

The Printed Image

Roy Essery MPAGB

Why Produce A Print?

A “**Photograph**” only comes into being when a negative or digital file becomes a **PRINT!**

Print your own or outsource?

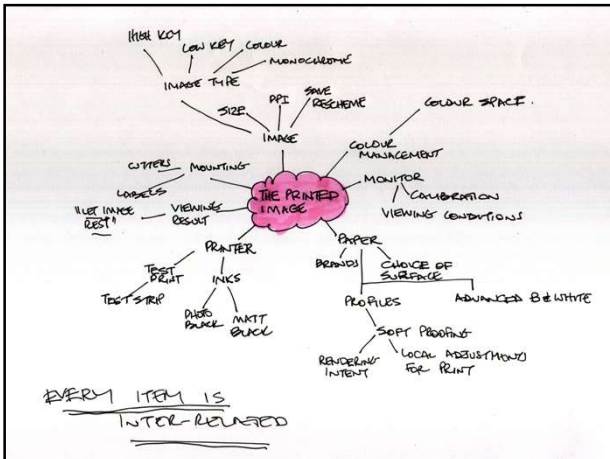
Three good reasons to print your own:

Full control over the process

Paper choice > Interpretation

Personal Satisfaction & Enjoyment

How Do I Get A Good Print?



The Monitor


- 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 x 1200 resolution and above);
 - Good uniformity with minimum or non-existent colour tinting and shifting;
 - Good black depth;
 - A monitor hood is useful;

Colour Management

Monitor Calibration

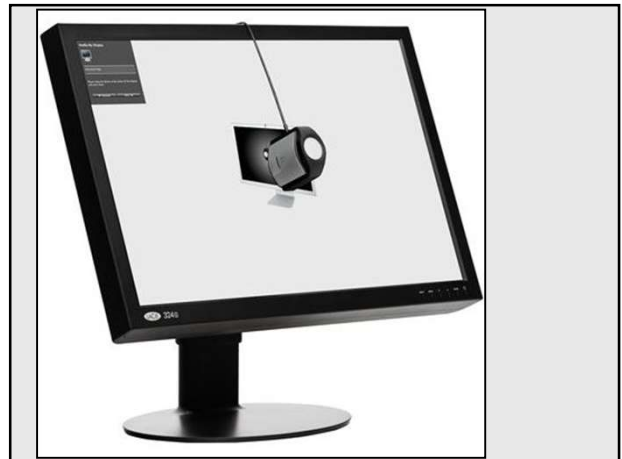
This Is An Absolute MUST!



For Monitor and Projector Calibration.

Fairly simple interface and greater control and accuracy.

Cost circa
 “Display” £155
 “Pro” £195



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 1/15 sec and set ISO 100.

Point your camera's at the white space so that it completely fills the viewfinder. 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/m²

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



Circa £60

Print using paper profiles

We Discuss This Later

Printers

Except if you are an Event Photographer and need to produce images for sale on location (in which case you would need to consider a Dye-Sub Printer), there are, in my opinion, only two makes worth considering...

Epson or Canon

Epson



Epson Expression Photo HD XP-15000 A3+ Printer

Cost circa £279
6-color Claria Photo HD Inks (assume to be a dye type)
Footprint 476 x 369 x 159 mm – Weight 8.5kg

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Epson SureColor SC-P700 A3+ Printer
 Cost circa £639
 10 Colour UltraChrome Pro 10 ink system (pigment)
 Footprint 515? x 368 x 185 mm (Width x Depth x Height) – Weight 12.6kg

Epson



Epson SureColor SC-P900 A2 Printer
 Cost circa £999
 10 Colour UltraChrome Pro 10 ink system (pigment)
 Footprint 615? x 368 x 199 mm (Width x Depth x Height) – Weight 14.8kg

Canon



Canon PIXMA iX6850 A3+ Inkjet Printer
 Cost circa £180
 5-ink system pigment Inks
 Footprint 584 x 310 x 159 mm – Weight 8.1kg

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 8 Dye Based Inks
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Canon imagePROGRAF PRO-300 A3+ Printer
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Buying Considerations

- **Capital Cost**
- **Printer Footprint**
- **Cost of Ink**

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..... [Check out On-Line Reviews](#)

Other Considerations

- **OEM Inks vs. Third-Party**
- **Continuous 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 dependant 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**

**Paper
Selection**

**What type of image is
it?**

**How do you want it
perceived?**

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

Arty = possibly a fibre based art paper, maybe with a surface texture.

High Key (light in tone) = possibly a matt fibre based paper, maybe with texture.

Low Key (dark in tone) = possibly a gloss/semi gloss paper, probably not a matt paper.

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



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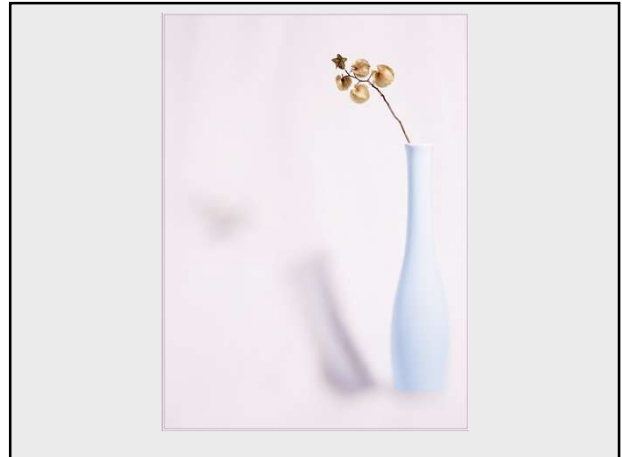
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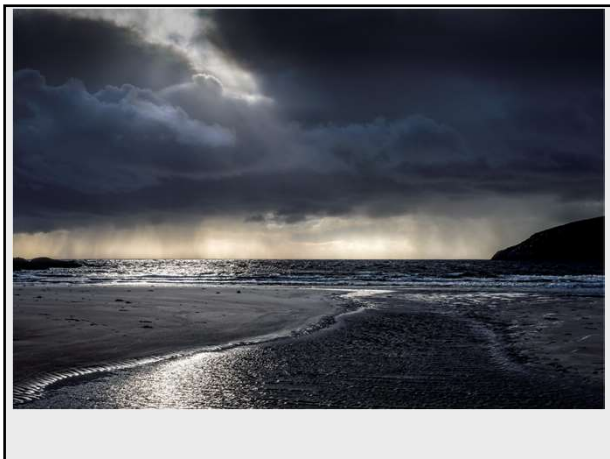
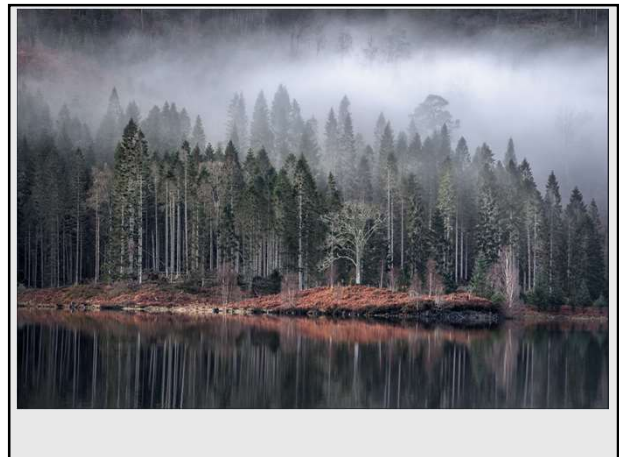
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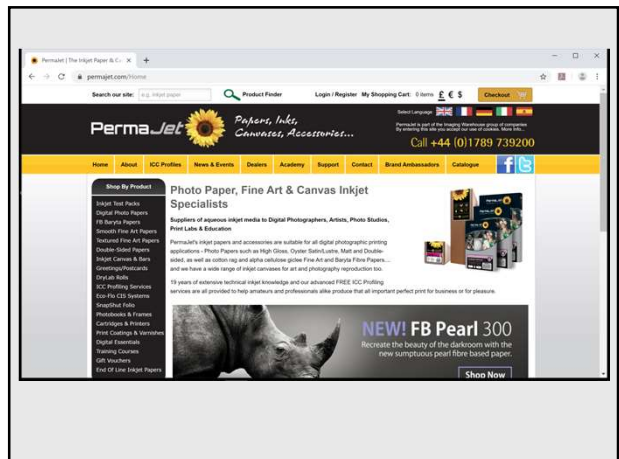
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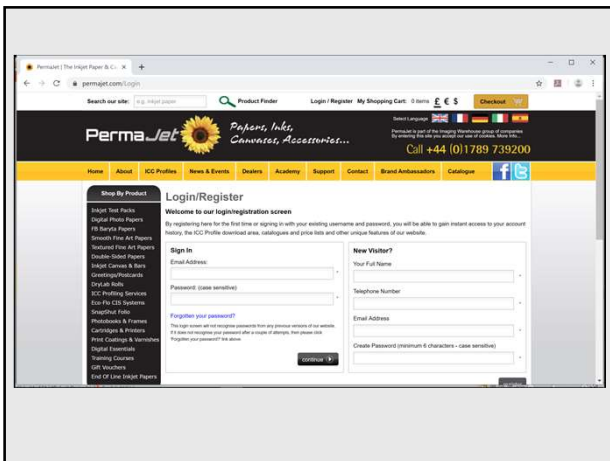
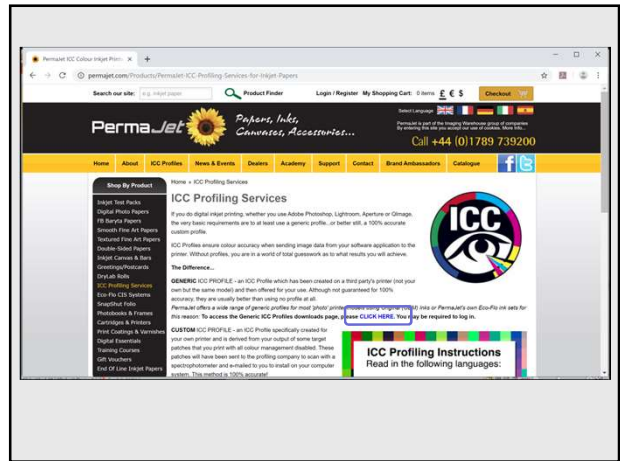
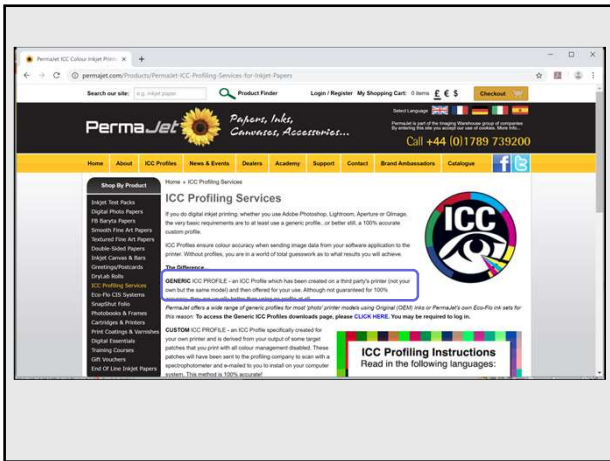
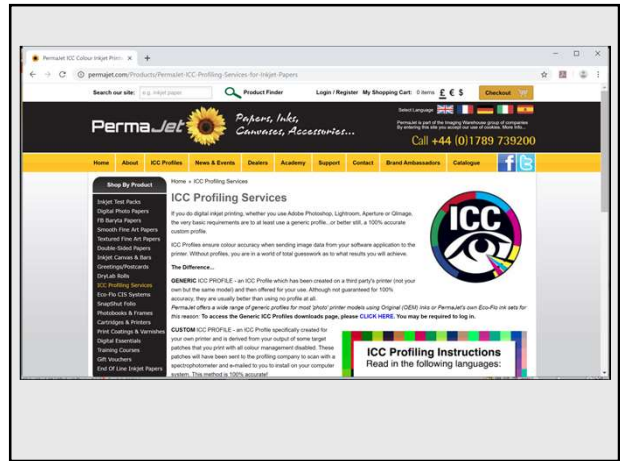
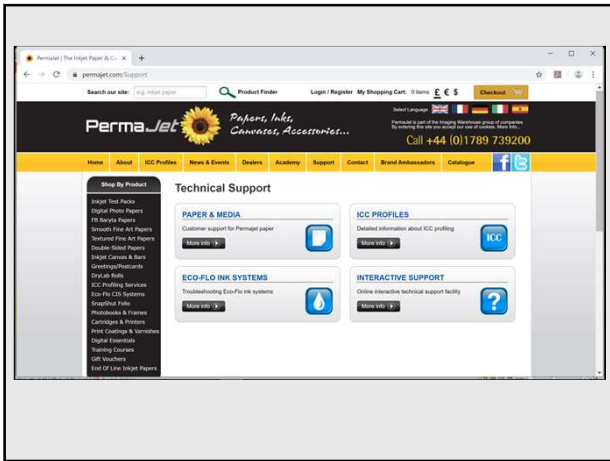
et cetera

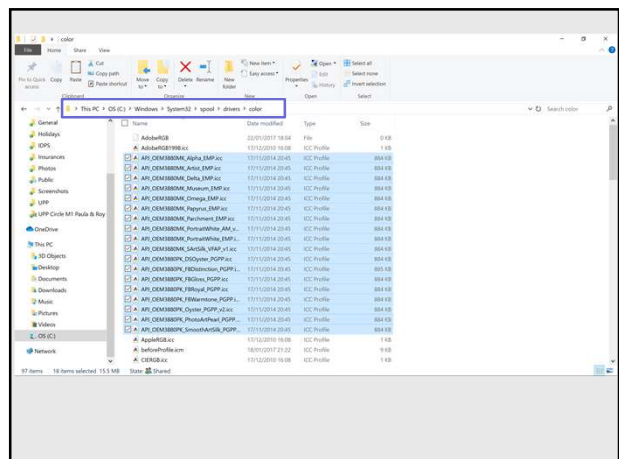
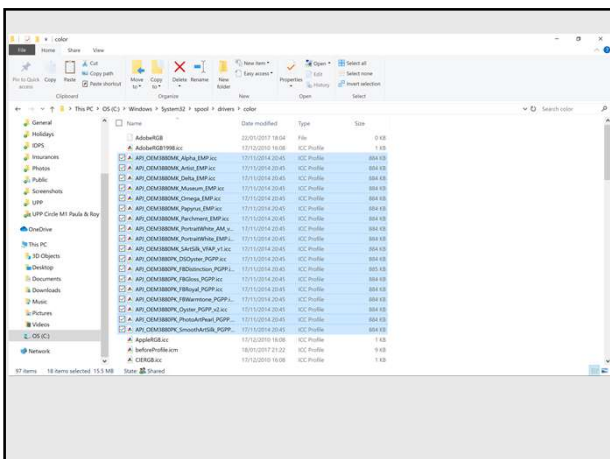
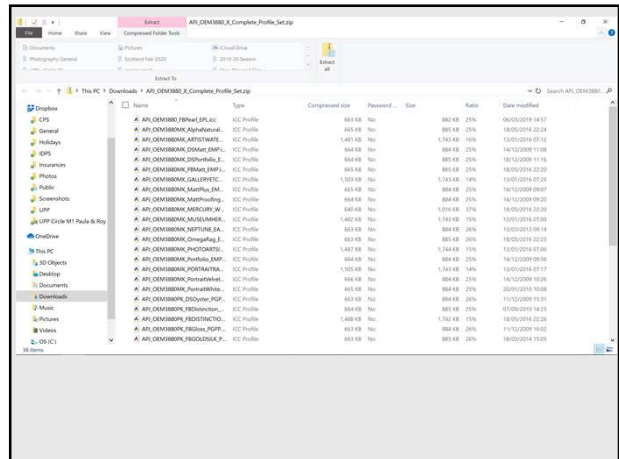
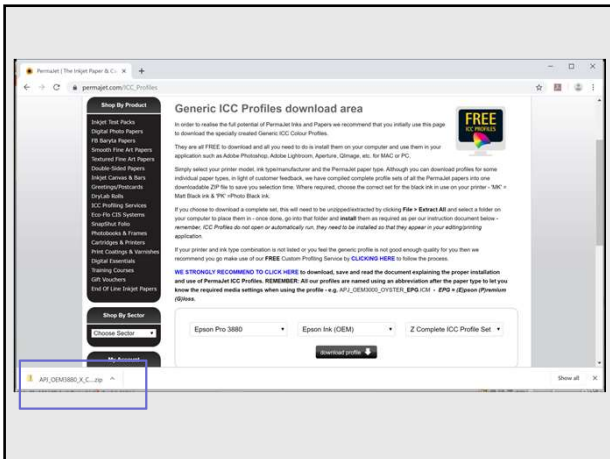
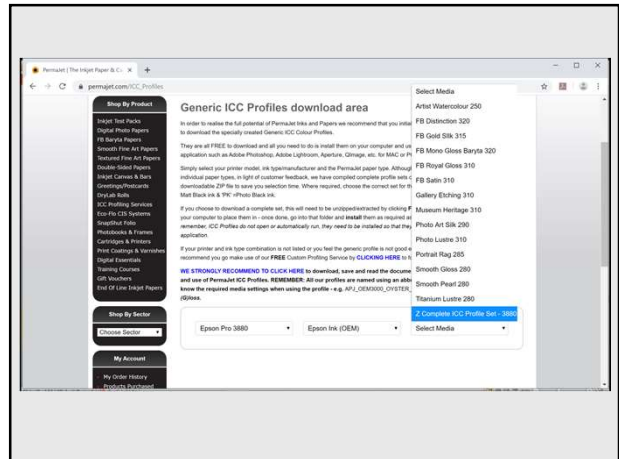
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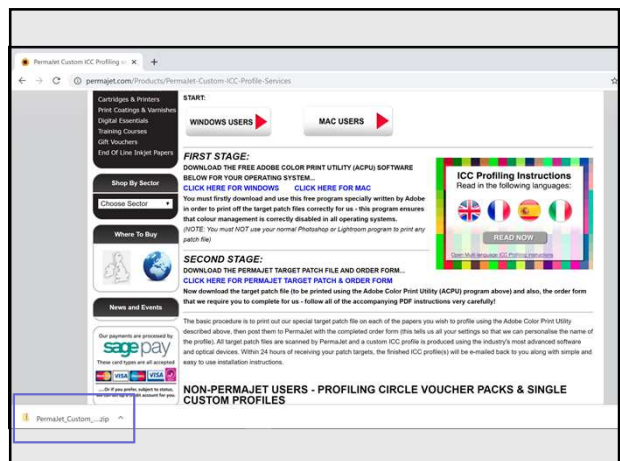
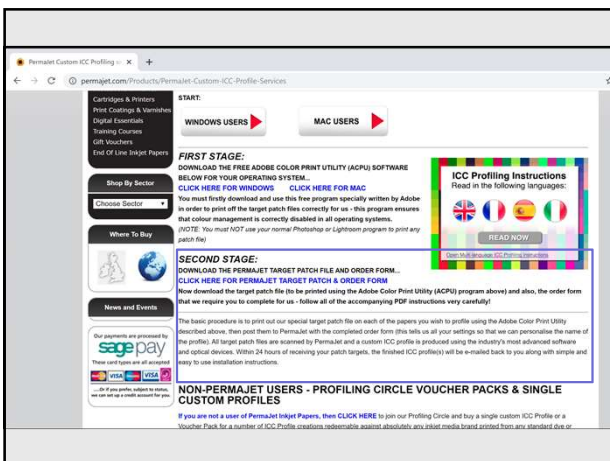
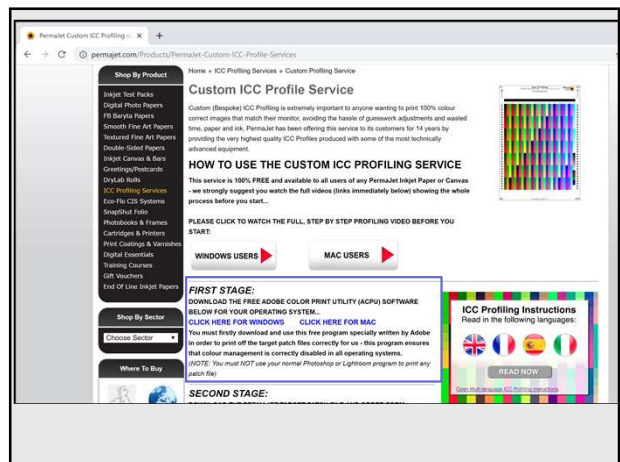
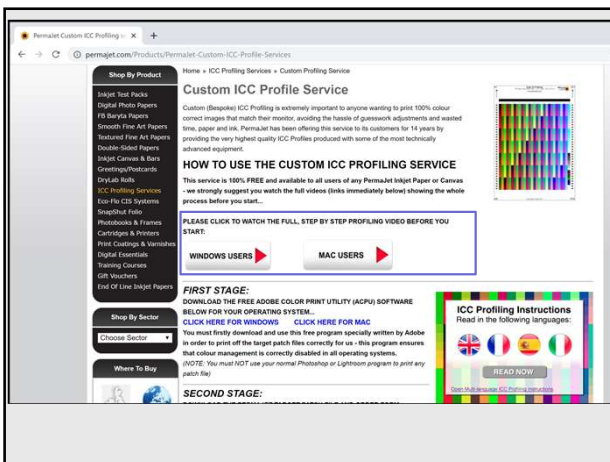
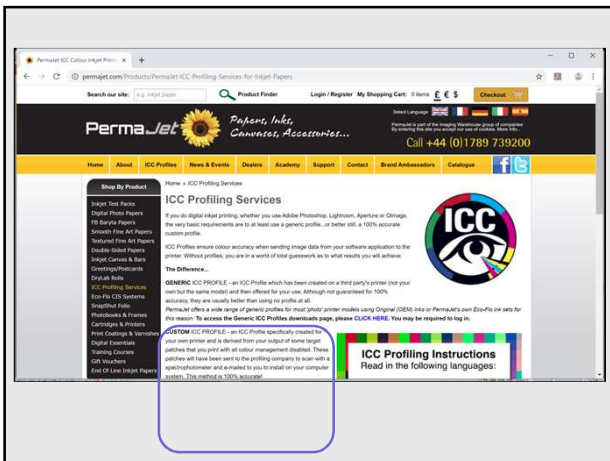
Paper Profiles

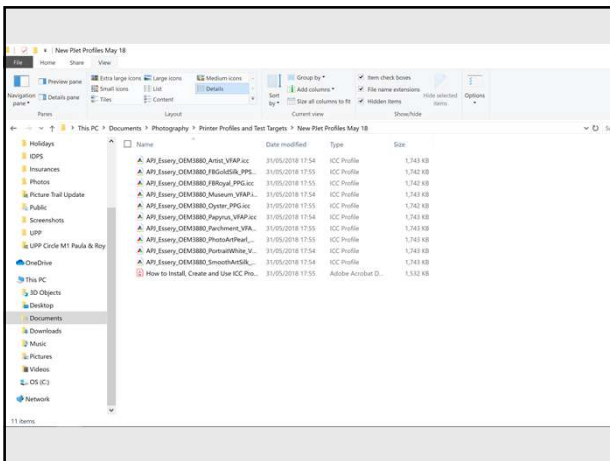
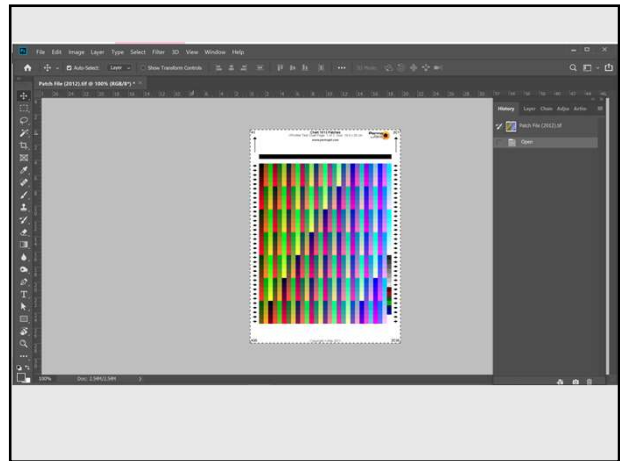
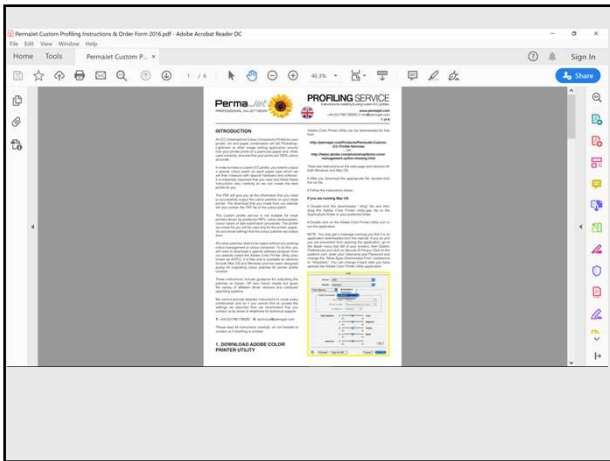
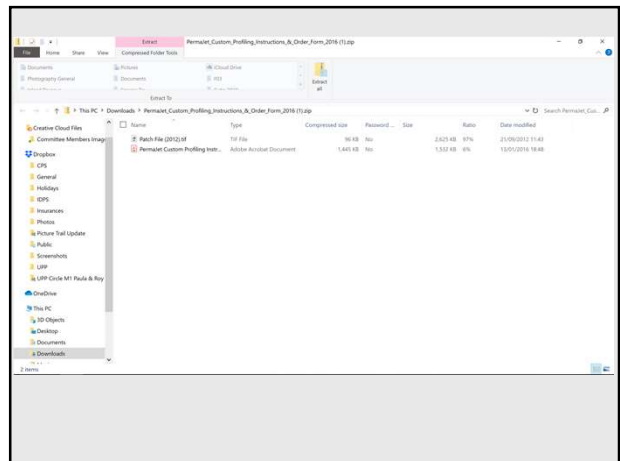
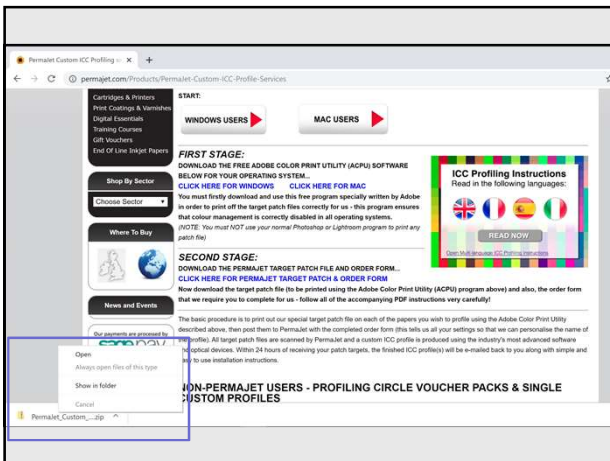
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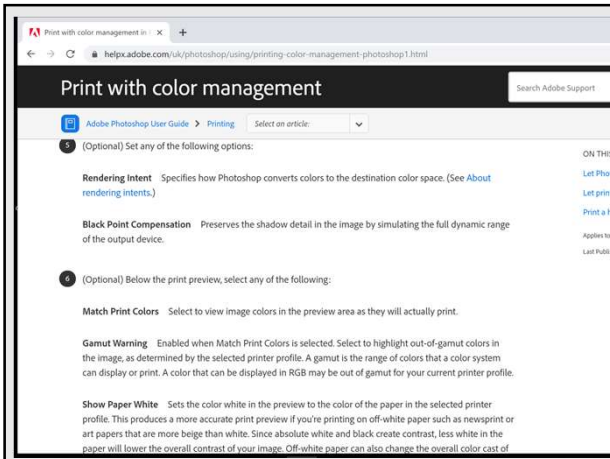












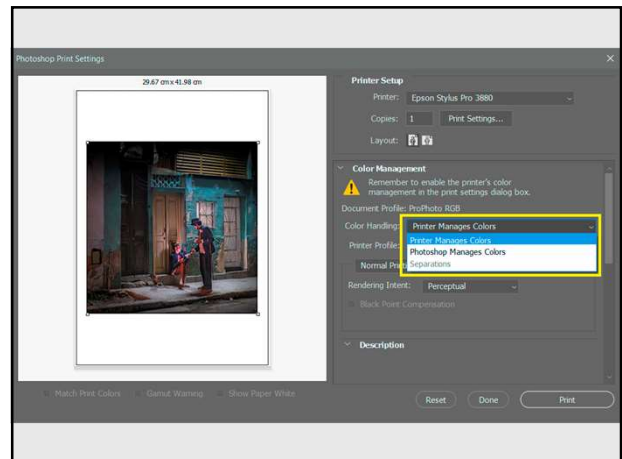
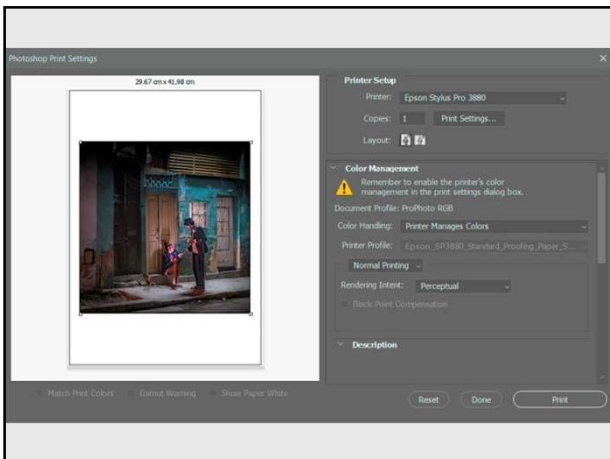
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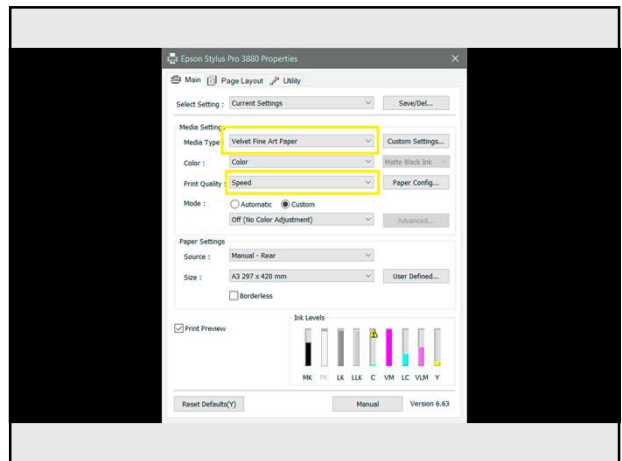
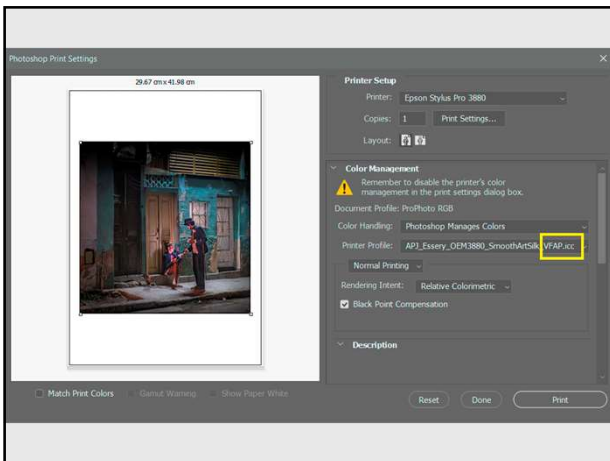
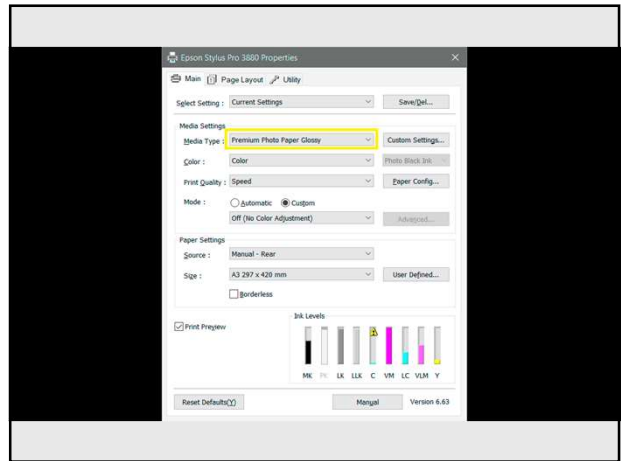
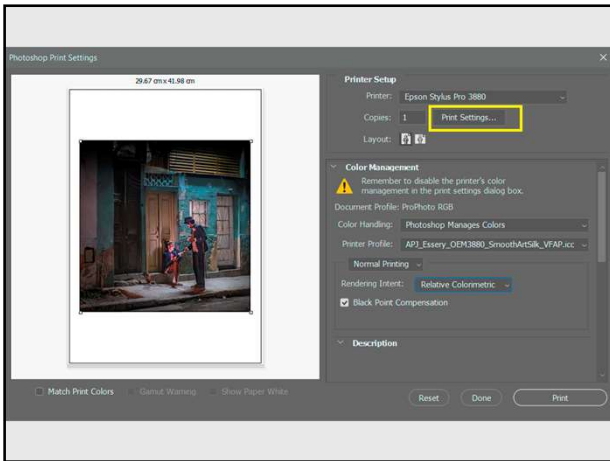
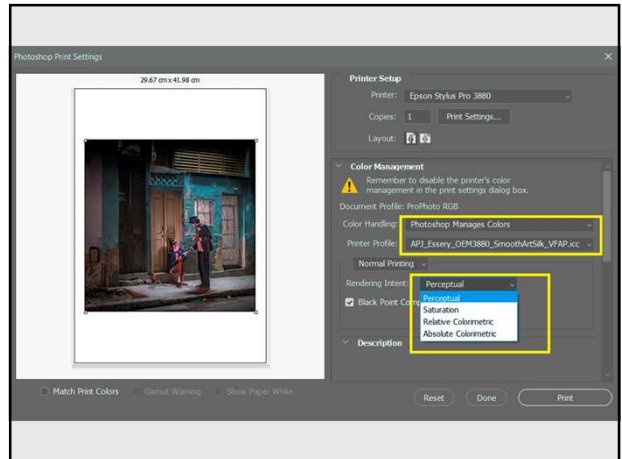
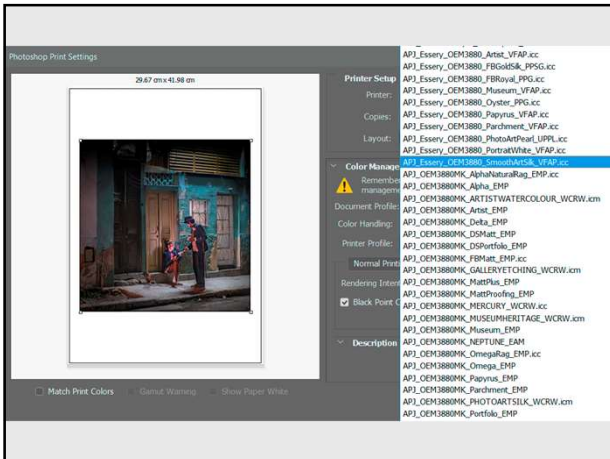
- **Perceptual**
- **Saturation**
- **Relative Colorimetric**
- **Absolute Colorimetric**

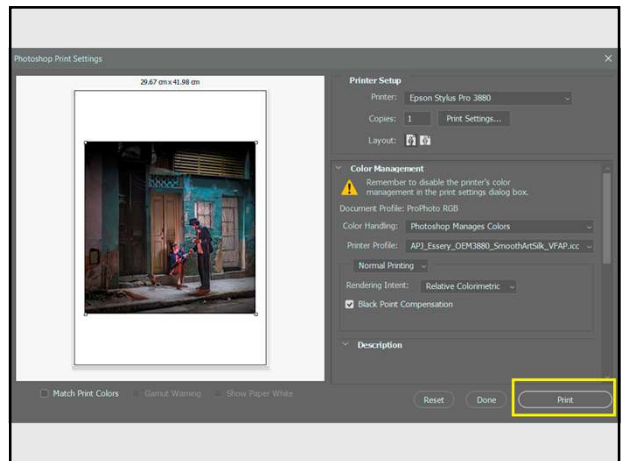
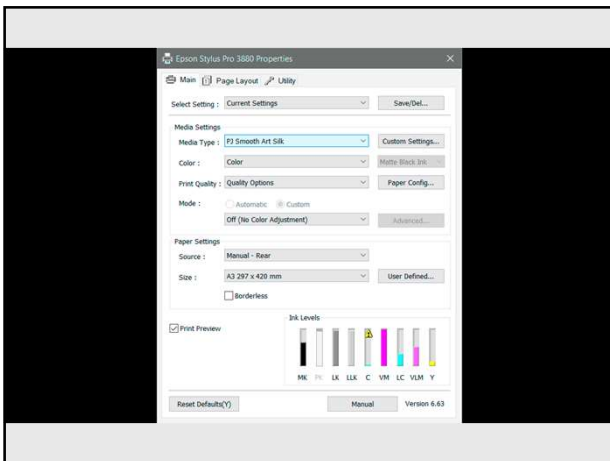
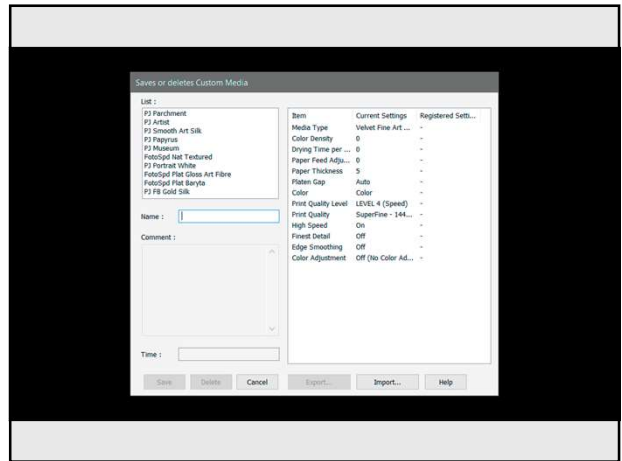
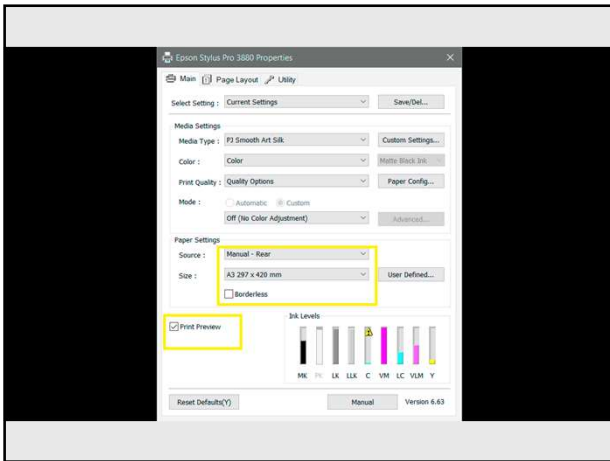
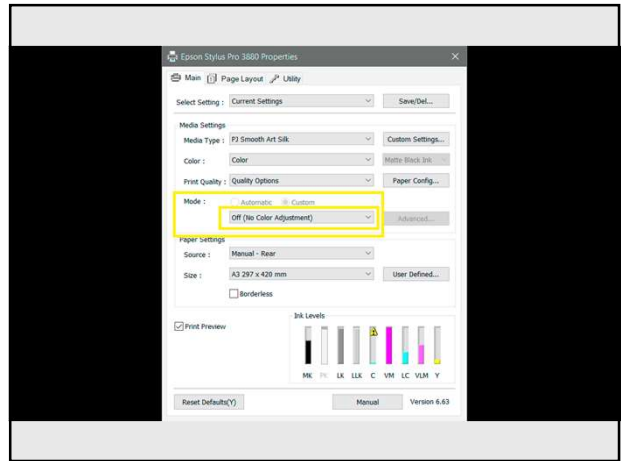
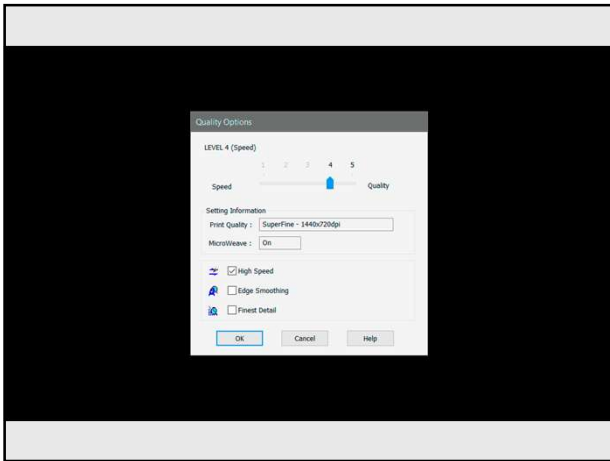
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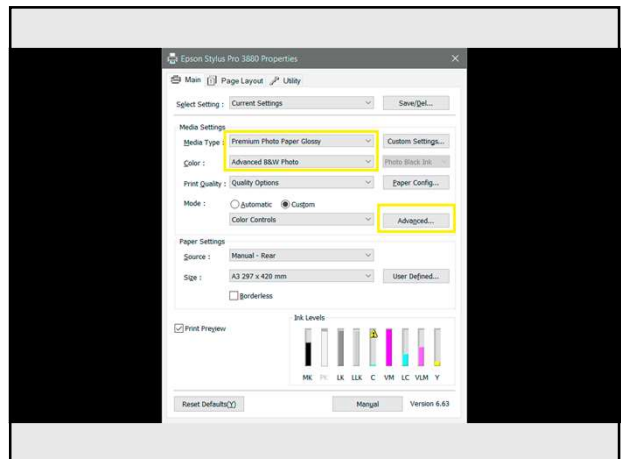
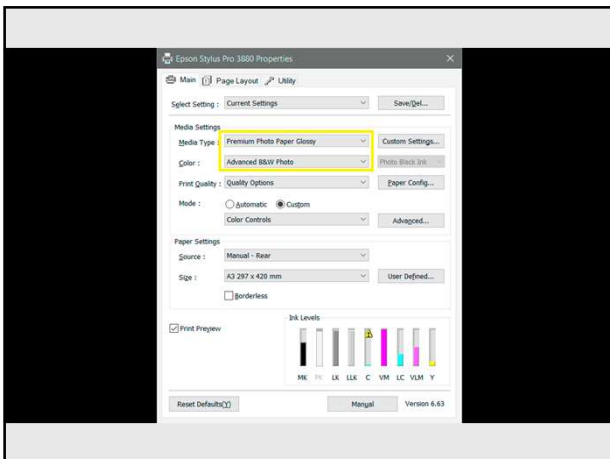
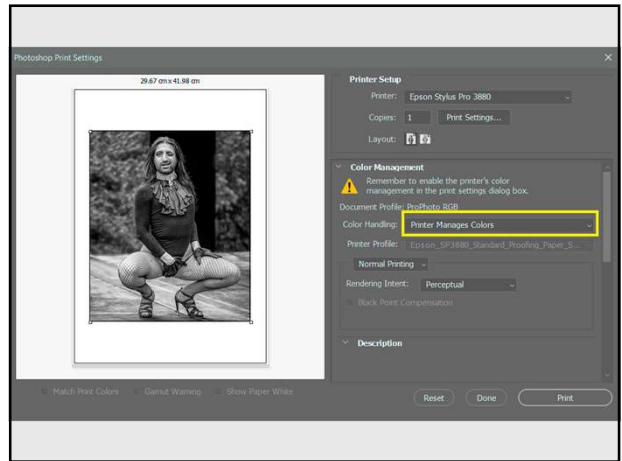
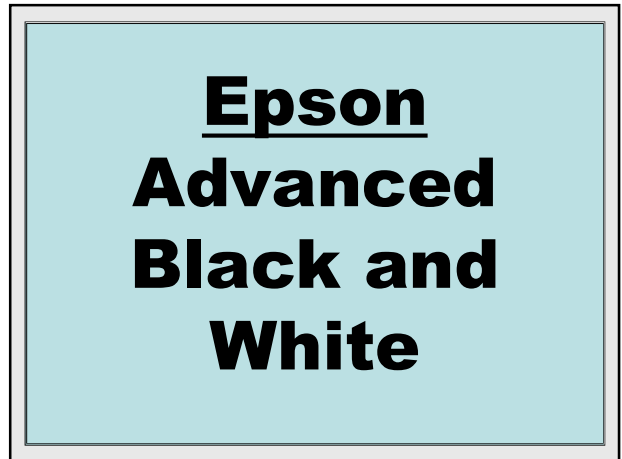
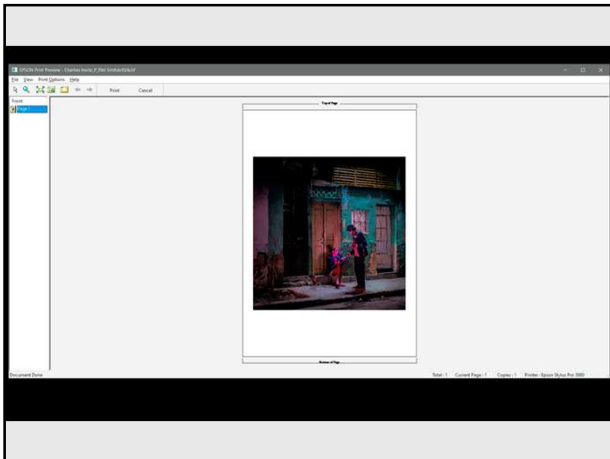
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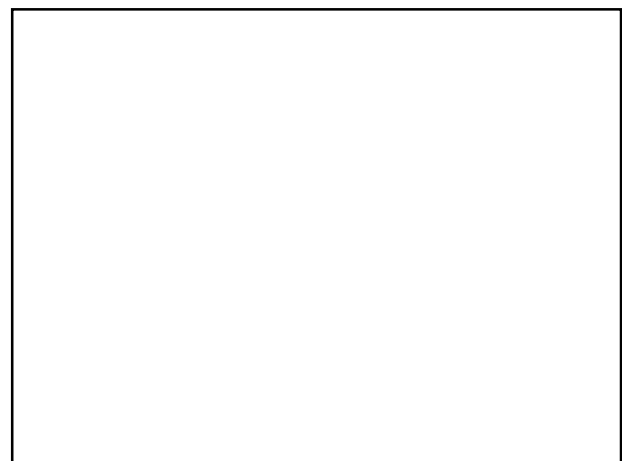
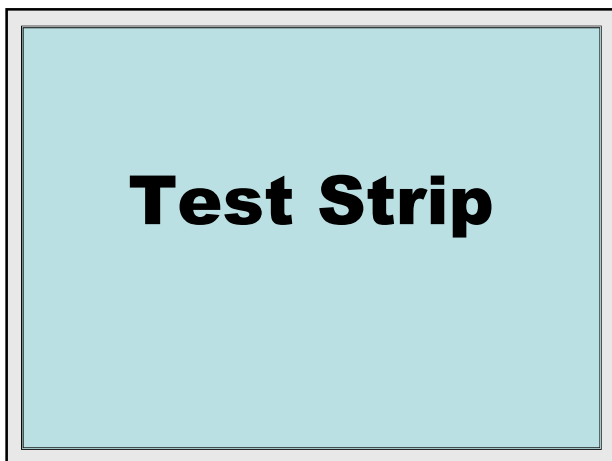
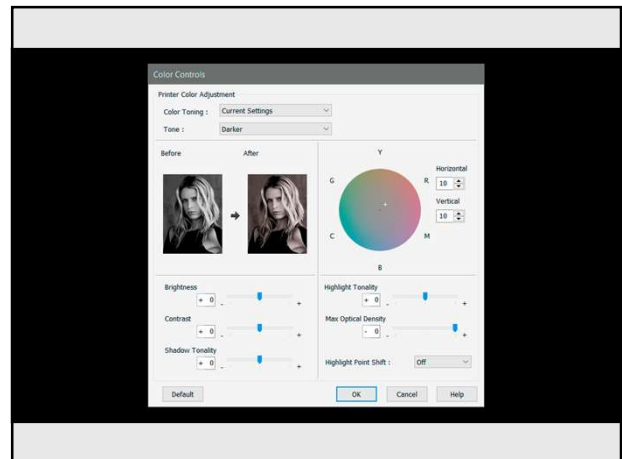
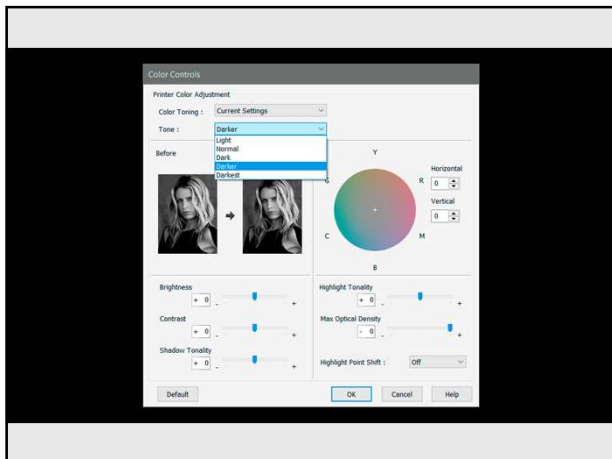
So to the Print











**Thank
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