

Why Produce A Print?

A "Photograph" only comes into being when a negative or digital file becomes a PRINT!

Print your own or outsource?

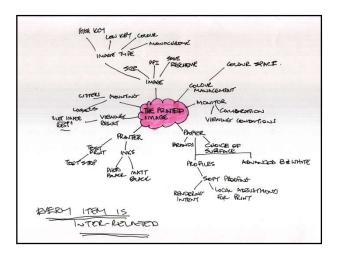
Three good reasons to print your own:

Full control over the process

Paper choice > Interpretation

Personal Satisfaction & Enjoyment

How Do I Get A Good Print?





Recommended Makes:

- NEC SpectraView Range
- Eizo ColourEdge Range
- BenQ
- Dell Ultra Sharp Range

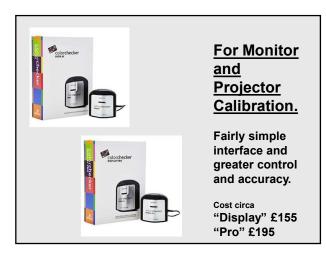
Here are some of the things you should look for in the best monitor for photography:

- Minimum 8-bit, ideally 10-bit+ wide gamut;
- Widescreen instead of square (because most DSLR cameras produce widescreen images);
- IPS panel type for best colour accuracy and reproduction;
- Wide-viewing angles;
- Large monitor size of 24 inches and above (preferably at 1920×1200 resolution and above);
- + Good uniformity with minimum or non-existent colour tinting and shifting;
- Good black depth;
- A monitor hood is useful;.



Monitor Calibration

This Is An Absolute MUST!





Don't have Calibration Tool

For photography your monitor should be set to Gamma 2.2 (Windows) or 1.8 (Mac), colour temperature 6500K and brightness (luminance) of 100cd/m².

Don't have Calibration Tool

Set brightness (luminance) of 100cd/m².

Create a blank window on your screen and make sure it's filled with white. You can do this in Photoshop or indeed in Microsoft Word, etc. Give yourself lots of white space.

Set your camera to aperture priority and dial in an aperture of F8, shutter speed $^{1/}_{\rm 15}$ sec and set ISO 100.

Point your camera's at the white space so that it <u>completely fills the</u> <u>viewfinder</u>. You should have a shutter speed reading of around 1/15 sec. If not adjust the screen brightness of the monitor until you do.

If you have done this your display will be at approximately 100cd/m $^{2\!\cdot}$

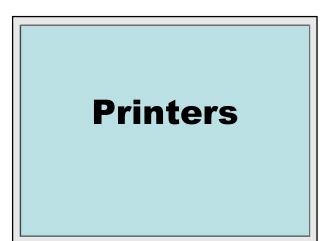
Other Considerations:

- Avoid direct light from a window
- Have neutral coloured blinds and/or curtains to block out bright light
- Neutral colour to walls/ceilings
- Room light having daylight lamps fitted
- GrafiLight or similar for checking final print
- Avoid printing at night



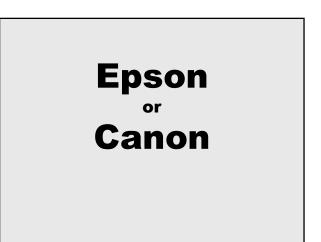
Print using paper profiles

We Discuss This Later



Except if you are an Event Photographer and need to produce images for sale <u>on</u>

<u>location</u> (in which case you would need to consider a Dye-Sub Printer), there are, in my opinion, only two makes worth considering...





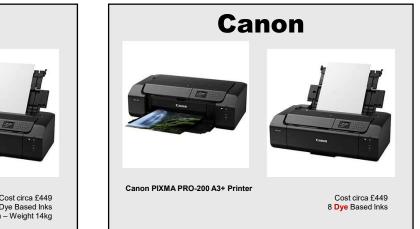
























Buying Considerations

- Capital Cost
- Printer Footprint
- Cost of Ink

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- Capital Cost
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- Cost of Ink

..... Check out On-Line Reviews

Other Considerations

- > OEM Inks vs. Third-Party
- Continuos Ink-Flow Systems

Preparing The Image For Print

Print Resolution

Print Resolution

Ideally, try not to upsize your image.

However on occasions I do and whilst you can do this in Photoshop I prefer to use a bespoke piece of software called "**Blow Up**" from Alien Skin

Print Resolution

The best resolution for your print will be largely dependent upon three things:

Choice of paper. Glossy or Matt?

On matt paper you can get away with a lower ppi resolution but best to sharpen a little more than if printing on glossy

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The Printer. Epson or Canon? 360ppi is generally considered the optimum resolution for an Epson printer and 300ppi for a Canon

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The Printer. Epson or Canon?

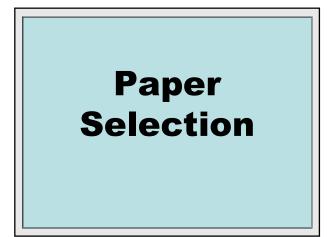
Viewing Distance.

Correct viewing distance is generally considered to be twice the diagonal distance of the printed image.

Resize the image

for print and save

as separate file



What type of image is it?

How do you want it

perceived?

<u>Traditional B&W or Colour</u> = probably a gloss/semi gloss paper.

<u>Arty</u> = possibly a fibre based art paper, maybe with a surface texture. <u>High Key (light in tone)</u> = possibly a matt fibre based paper, maybe with texture.

> <u>Low Key (darf in tone)</u> = possibly a gloss/semi gloss paper, probably not a matt paper.

Jmage having a glowing play of light or need maximum D-Max = Platinum Baryta or possibly a satin/silk paper .





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The Printed Image Presentation

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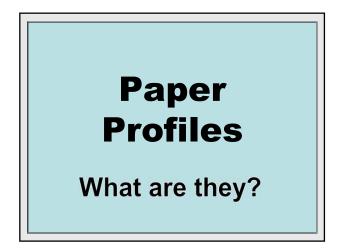
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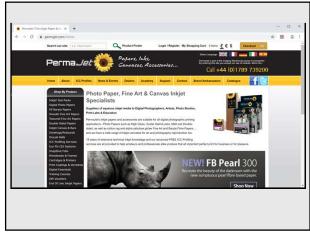
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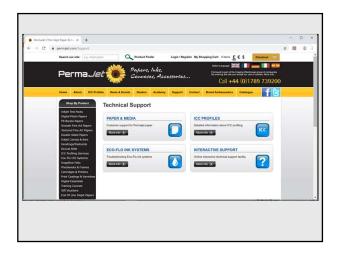








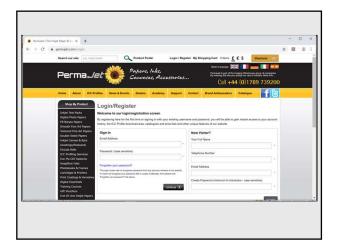




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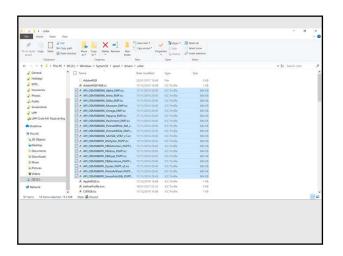


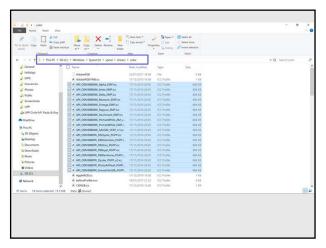


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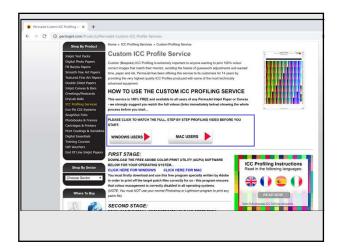
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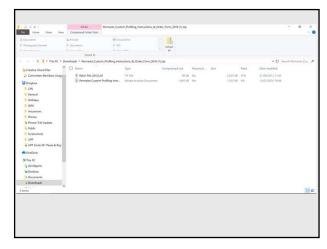


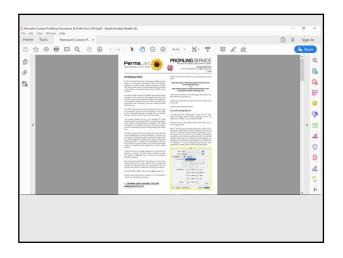


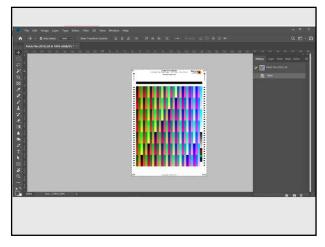


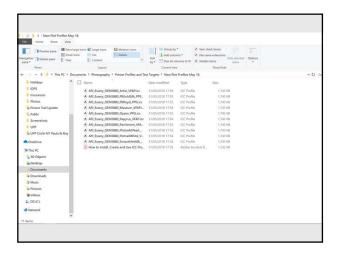




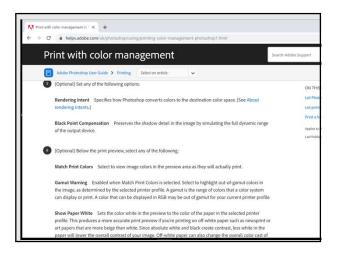


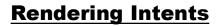




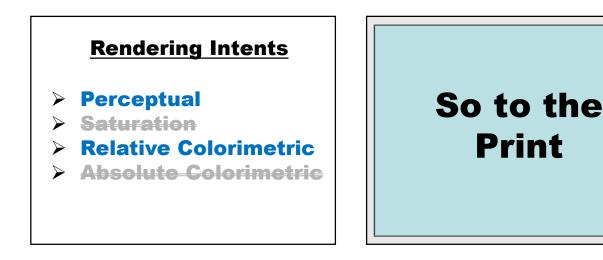




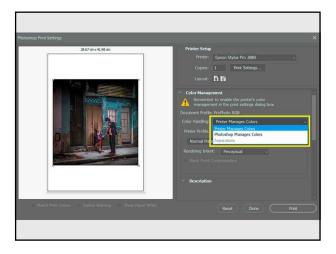


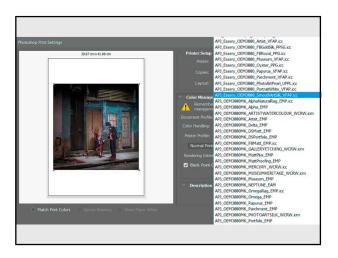


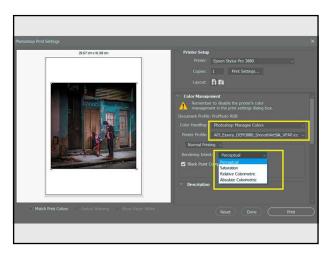
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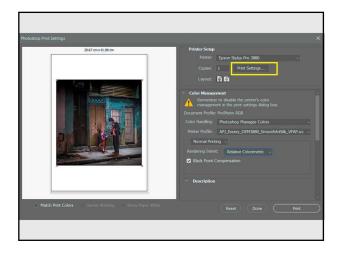




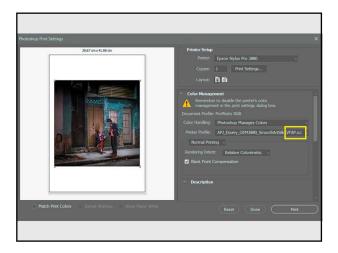




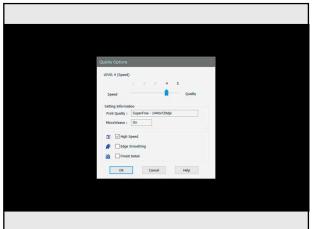










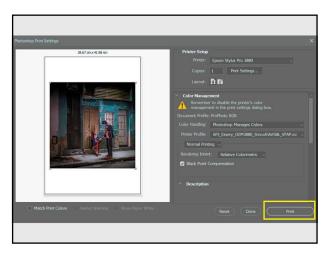


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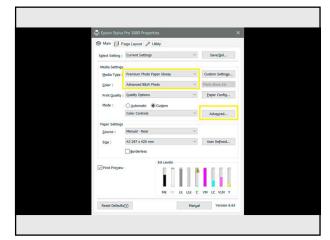










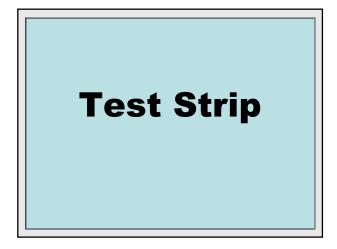


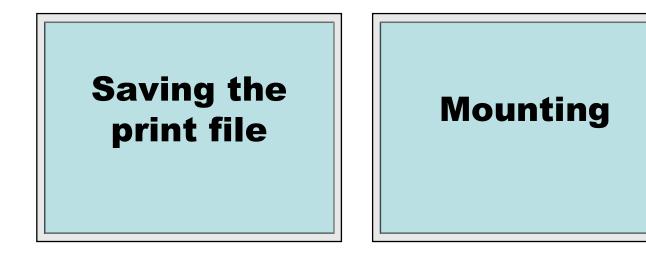


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Attaching Image and Labelling

Thank you...any Questions?