

## **Does your printed image look the same as the image on screen?**

Many of our members have spoken about the frustration of finding that the image they produce from a high end printer simply does not match the quality of what they had on screen. If the cap fits, then read on. The solution is not as far away as it once was!

There are two matters to attend to: Screen calibration and Printer profiles. These used to be immensely complex operations, but recent inventions have made them a lot simpler to get your head around. I know because I was once bamboozled by the whole thing, and now I find it easy, if a little expensive!

The first thing to do is to borrow a screen calibrator. They cost a lot of money, and it makes sense to borrow some one else's. I have twice borrowed on from Ken's Digital in Armagh Street. It consists of the gadget itself and some software on a CD. They do have a small charge. You simply load the CD on to your computer and follow instructions. The EYE-ONE gadget hangs over your screen, with a weight over the back, and lots of different colour patches are displayed under it. The end result is a perfectly calibrated screen! It will become obvious to you during this process that screen brightness is an issue. If your screen is too bright, you might be tempted to darken an image in Photoshop "to make it look right". Then when you print you will find that your printer was unaware of your bright screen, and printed the image dark, according to your changes. And the same thing the other way round. But all that is explained on the CD.

Now that your screen is correctly calibrated, the next thing to do is generate printer profiles.

You must decide what type of paper you intend to use for your high quality images, and stick to it. The profile you generate will be valid only for that make and grade of paper.

Go to the website [www.colourmanagement.co.nz](http://www.colourmanagement.co.nz), click on Printer Profiles and follow the Steps outlined. It is really very easy!

Cautions:

You must have Photoshop or Elements to do this

Each profile will cost something, currently \$90

Be sure that you have stocks of your chosen paper.

Screen calibration has to be redone from time to time, as screens do change, but the profiles will remain as long as you keep the same printer, use the same ink, and the same paper.

Having just been through this process myself I can answer questions if necessary. Believe me, the relief is enormous!

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