

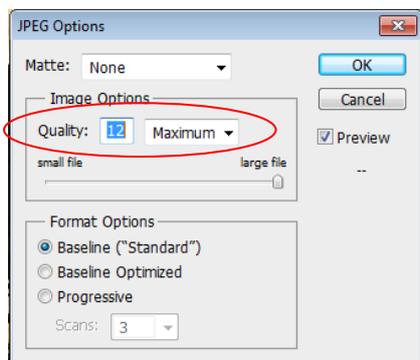
# MELBOURN & DISTRICT PHOTOGRAPHIC CLUB

## SENDING AN IMAGE FOR PRINTING BY A 3RD PARTY PRINTER

(A number of different vendors for large format prints have been tried by the Author and DS Colour have found to produce the best results and also happen to be amongst the cheapest of the Print Houses. This Guidance assumes DS Colour are used although you may chose to use a different vendor)

### 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 always 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 you will add a Border to the print to allow for mounting on Mount Board.

### Preparing your file for printing

Refer to the Guidance "Printed Image Guidance" to find out how to prepare your jpg with the borders in the right place such that the border allows for mounting onto a Mount Board. It is assumed that you will have prepared a .jpg with the border already in place and that the image size within your 15 \* 10 canvas size fits INSIDE 14 \* 9 inches.

For example:

Less than 14  
inches



DS Colour

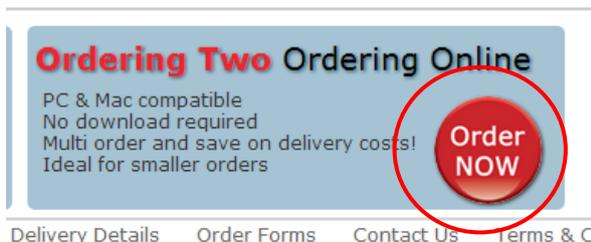
Go to the DS Colour Website (<http://www.dscolourlabs.co.uk/>).



Click "Online Photo Printing"



Then Click "Photo Printing"

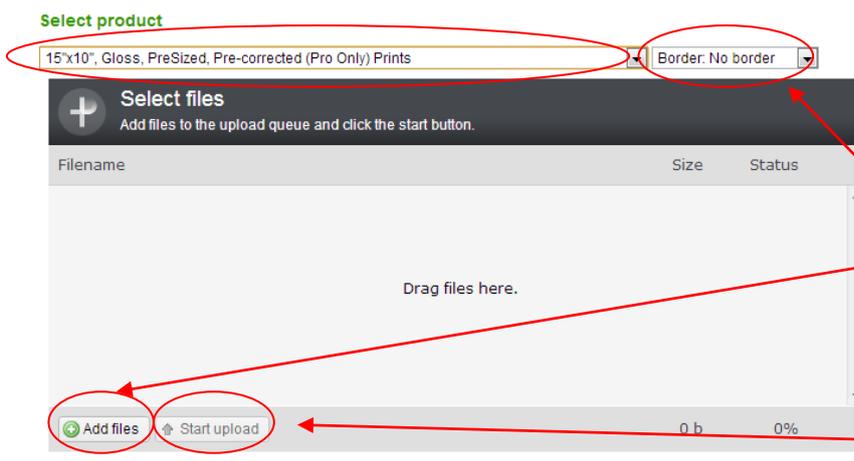


DS Colour offer a number of approaches to uploading files for printing but it has been found that the easiest approach is to click their "Option 2, Ordering Online and not their Desktop Kiosk



Then Click "Prints"

Assuming that you now want to print at 15inches \* 10 inches, select the appropriate paper size from the pull down list and also select whether you want Gloss or Lustre paper. Also, making the assumption that YOU have already prepared the print with the border how you want it positioned and also that YOU have determined and set the colouration of the files, DC Colour's "Pro" service needs to be selected [if you do not select the Pro Service, DS Colour will auto-correct your image using their own software and will also reposition the image how their software thinks the image should be printed].



Select:

- Print Size
- PreSized
- Pre-Corrected

And set "No Border"

Now, select the files you want to upload using the "Add Files" command and browse for your files

Once you have added 1 or more files, Click "Start Upload"

Once Uploads have been completed, assuming no errors (most common error is that the file you have uploaded is too low a quality to print a decent image because you sized a file incorrectly in the first place), Order can now be completed by proceeding to "Place Order".

## Colour Profiles

Note - if the colour of the print you receive back from the printers is not as you saw it on your monitor, this is most probably because the colour calibration of your Monitor is inaccurate. 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 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>

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 (using Photoshop or Lightroom, Elements does not allow this), 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)..

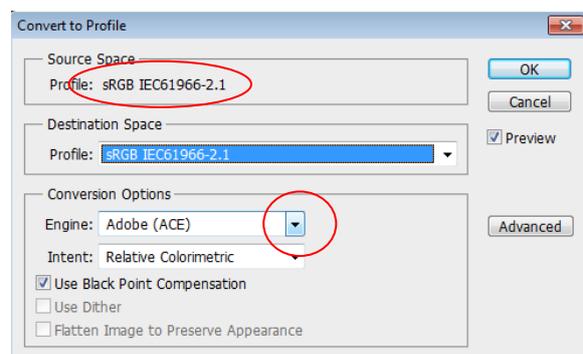
Note - you ONLY need to use these profiles when saving an image for printing by one of these suppliers, normally you would be using sRGB on your image as the profile.

### Setting Colour Profile in Photoshop

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

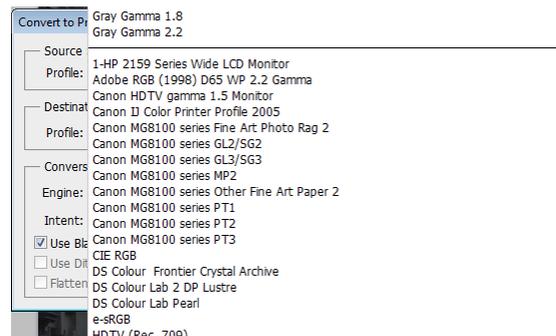
This would display the profile you have been using on your images as the 'Source Profile'

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



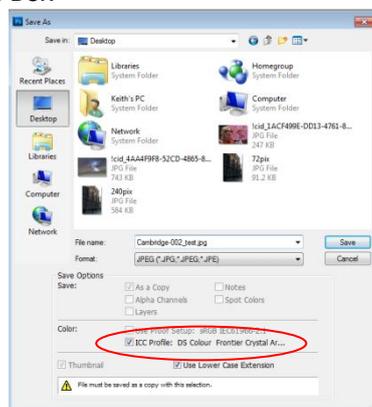
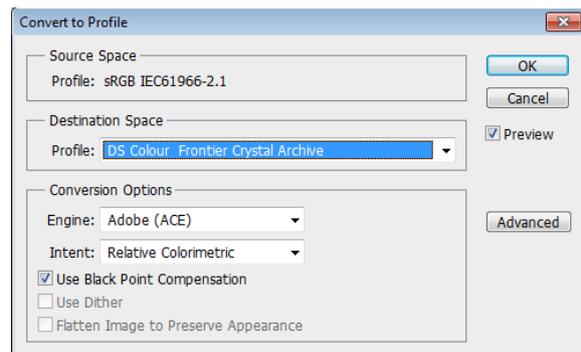
Generally, a very long list of Colour Profiles will then appear (these are .icc files on your computer). Select the profile you want for the particular 3rd Party printer and paper type.

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

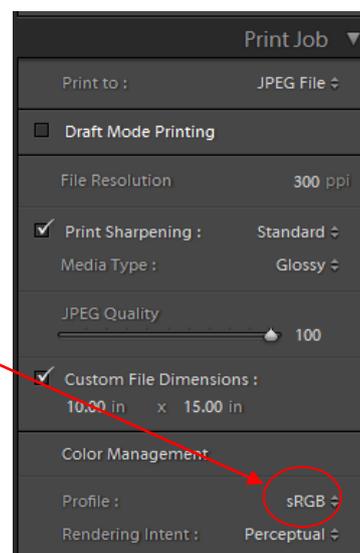
Press OK and go on to Save your image which would then be saved with this particular Colour Profile which will be shown in the Save As Dialogue Box



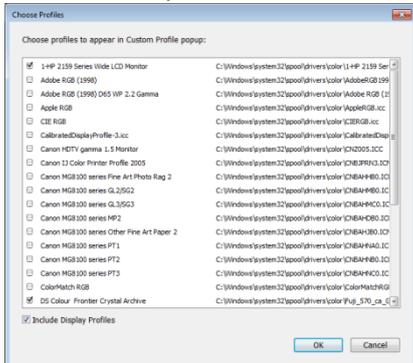
\* Note - do NOT use Assign Profile as this does something completely different

### Setting Colour Profile in Lightroom

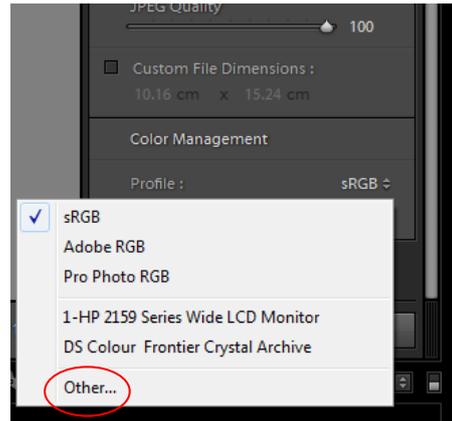
Before pressing the Print to File box, to set the Colour Profile for the Image you are saving, open up the options in the Colour Management, Profile option



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...

If you still have questions after having read this document, please feel free to contact me directly. Telephone number 01763 230680 and e-mail is [keith.truman@ntlworld.com](mailto:keith.truman@ntlworld.com).