

MELBOURN & DISTRICT PHOTOGRAPHIC CLUB

PREPARING AN IMAGE FOR PRINTING BY 3RD PARTY PRINTER

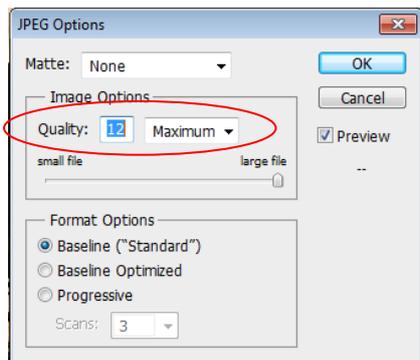
(Screenshots in the Guidance are from Photoshop Elements, Photoshop CS5 and Lightroom. Approaches in other software programs will be similar). Note, if you are printing on your own printer some of this information will be irrelevant.

This document contains advice on:

- Print Size
- Image Size (and allowing for a Border)
- Colour Profile

General Advice

Generally, unless printing on your home printer, 3rd Party print houses will need files saved as JPGs. Remember, when saving a JPG from any other file format (e.g. a RAW file), the maximum quality setting should be used.



When images are saved from formats other than JPG (for instance .CR2 raw files) into a JPG, it is highly recommended that a quality setting of 12 is used. Below a quality setting of 10, there can be a visible deterioration in image quality. When you go to "Save As", select ".jpg" and then press 'Save'. A dialogue box will open-it is suggested you always save with the highest quality setting of '12'.

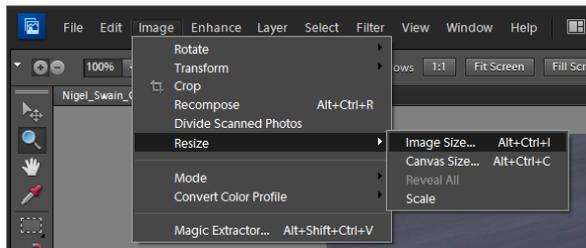
Print Size

Before doing anything, you need to decide what size you want to print your image. Throughout this Guidance, a size of 15in. x 10in. has been chosen but the same approach will apply irrespective of the Print Size you have decided. This Guidance assumes that a Border will be added to the print to allow for mounting on Mount Board.

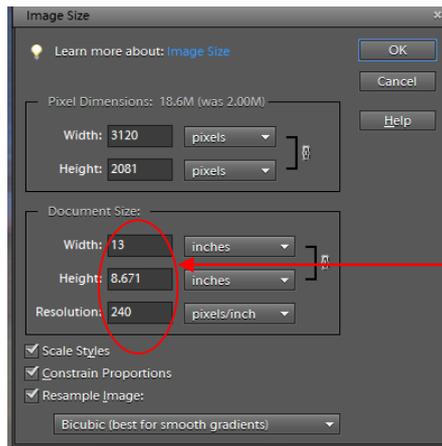
Image Size

The Image Size of the photo will need to be made to be smaller than the intended final print size to allow for a decent border around the image. For instance, if the image is being printed on 15x10 paper, then the image size should be say no greater than 13x9.

In Elements



In Elements go to Image>Resize>Image Size.

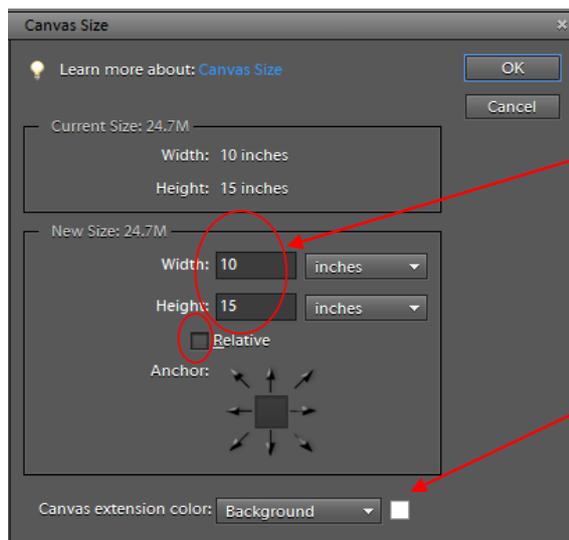


In the dialogue box which opens, ensure Constrain Proportions and Resample Image are ticked (Width and Height proportions will be locked together so that sizing is proportional)

Type in either a width of 13 (and ensure Height is no more than 9) OR type in a Height of 13 (and ensure width is no more than 9) dependent on whether the image is portrait or landscape

Note: At this stage you may wish to add a Stroke Border around your image-see Guidance for preparing Digital Images (or go to Image>Resize>Canvas Size, tick the 'Relative' Box and add a 1 or 2 pixel border in the appropriate colour.

Then, to add a Border to make your print the right size to print.....



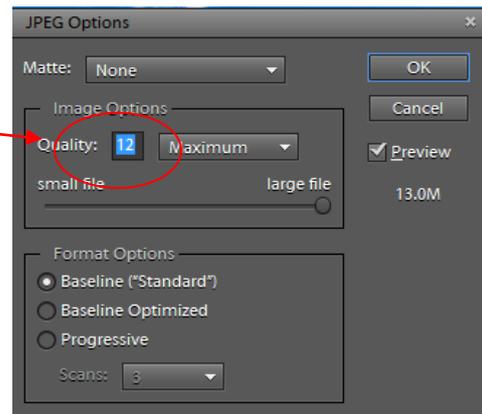
Go to Image>Resize>Canvas Size to open this Dialogue Box

Type in desired Height and Width (in this example 15 and 10 inches) keeping the Relative Box unticked

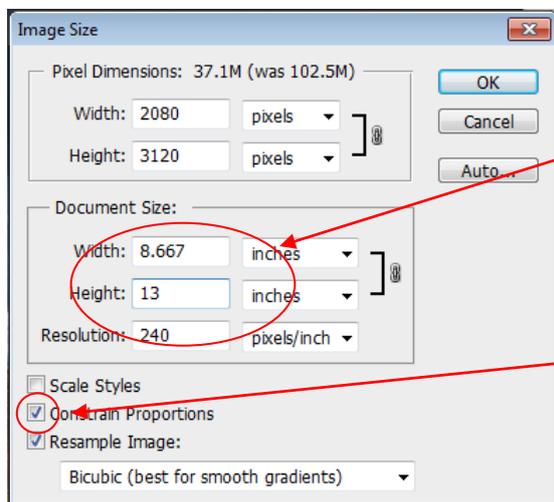
Colour of the Background can be selected at this stage

Save final image by using Save As command

Ensure Image Quality is set to 12



In Photoshop



Go to Image>Image Size, to open this dialogue box

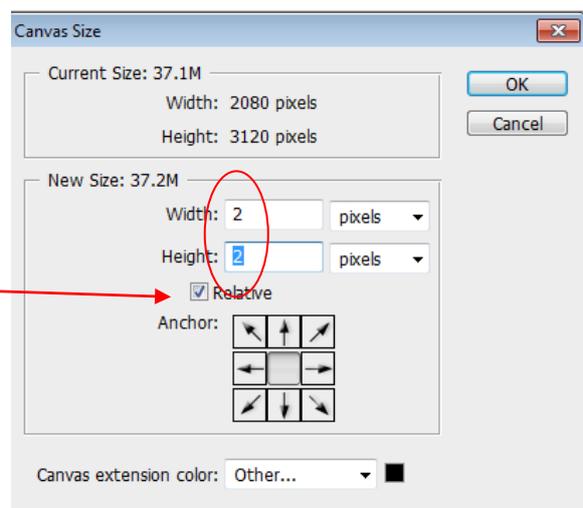
Type in Document Size as either a width of 13 (and ensure Height is no more than 9) OR type in a Height of 13 (and ensure width is no more than 9) dependent on whether the image is portrait or landscape

Constrain Proportions box should be ticked to ensure aspect ratio between horizontal and vertical is retained

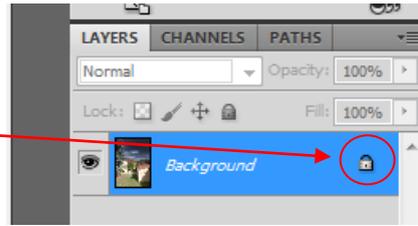
Note: At this stage you may wish to add a Stroke Border around your image-see Guidance for preparing Digital Images or

Go to Image>Canvas Size to add an appropriate thin stroke border in the desired colour

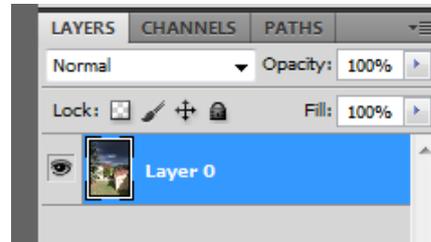
Ensure Relative is ticked



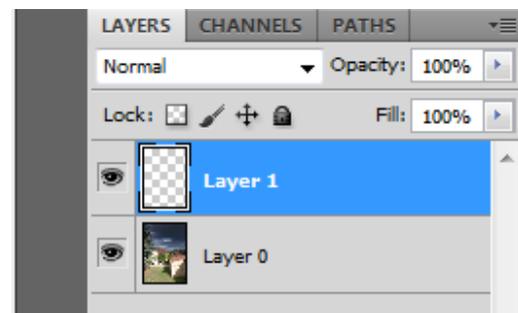
To add a Border, the Background layer has to be unlocked. Before this, it can be seen the layer is locked



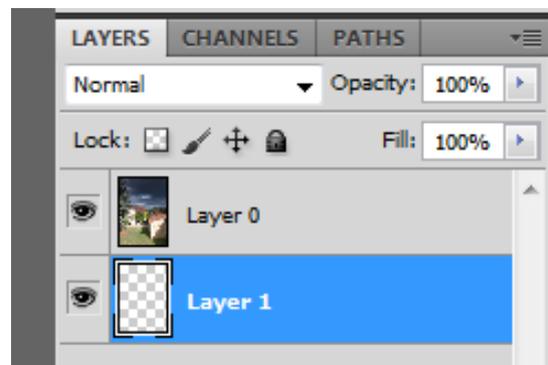
To unlock the background layer, double click on the Background layer, rename the layer and press OK



Once unlocked, create a New Layer, by Layer>New>layer or click New Layer shortcut

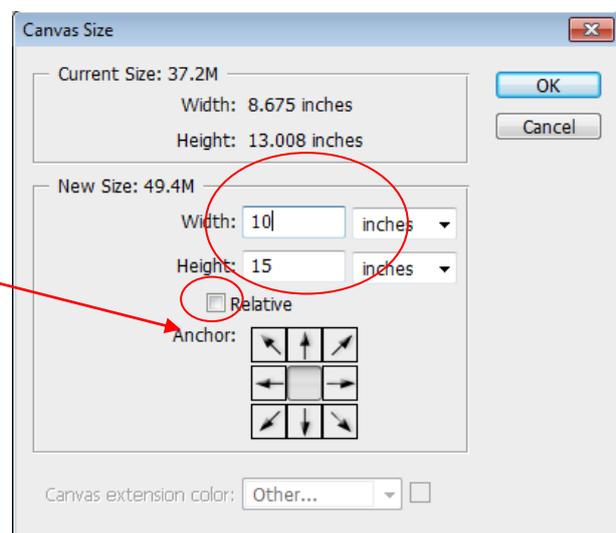


Now drag the New Layer to be below Layer 0

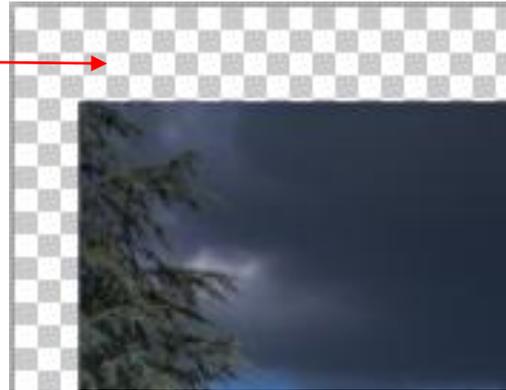


Almost finally, with the New Layer (Layer 1) selected, go to Image>Canvas Size and enter the final dimensions of the intended print (i.e. 15x10)

Ensure 'Relative' is unticked



Performing the above will create an image with a border except the border will be transparent



The border can then be filled using the Paint

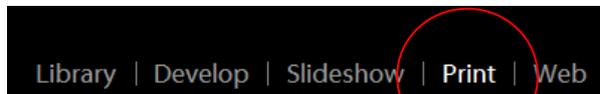


Bucket Tool and a fill colour of White

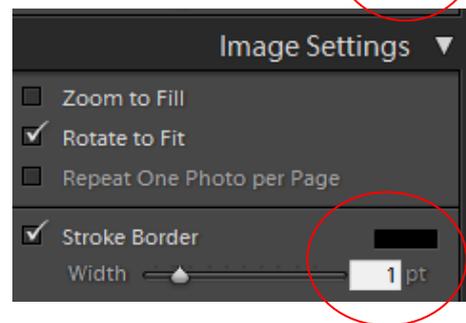
In LIGHTROOM

Lightroom is probably the easiest of the software programs to add an appropriately sized border.

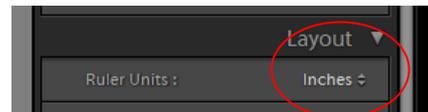
With image selected, Switch to Print Module.



To add a Stroke Border, tick the Stroke Border box and define colour of stroke border



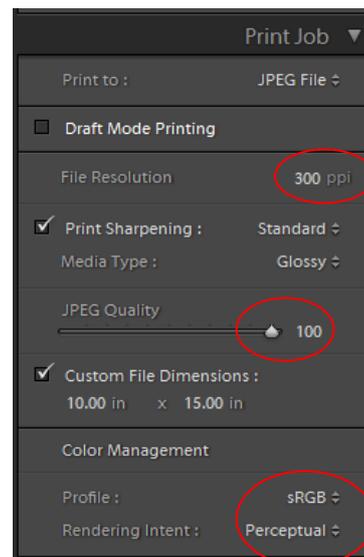
In Print Job dialogue box, switch from the Normal Printer selection to 'JPEG File'. (Set Inches or Centimetres Layout Screen)



Use these settings in the Print Job box

Then, drag the margins and tabs on the image until the image is where you want it positioned on the 15x10 paper

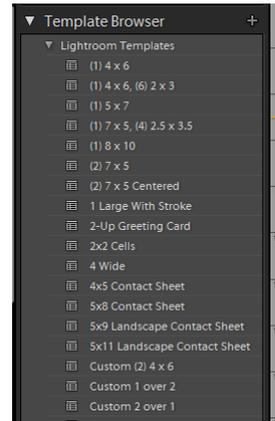
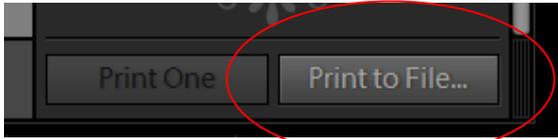
Ensure Custom File Dimensions is ticked and type in the final dimensions of the image (i.e., in this case 15 in. x 10in.)



Select a suitable template from the list of Templates, such

as 'Maximise Size' or 'Fine Art Mat' and then drag the margins of the image to fit on the 10 x 15 paper however you want it printed leaving sufficient border around the image for you to easily mount onto Mount Board (generally allow a minimum of 2cm around your image to be able to mount it easily).

Press Print File



And save in desired location

Colour Profiles

Correctly rendering the colour of an image on a print depends importantly on 2 factors:

1. Monitor Calibration (so that you adjust your images to their true colours)

and

2. The colour profile used by your printer

For Monitors, if they are not calibrated correctly, when your image is projected at the Club or indeed is printed by a 3rd Party vendor, then the colours you see at home will not be the same as those colours for your image that you will see elsewhere. The Club has a DataColour *Spyder 4* which can be borrowed by members to calibrate their monitors to render accurate colours. (Contact Keith Truman to borrow the Calibrator). More information on Calibration can be found on this video on YouTube:

<http://www.youtube.com/watch?v=IS9OhkCBUW8>

For Printer Colour Profiles for Home Printers, these are set by the Manufacturer yet to ensure these are accurate, like Monitors, they need to be calibrated.

3rd Party printers (like DS Colour) allow you to download their own Print Profiles and if you use their Print Profiles when you Save your files before sending them off for printing, then provided your monitor calibration is good, the images you receive back will look exactly as they do on your Monitor.

To Download a Colour Profile from a 3rd Party printer such as DS Colour, locate their Colour Profiles on their website and then download following the on-screen instructions (Note, different papers will have their own profiles). Make sure you select 'save' rather than 'run'. Then save the profiles to your desktop.

Once downloaded to your desktop right click on the profile and select install profile. Then this profile is on your computer and will be in your list of profiles in programs such as Photoshop, Lightroom etc. It will appear in the profile list with whatever the name is given by the printer (e.g., as DS Colour frontier crystal archive(for Glossy) and DS Colour frontier DP2(for Luster) from DS Colour)..

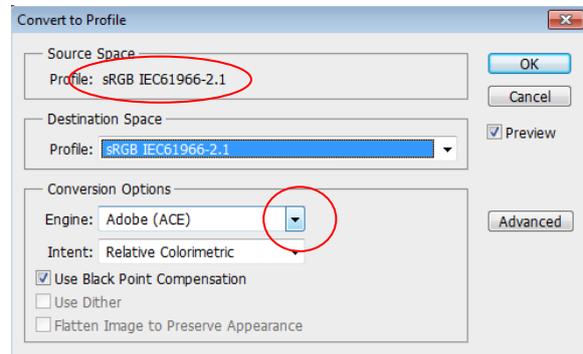
Note - you ONLY need to use these profiles when saving an image for printing by one of these suppliers, normally you would be using sRGB on your image as the profile.

Setting Colour Profile in Photoshop

Click Edit>Convert to Profile* to open this Dialogue Box

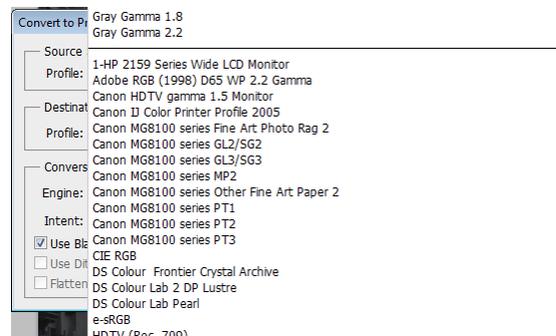
This would display the profile you have been using on your images as the 'Source Profile'

Pull down the list of available profiles on your Computer by opening up the Tab alongside Conversion Options>Engine



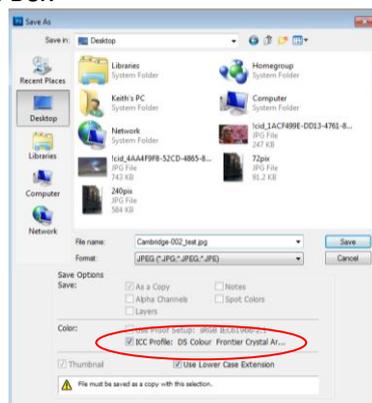
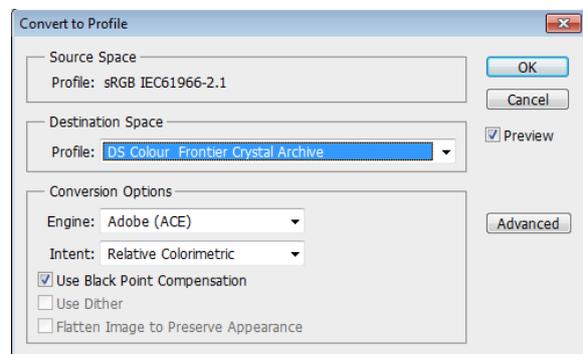
Generally, a very long list of Colour Profiles will then appear (these are .icc files on your computer). Select the profile you want for the particular 3rd Party printer and paper type.

In this case, the profile for Glossy Paper prints, printed by DS Colour is selected by clicking it



The Convert to Profile Dialogue Box will now look like this

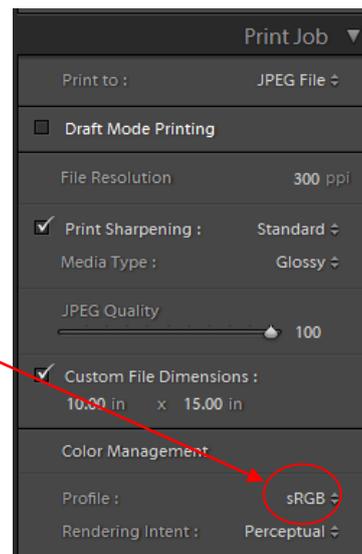
Press OK and go on to Save your image which would then be saved with this particular Colour Profile which will be shown in the Save As Dialogue Box



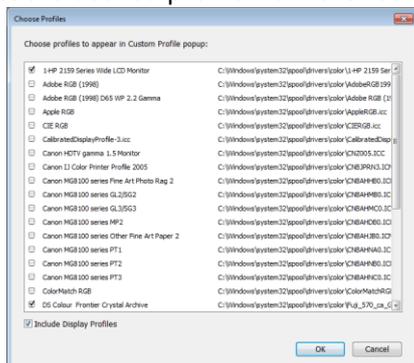
* Note - do NOT use Assign Profile as this does something completely different

Setting Colour Profile in Lightroom

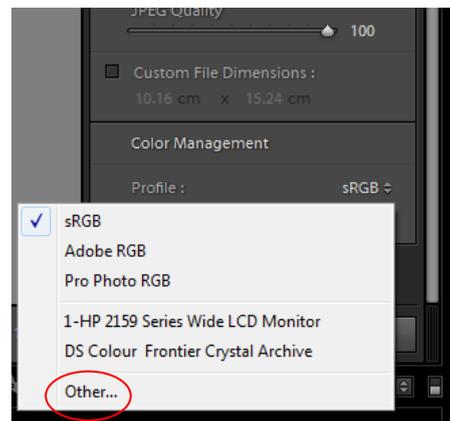
Before pressing the Print to File box, to set the Colour Profile for the Image you are saving, open up the options in the Colour Management, Profile option



A number of Colour Profile options will immediately be available. If the Profile you want is not immediately obvious, select 'Other' to display the full list of profiles on your computer to select the desired profile from the list



Press 'OK' once selected



To complete, save the file as a JPEG by printing to File as described above

And finally...

Various 3rd Party Printers will offer services to print your prints such as :

DS COLOUR

PIXUM

SNAPPISH

If you still have questions after having read this document, please feel free to contact us directly. Your best option is to get in touch with Keith Truman. His telephone number is 01763 230680 and his e-mail is keith.truman@ntlworld.com.