

PRINTING & COLOR

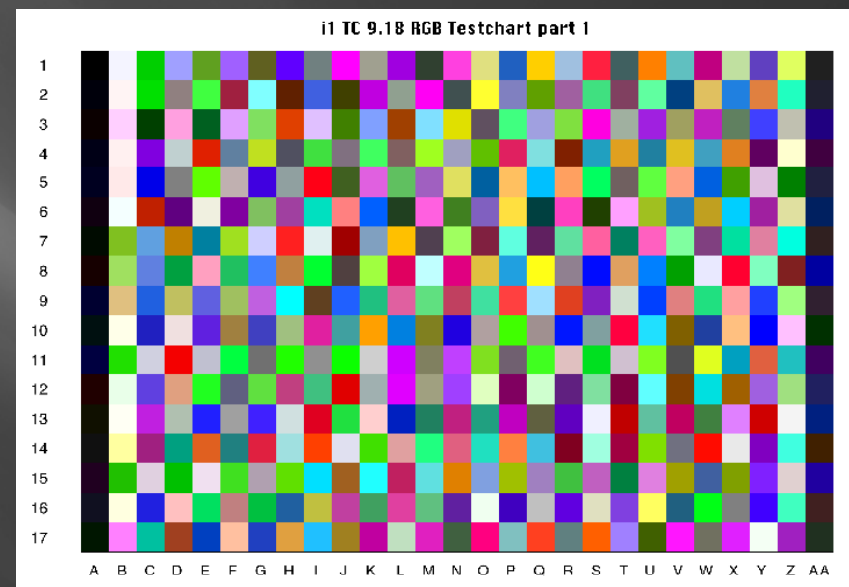
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Excerpt from “The Big Picture” www.beyondon.ca

PRINTING & COLOR

- ▣ Color management System
- ▣ sRGB vs Adobe
- ▣ Print Matching
 - Monitor brightness
 - Viewing conditions
 - Hardware calibration
 - Outside factors



Color Management Systems

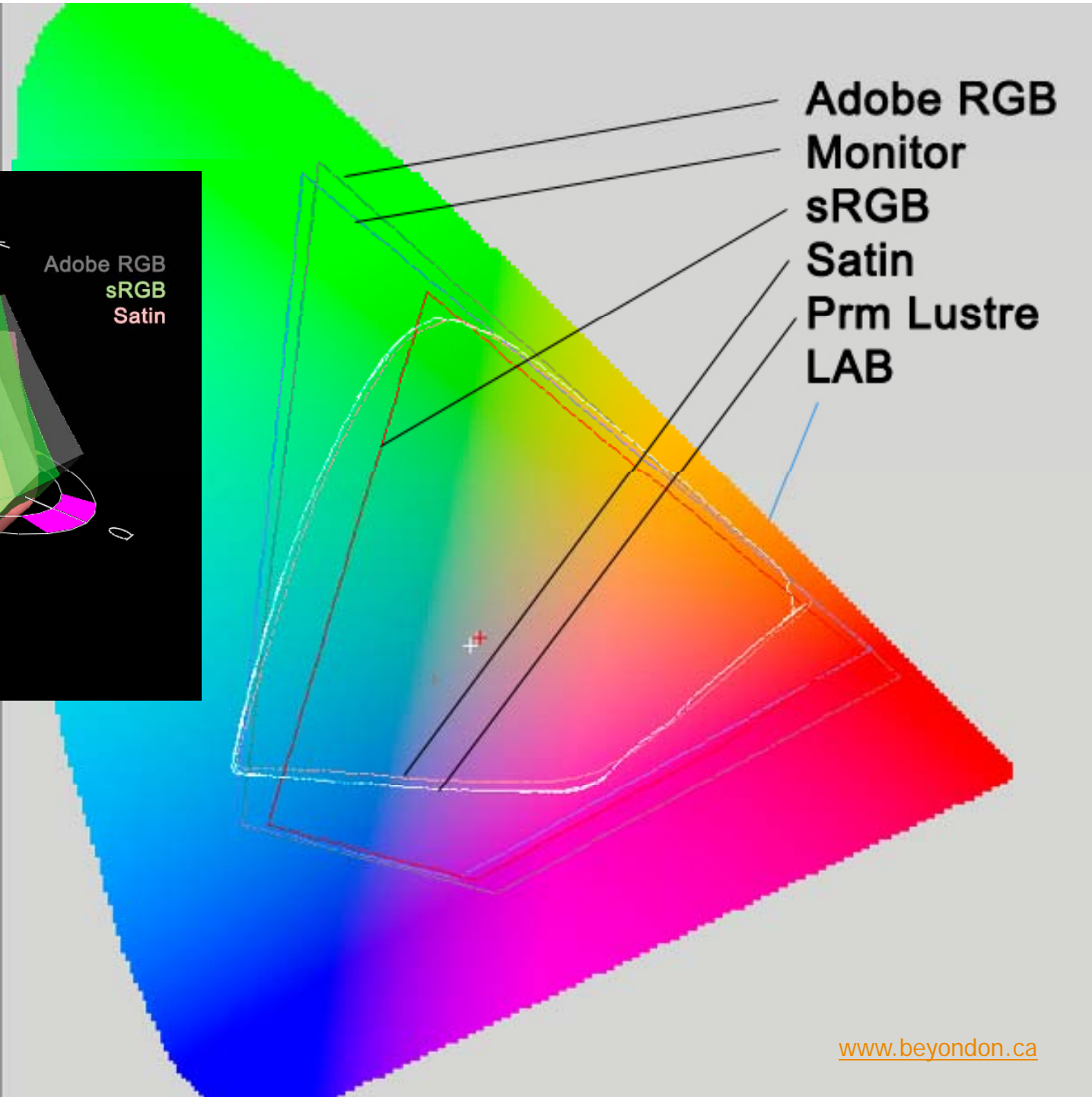
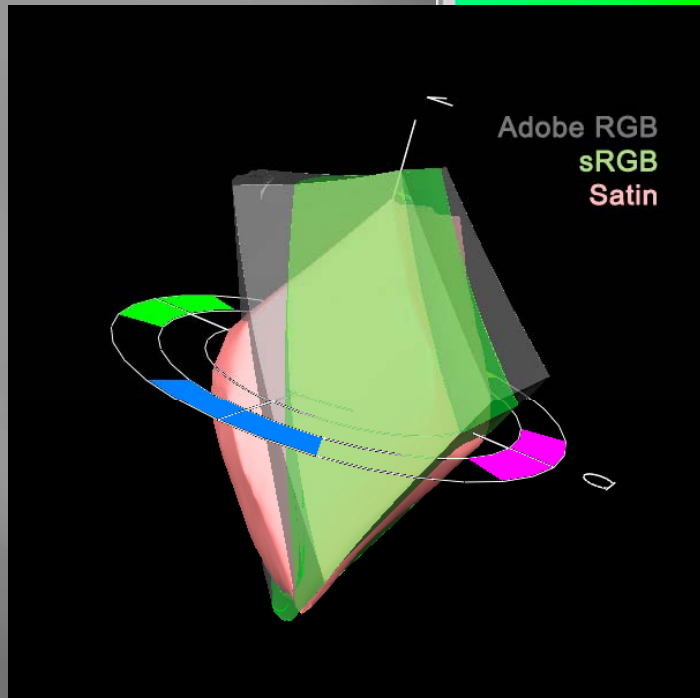
- ▣ A Color Management System (CMS) is the computer's way of trying to interpret color from all the various devices it's working with so it can be displayed or printed as accurately as possible
- ▣ Color spaces (sRGB, AdobeRGB) are references, and define fixed amounts of color.
- ▣ Color profiles (epson premium lustre) are used to describe color characteristics of a specific device, like a monitor, or printer+paper combination.

Color Spaces: sRGB vs AdobeRGB

- ▣ sRGB – “standard” RGB.
 - Average amount of color
 - Reproduces easily and predictably on most devices
 - The standard for every consumer device or service. Anything that does not support color management (like most of the internet) assumes files are sRGB.

- ▣ AdobeRGB
 - Larger color space reproduces more intense colors
 - Requires color managed systems
 - Not for the internet!
 - Requires “wide gamut” monitors to view correctly

Gamut



Gamut is the amount or range of color a device can reproduce

Viewing Your Images On Screen

- ▣ Screen brightness
 - Artificially bright screens are common & produce flat, dark files
 - Brightness should be adjusted for your surroundings
 - For print matching screens should be a bit brighter than a sheet of paper
- ▣ Screen Color
 - What color is your screen?
- ▣ Quality of screen
 - Is your screen uniform?
 - Are you viewing it straight on?

Hardware Calibration

- ▣ Calibration, more accurately called Profiling, is the act of using a colorimeter to measure your screen
- ▣ Calibrating does give you:
 - More accurate colors
 - More consistent colors
 - Control over color temperature
- ▣ It does not give you
 - Perfect print matching
 - A reduction in banding
 - More uniform display



COLOR

The color temperature of our surroundings affects how we interpret color on screen and in print.

For critical color work, both monitor and viewing conditions should be of similar color temperature and brightness levels.

Most importantly lighting needs to be consistent – changing light levels and temperatures (editing by a window for example) will throw off your perception

Color Temperature, Daylight & Light Bulbs

