

Step 0: Take Good Photos

Step 1: Editing for Print

Screen vs Paper

- ❖ Screens are Active - They Shine Light
- ❖ Paper is Passive - It Reflects Light
- ❖ Paper is much more sensitive to viewing conditions...

Protecting Whites

- ❖ Depending on the Printer, Drop your White Level 5 or 10% (using the levels tool, or white slider) so that there are no “white Pixels.
- ❖ Some printers put no ink for pure white. Different texture.

Editing for Print

- ❖ Use a color managed workflow (calibration).
- ❖ In General - Edit as Normal. WYSIWYG.
- ❖ Sometimes there are differences.
- ❖ Usually, you want brighter shadows.

Prelim:
Color, Calibration & Consistency

How do we turn a number: 144,195,212 into a color?

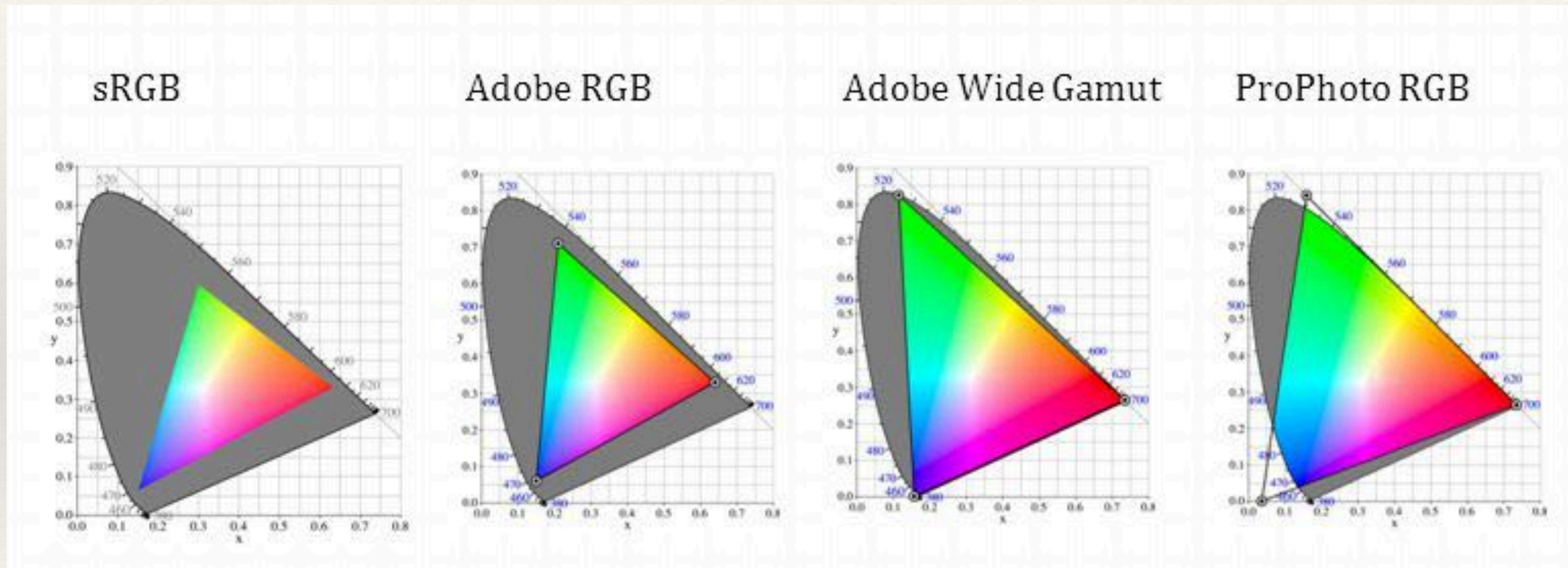


How can we make sure it is always the same?

Translate Numbers to Other Numbers

- ❖ Profiles are Situation Specific.
- ❖ They map one known thing to another known thing.
- ❖ Global - I.e. feeding a profile the number 34 always results in the same result (ex: 32).
- ❖ Sometimes called Look Up Tables (LUT).
- ❖ Convert from Device Colors to Real Colors to Other Device Colors.

Image Files: Profile Defines What Colors are Possible



Every Device has a Gamut...
Think of Color Profiles as Calibrations...
Calibrate Everything.

Sensors (Camera), Displays (Monitors) and Printers

For Output

- ❖ Take “real” color information...
i.e. jpg with a color profile that translates numbers into real colors...
- ❖ Converts it into device specific color numbers to produce the real colors.
- ❖ Accounts for differences in output devices.

Profiled
Image File

Input
Calibration

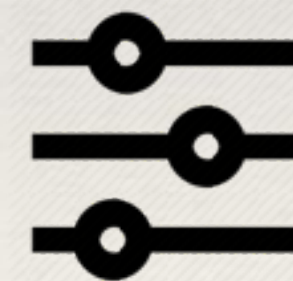
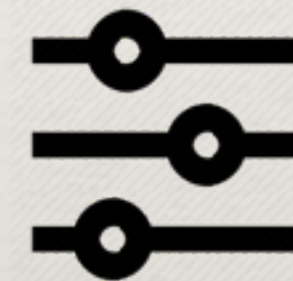
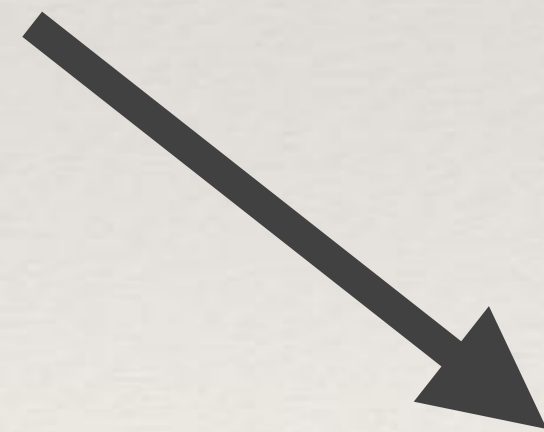
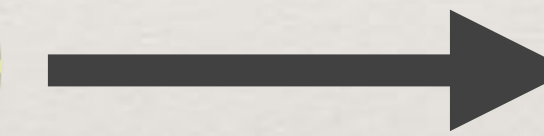
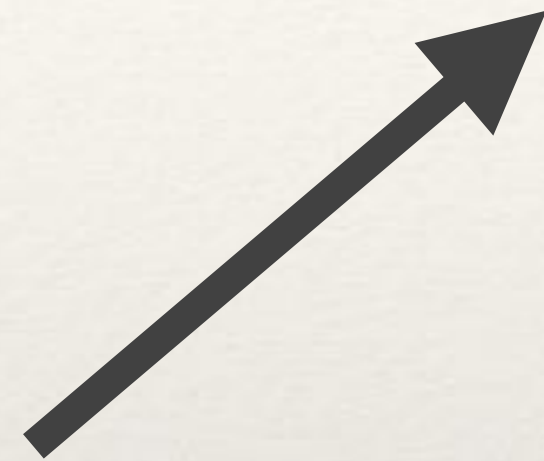
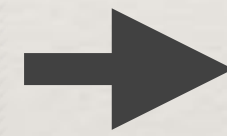
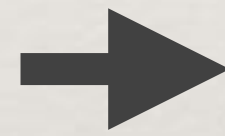
“Real”
Colors

Output
Calibration

“Real”
Colors



AdobeRGB



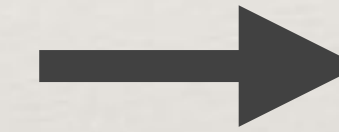
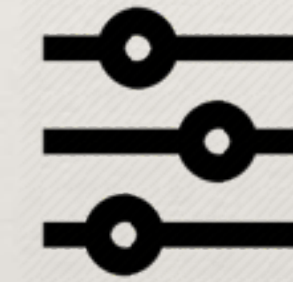
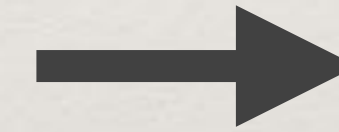
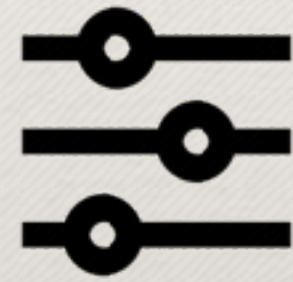
“Real”
Colors

Soft Proof
Calibration

Simulated
Colors

Monitor
Calibration

Simulation
of Print



Printer Tech

Inkjet Printer Tech

- ❖ Thermal vs Piezoelectric
- ❖ **Solvent** vs UV-Cured vs Dye Sublimation
- ❖ Number of Colors...
More = Wider Gamut (usually)
- ❖ Blacks? More = Better Tones
- ❖ Photo(Gloss) vs Matt Black Ink
- ❖ Resolution?

Paper

Paper Weights

- ❖ gsm = Grams / Square-Meter
- ❖ Higher gsm = Thicker Paper
- ❖ <300 = Normal Photo Papers, Flexible
- ❖ >300 = “Fine Art” Papers, Not Very Flexible

Fine Art Papers

- ❖ Generally Use Matt Black
- ❖ High Texture (Lower Effective Resolution)
- ❖ Variety of Brightnesses and Textures
- ❖ Cold Press = Rough Texture
- ❖ Hot Press = Fine Texture
- ❖ Generally Use More Ink, Slow Dry Time
- ❖ MANY MANY MANY Options

Photo Papers

- ❖ Use Photo Black (Gloss Black)
- ❖ General Glossy, Luster or Pearl Finish
- ❖ Usually Lighter Weight (< 300 gsm)
- ❖ Use Less Ink, Faster Dry Time
- ❖ Higher Resolution

Examples

- ❖ Metallic Luster and Metallic Gloss
- ❖ Gloss Photo Paper
- ❖ Pearl Photo Paper
- ❖ Cold Press Fine Art
- ❖ Ultra Smooth Fine Art
- ❖ Water Color Fine Art

Different Paper Manufacturers Have Different Branding

3rd Party Paper

- ❖ Printer Manufacturers Make or Rebrand Papers
Profile Included with Printer
- ❖ Specialty Companies: Moab, Red River, Hahnemuhle
Profile Provided by Paper Company
- ❖ Other Papers: Small Manufacturers, Non-Printer Paper
Create Your Own Profile

How Does One Choose?

Choosing Paper

- ❖ Look at other people's prints.
- ❖ Buy sample packs.
- ❖ Consider the image when choosing paper.
- ❖ Experiment.
- ❖ Learn your favorite.

EPSON METALLIC PHOTO PAPER LUSTER
Photo Rag® Book & Album 220 gsm
13" x 19" - 10 641 486

CANSON
BARYTA PHOTOGRAPHIQUE
Edition Etching Rag
ARCHES® AQUARELLE RAG
PLATINE FIBRE RAG

MOAB
MOAB
MOAB
MOAB
MOAB

EPSON Premium Presentation Paper MATTE
The Art of Expression since 1584
The Art of Expression since 1584
EPSON COLD PRESS NATURAL
TEXTURED MATTE
13" x 19" | 25 Sheets | 5042300
SIGNATURE WORTHY

When Good Printers Go Bad

Care and Maintenance

- ❖ Injets use Solvent Based Inks.
- ❖ Use It Or Loose It.
- ❖ Printers That Sit, Clog.
- ❖ Head Cleaning.
- ❖ Head Replacement.

Lets Print