

Print Preparation

Firstly, it has to be appreciated that the image you see on your computer monitor, the PDI, is being produced by a totally different technology to what you can see on a print:

One is an electronic image. The other is paper and ink.

It is quite a miracle that the 2 images can look similar at all.

If your final product is a PDI then what you see on the screen is your final product and if it looks good: "job done"!

If your final product is a print then the computer monitor must be viewed as a stepping-stone to the final product, the print, only.

Generally, prints tend to look a bit flatter and less sharp than PDI's if you print straight away.

So, I would recommend that for any print version of the image you add extra sharpening AND increase the mid tones slightly.

If working in Photoshop (PS), it is useful to add a sharpening layer or 2, using whatever methods you prefer, such as Unsharpen, High Pass filter or use the Output sharpener in the Google Nik Collection suite.

To lift the mid tones in PS, the easiest method is to add a levels adjustment layer and move the mid-tone slider (the one on the bottom axis, in the middle of the histogram) to the left to a value of about 1.10. 1.05 to 1.15 usually has the desired effect.

If you haven't got PS and only use Lightroom then you can simply crank up the sharpening to suit the print AND in the curves section, push the middle of the curve towards the top left corner to create a "bit of a bump" / a slight curve instead of the default linearity.

Remember: the resultant image is a print version. Not the one you want to look at on your monitor.

The next step in printing depends on what printer you have or who is doing your printing.

If you don't have a printer then companies such as DS Colour Labs (DSCL) offer a very cost effective, fast service.

If you are ordering colour prints from DSCL you will firstly need to size your image correctly and then download from their website the ICC Profiles that match their particular papers. See the appendix for full instructions.

For home printing, a lot depends on what printer you are using but one thing is common: when printing in colour you will need to use the correct ICC (Colour) Profile for the paper you are using matched to the printer you have and the inks you have installed. As a rule, the printer comes with software that will assume you have their own inks installed and will use their own papers (Epson or Canon for instance). So when you hit the print button it will usually have a paper selection dialogue box that will list their papers and you choose accordingly. These papers have been installed in the folder: Your Computer>Library>ColorSync>Profiles when you installed the printer software. It is here that you can add new profiles should you buy alternative papers.

If you want to use papers by another company such as Permajet, Fotospeed, Hahnemuhle, Canson etc than you will have to visit their websites and download their generic paper profiles that are listed for your printer. Once they are downloaded you move them to the folder listed above (Your Computer>Library>ColorSync>Profiles).

However, these “generic” profiles assume all printers leaving the factory will perform the same. Sadly, they do not. The generic profiles will give you a decent colour print but it is far better to have a Custom Profile that is produced for you printer! Happily, most (if not all) of the paper manufacturers offer a free profiling service for your printer with their papers!

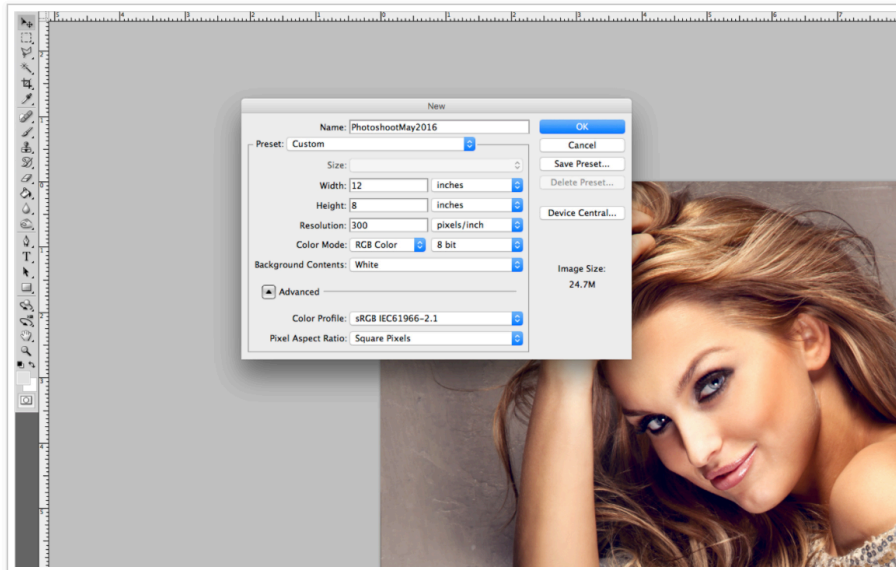
Again, visiting their website gives all the necessary instructions but in basically, you will download a “Patch File” which is a calibration print and then print this on as many of their papers you wish to use, using the instructions on how to print this (such that all colour management is switched off) and then send these prints to them with the form they supply filled in (and labelling each paper on the back with which type it is!). They will then email you your custom profiles as attachments and you copy them to the same profiles folder on your computer.

The results of custom profiling are dramatic!

If you are printing in Black and White then you can use the ICC profile for the paper but your printer may have a black and white mode which enables you to print with a couple of the coloured inks turned off that tend to give B&W prints a bit of a colour caste.

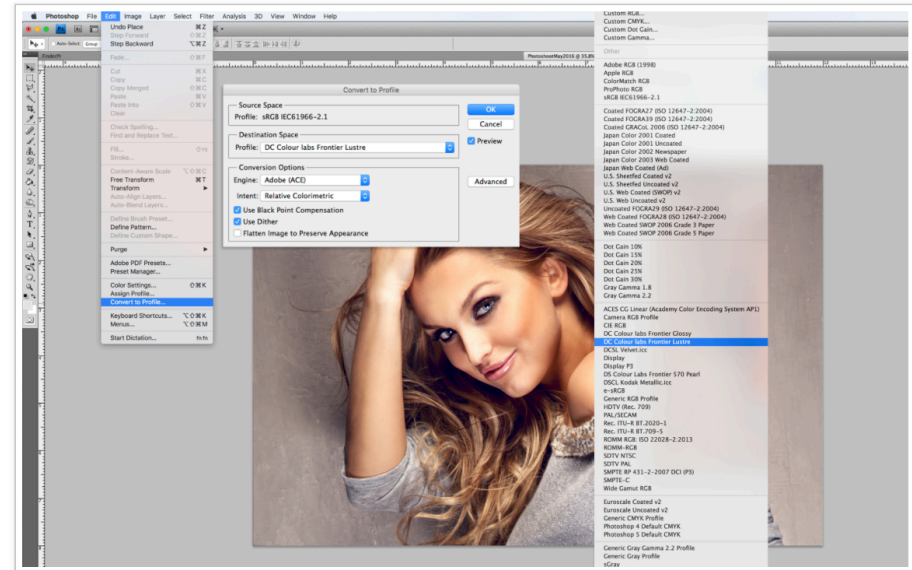
Appendix: Getting prints ready for DSCL:

GETTING YOUR FILES READY FOR PRINT



When you are creating a file to print firstly you must ensure the file is sRGB and not RGB colour space. Secondly when creating your crop ensure the aspect ratio of the file is equal to the print size you want to order, size the file to the print size at 300dpi which can be done in both Photoshop and Lightroom. This way you are in complete control of the crop of your image.

Please note we use c-type photographic printers so you will always get a 2-3mm crop around your image so when adding a water mark or text to an image please make sure you have 5mm space to account for the crop. When adding your own border again remember you will lose 2-3mm from it at the print stage.



We have profiles for all our products but only release the C-Type paper profiles, these can be found below. For any other print surface or product please supply sRGB file and we will profile within the lab.

For C-Type firstly download your desired paper profile from the options below and follow the instructions on installing profiles. Once you have your profiles installed within Photoshop you can navigate to Edit > Convert to Profile. A window will pop up which contains a dropdown menu titled 'Destination Space'. Click on the dropdown menu and find the desired profile from the list. If you are using Lightroom the option for embedding a paper profile is available when you are ready to save you project and navigate to 'File > Export'

DOWNLOAD PAPER PROFILES BELOW

Click on the name of the paper profile to launch the download or click on the Tech Spec button for more information on the papers.



[Fuji 570 DP11 Pro Lustre Paper](#)

[Tech Spec Sheet](#)



[Fujicolor C/A Professional Velvet Paper](#)

[Tech Spec Sheet](#)



[Kodak Professional Endura Metallic Paper](#)

[Tech Spec Sheet](#)



[Fuji 570 C/A Glossy Paper](#)

[Tech Spec Sheet](#)

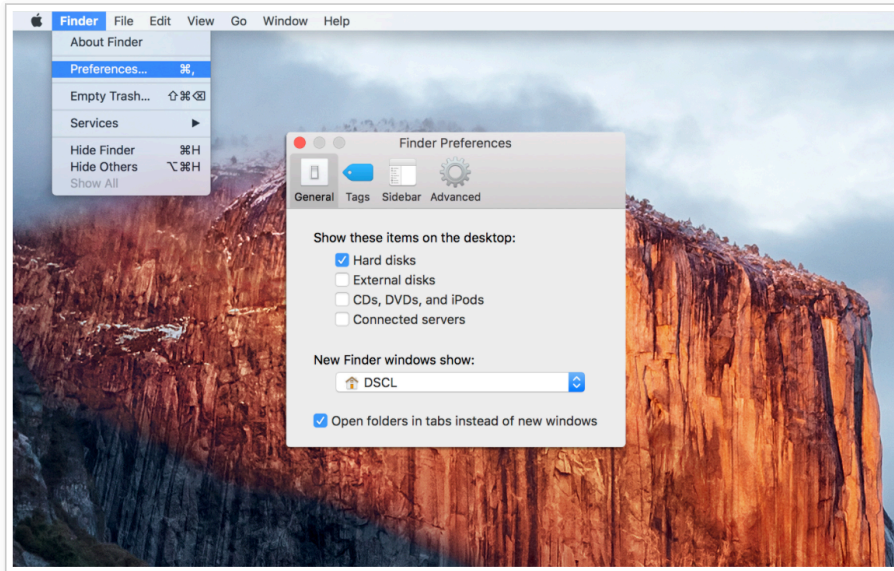


[Fujicolor C/A Digital Pearl Metallic Paper](#)

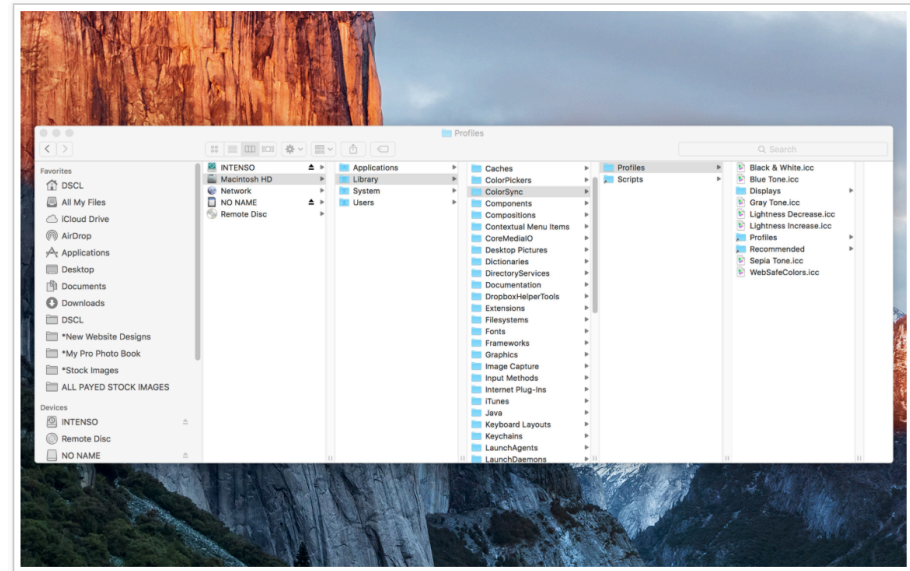
[Tech Spec Sheet](#)

Please Note: Paper Profiles are not required for Fine Art Prints, Photo Gifts or Wall Products as we add the profile at our end as we print them.

INSTALLING PAPER PROFILES ON A MAC

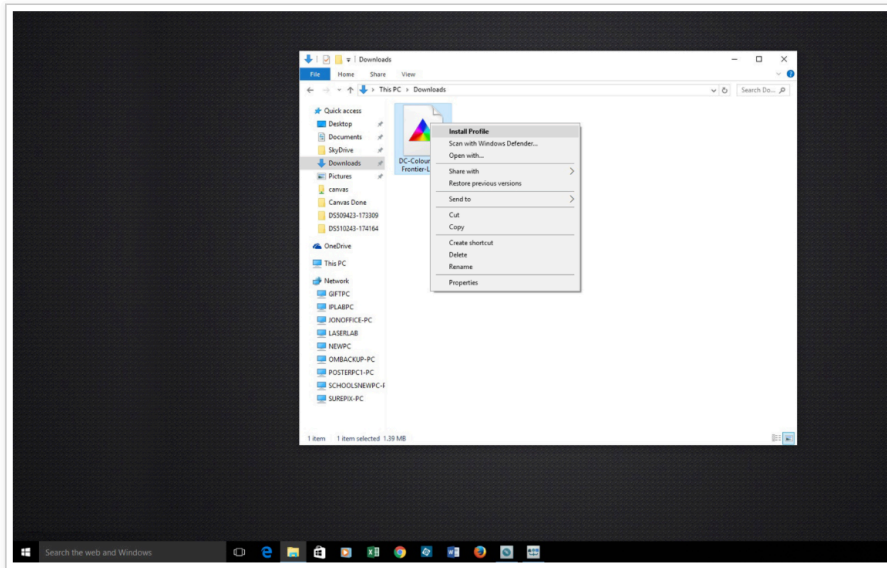


In order to install colour profiles on a Macintosh you firstly need to access your Macintosh HD. If your HD is not currently visible you can easily change this in the finder preferences shown above.

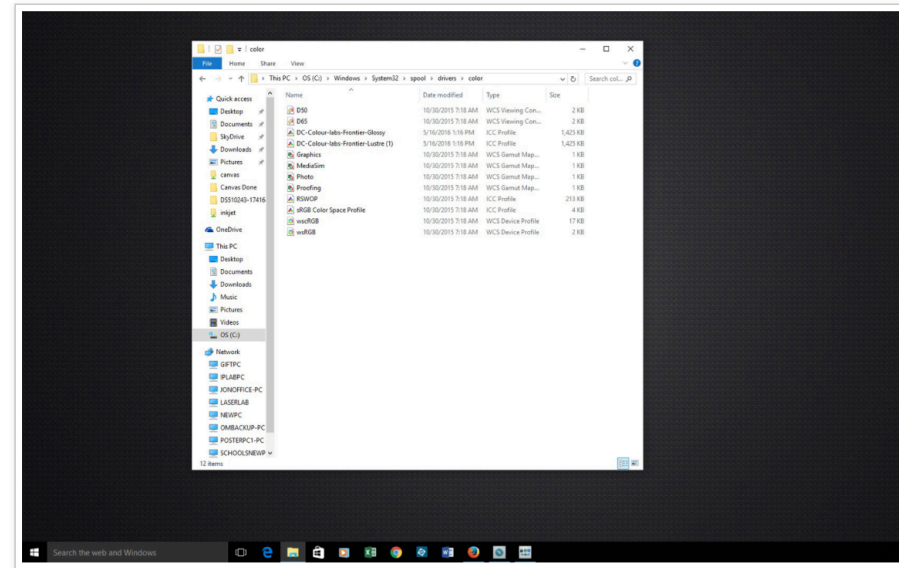


Once you have access to your Macintosh HD you need to navigate to the Profiles folder 'Macintosh HD/Library/ColourSync/Profiles'. Within the Profiles folder you can simply copy and paste or drag and drop the profiles you have downloaded. You will need to type in your Administration Password for the changes to be made.

INSTALLING PAPER PROFILES ON A PC



To install profiles to a PC, Simply download and save your desired profile(s) and locate them. Once located right click on the file and select Install.



You will not receive confirmation that the profile installed successfully, but you can check this by checking the list of profiles installed on Photoshop or similar application or by navigating to the following folder on your PC '(C): or (D):/Windows/System32/Spool/Drivers/Colour'. You can also copy and paste or drag and drop your downloaded profile into this folder if you prefer.

Eddie Hyde LRPS