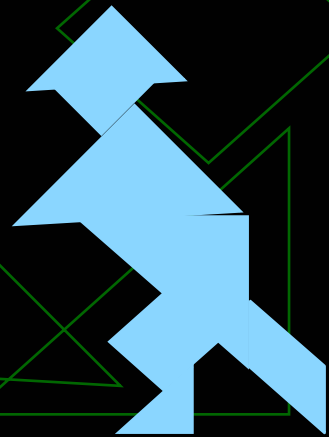


File Preparation

Allied Photocolor

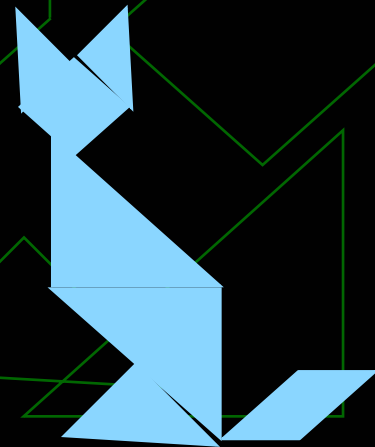
Getting What you need

- ◆ Calibration
- ◆ Resolution
- ◆ Color Spaces
- ◆ Profiles
- ◆ File formats
- ◆ Communication



Calibration

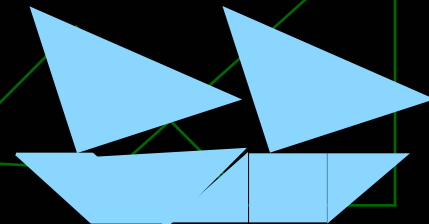
- ◆ The process of returning a device to a known state
 - Monitors do not come set for print from factory
 - Factory default is 9300
 - 5500 kelvin for print



Mac

◆ Blue Apple in Menu

- Preferences
- Displays
- Set brightness slider to halfway point
- Press “Calibrate” button
- Continue to third screen; set temperature to 5500
- Name & Finish



Cinema

Show All

Display Color Options

Display Profile:

- Adobe RGB (1998)
- Adobe RGB (1998)
- Apple RGB
- CIE RGB
- Cinema
- Cinema Calibrated#1

Show profiles for this display only

Open Profile

Delete Profile

Calibrate...

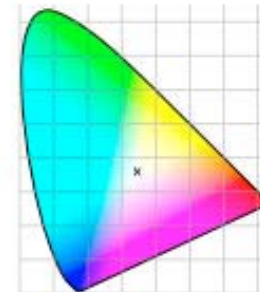
Display Calibrator Assistant

Select a target white point

- Introduction
- Set Up
- Native Gamma
- Target Gamma
- Target White Point**
- Admin
- Name
- Conclusion

Select the white point setting you want for your display. This will adjust the overall color tint of the display. In most cases it is best to use the display's native white point or a standard white point such as D50 or D65.

- D50 Warm yellowish white – standard for graphic arts work.
- D65 Neutral white – equivalent to midday sunlight.
- 9300 Cool blueish white – standard for most displays and televisions.
- Native Use native white point of this display.



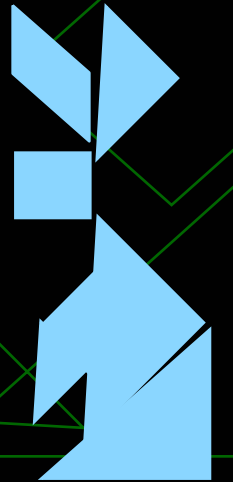
After you have done this step, click the continue button.

Go Back

Continue

Windows

- ◆ Use buttons on monitor to set color temperature
- ◆ Both platforms can use various calibrators; Eye One, Huey etc. but they will not automatically set the color temperature for print

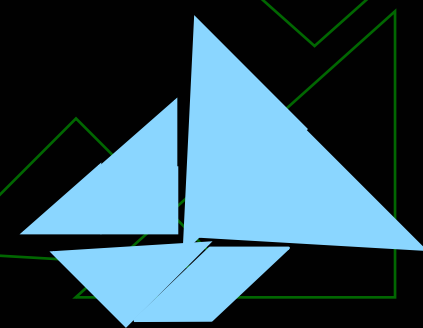


Resolution

- ◆ For print 150-300 ppi is optimum, fewer (150) ppi is needed for prints 20x30 and larger
- ◆ Anything beyond 305 ppi - dpi at 1:1 will be thrown out by the device
- ◆ Interpolating up is rarely helpful
- ◆ Film resolution is much greater than paper

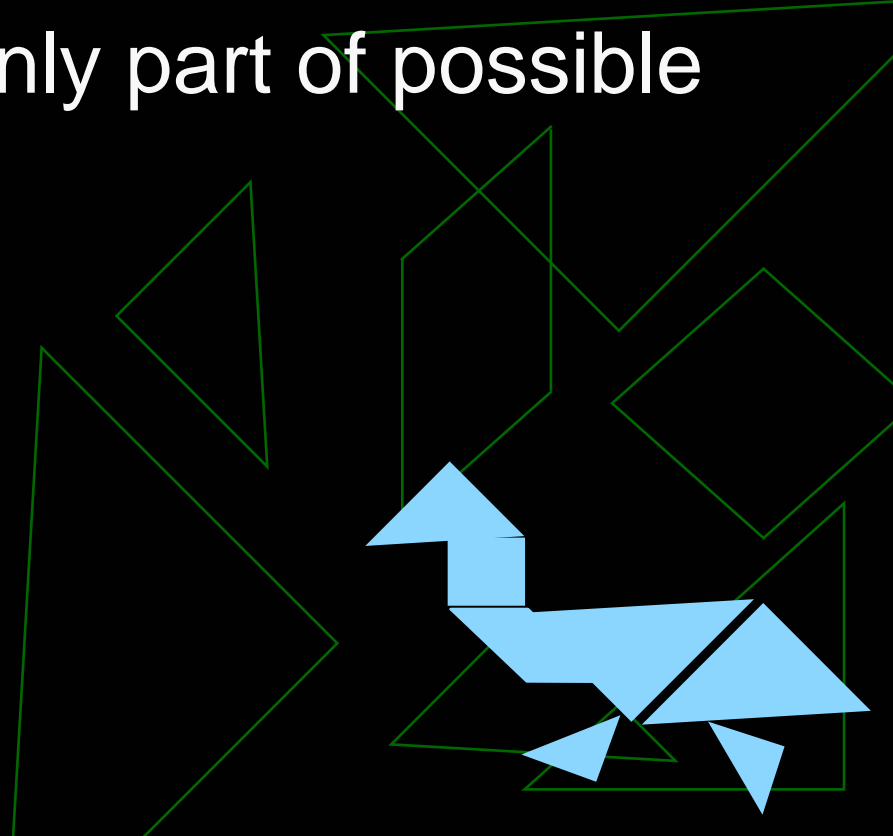
File Sizes

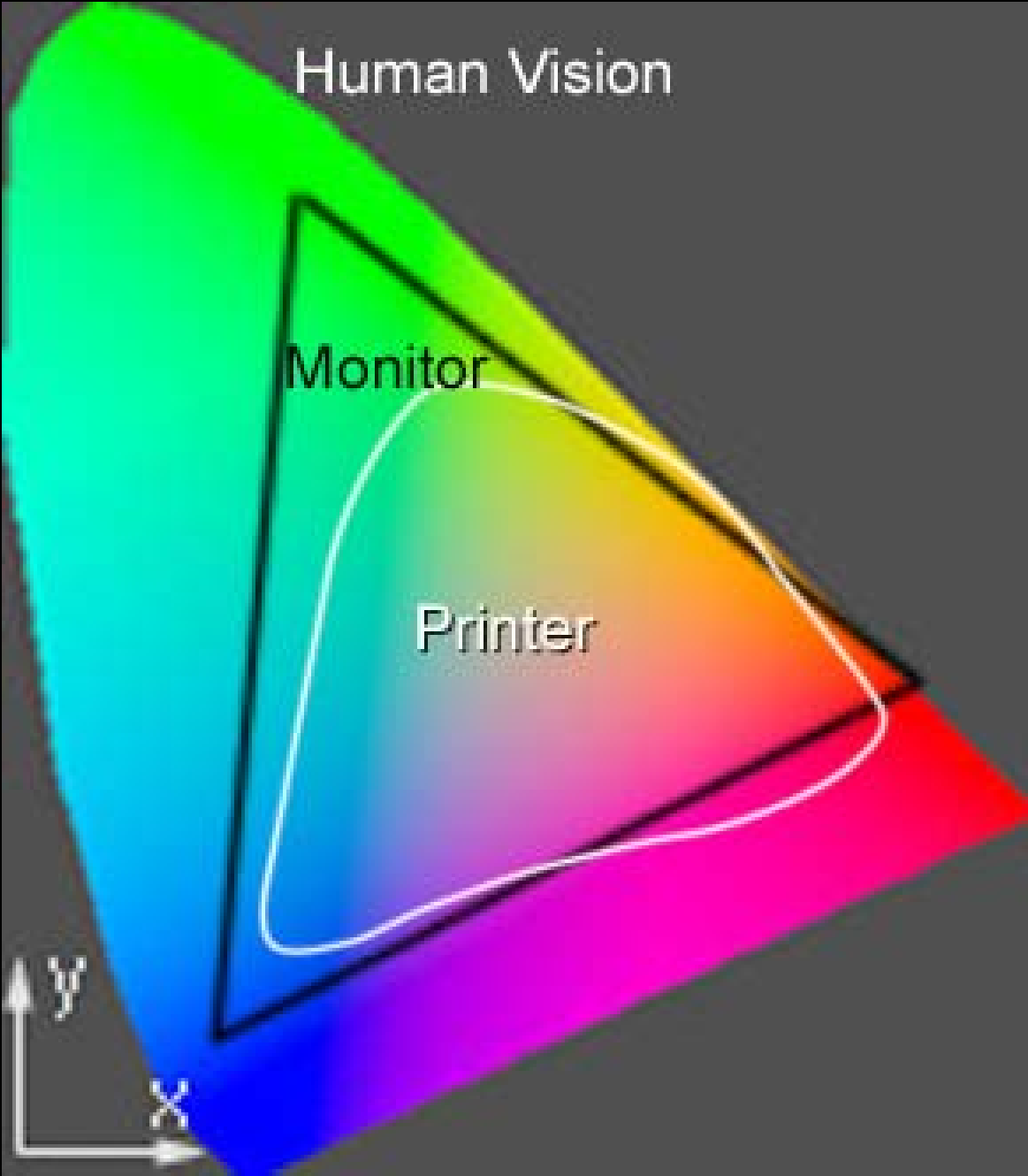
- ◆ Files have absolute sizes
- ◆ An 8x10 at 300 ppi is equal to a 16x20 at 150 ppi, Both are 20.6 mb as RGB



Color Spaces

- ◆ RGB is a larger color space than CMYK capable of reproducing more colors
- ◆ Each device can display only part of possible colors





Setting up Photoshop

- ◆ Edit; Color settings; choose more options; set RGB to preserve embedded profiles; intent set to perceptual; desaturate monitor colors 20% & check box
- ◆ When saving as tif, check box to embed color profile

Color Settings



For more information on color settings, search for "setting up color management" in Help. This term is searchable from any Creative Suite application.

Settings: **Custom**

Working Spaces

RGB: Adobe RGB (1998)

CMYK: U.S. Web Coated (SWOP) v2

Gray: Dot Gain 20%

Spot: Dot Gain 20%

Color Management Policies

RGB: **Preserve Embedded Profiles**

CMYK: Preserve Embedded Profiles

Gray: Preserve Embedded Profiles

Profile Mismatches: Ask When Opening Ask When Pasting

Missing Profiles: Ask When Opening

Conversion Options

Engine: Adobe (ACE)

Intent: **Perceptual**

Use Black Point Compensation

Use Dither (8-bit/channel images)

Advanced Controls

Desaturate Monitor Colors By: %

Blend RGB Colors Using Gamma:

Description

OK

Cancel

Load...

Save...

Fewer Options

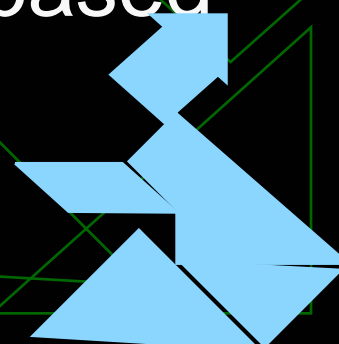
Preview

Profiles

- ◆ Adobe 1998 covers a large space, but not all of it can be reproduced
- ◆ sRGB is a limited space based on obsolete phosphors yet is widely used
- ◆ Pro Photo does not reproduce well
- ◆ Many others are available, embed during saving for best results.

File formats

- ◆ Flat, uncompressed tif or jpg; RGB
 - jpg is a good archival format
 - ◆ Problems occur when opened, changed & recompressed
- ◆ Other formats will be converted for the devices to understand.
- ◆ Type & Graphics rasterized from vector based files to the proper size will be sharp



Devices & Media Available

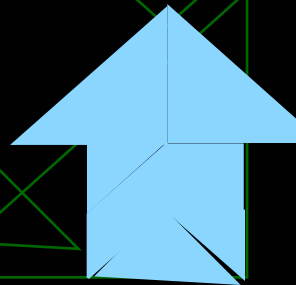
- ◆ Lightjet
 - Photographic output
- ◆ Roland
 - Giclée Rag & Canvas
 - Vinyl
- ◆ Film

Communications



◆ Hard copy with notes

◆ Proof



In Summary

- ◆ Capture at a large size
- ◆ Calibrate to 5500
- ◆ Embed the profile
- ◆ A hard copy verifies & directs
- ◆ Making a test eliminates surprises

References

- ◆ Digital Graphics
 - ◆ Wide Format Imaging
 - ◆ Digital Output
 - ◆ CreativePro.com
 - ◆ Digitaldog.com
 - ◆ Inkjetmall.com
 - ◆ Real world Color Management Bruce Frasier
- Bruce Frasier
Andrew Rodney
Jon Cone