tone and color modulating will occur. These characteristics are considered a natural attribute to the products line. The unique characteristics of the X-Factor only enhance the creative appeal and energy of the Xpressions design. The audience is invited to explore the depth, movement and excitement not found on more static systems. The initial interest is fueled by the viewers imagination, similar to Jazz music where often the best notes are the ones we hear but are not played.

The FOCUS AREA (C) is the image area that is 3" - 5" (D) from all four sides of a skin. The entire surface of the skin will accept the image, however, the FOCUS AREA is free from sew lines and button holes. The FOCUS AREA is also the area where the X-Factor is least apparent. This makes the Focus Area suitable for text, logos or any other object that would not benefit from the distortion that increases toward the edge of a skin. Keep in mind that the X-Factor is one of the characteristics that makes xpressionsSNAP! the exciting product it has become.

